

<b>Module</b>	<b>Regional Management, Tourism and Parks</b>
<b>Code</b>	MSLS_AF-55
<b>Degree Program</b>	Master of Science in Life Sciences (MSLS)
<b>ECTS Credits</b>	5
<b>Workload</b>	150 h: Contact 50h; therefor field work 42h; Self-study 100h
<b>Module Coordinator</b>	<p><b>Name</b> Jean-Jacques Thormann</p> <p><b>Phone</b> +41 31 910 21 47</p> <p><b>Email</b> Jean-Jacques.thormann@bfh.ch</p> <p><b>Address</b> Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Laenggasse 85, 3052 Zollikofen</p>
<b>Lecturers</b>	<p>Dr. Bruno Durgjai</p> <p>Jean-Jacques Thormann</p> <p>Dr. Karin Zbinden</p> <p>Flurina Wetter</p> <p>Aurelia Kogler FH GR</p>
<b>Entry Requirements</b>	None
<b>Learning Outcomes and Competences</b>	<p>After completing the module students will be able to:</p> <ul style="list-style-type: none"> <li>• Applying most important principles in regional management and working out solutions with stakeholders.</li> <li>• Analyzing tourism as a basis for sustainable regional development and developing sustainable solutions.</li> <li>• Describing principles, importance, and developments of nature parks in Switzerland and developing them further.</li> <li>• Understand similarities and differences between the Swiss National Park and the European National Parks.</li> <li>• Understanding and applying the principles of communication with medias.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• Principles of regional management</li> <li>• Principles and examples of sustainable tourism in mountain regions</li> <li>• Communication principles in relation to medias</li> <li>• Swiss nature parks, their importance and classification</li> <li>• Swiss National Park and its importance</li> <li>• Examples of para agriculture and forestry</li> </ul>
<b>Teaching / Learning Methods</b>	Short theoretical inputs, excursions in the Swiss National Park and Val Müstair, Diemtigtal and Gantrisch nature parks, tourism study case, media training
<b>Assessment of Learning Outcome</b>	<p>1) Oral exam (67%)</p> <p>2) Study case tourism (33%)</p>
<b>Bibliography</b>	<p>Holloway, J.C., Humphreys, C. (2012). The Business Of Tourism. Ninth Edition. Pearson</p> <p>Bieger, T.: Tourismuslehre –ein Grundriss</p> <p><a href="https://www.parks.swiss/en/">https://www.parks.swiss/en/</a></p>

	<a href="https://www.nationalpark.ch/en/">https://www.nationalpark.ch/en/</a> <a href="http://www.sab.ch/politik/tourismus.html">http://www.sab.ch/politik/tourismus.html</a> ;
<b>Language</b>	English and German (students must be able to interact in German with local stakeholders)
<b>Comments</b>	Excursions and several other sequences are compulsory for students. For details on compulsory sequences, please refer to the detailed schedule of the module, which will be uploaded on Moodle 4 weeks before the start of the module.
<b>Last Update</b>	12.04.2022 / Jean-Jacques Thormann