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

	http://www.sab.ch/politik/tourismus.html;
Language	English and German (students must be able to interact in German with local stakeholders)
Comments	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.
Last Update	20.02.2023 / Jean-Jacques Thormann, i.V. Karin Zbinden Gysin