



Module Title	Regional Management, Tourism and Parks
Module Code	MCLs215
Code	AF-55
ECTS Credits	5
Workload	150 h: Contact 50h; thereof field work 42h; Self-study 100h
Module Coordinator	<p>Name Jean-Jacques Thormann</p> <p>Phone +41 31 910 21 47</p> <p>Email Jean-Jacques.thormann@bfh.ch</p> <p>Address Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Laenggasse 85, 3052 Zollikofen</p>
Lecturers	<p>Dr. Bruno Durgjai</p> <p>Jean-Jacques Thormann</p> <p>Dr. Karin Zbinden Gysin</p> <p>Aurelia Kogler FH GR</p>
Entry Requirements	None, a list of literature will be provided when the module starts
Learning Outcomes and Competencies	<p>After completing the module, students will be able to:</p> <ul style="list-style-type: none"> • apply most important principles in regional management and work out solutions with stakeholders; • analyse tourism as a basis for sustainable regional development and develop sustainable solutions; • describe principles, importance and developments of nature parks in Switzerland and develop them further; • understand similarities and differences between the Swiss National Park and European national parks; • understand and apply the principles of communication with the media.
Module Content	<ul style="list-style-type: none"> • Principles of regional management • Principles and examples of sustainable tourism in mountain regions • Communication principles in relation to the media • Swiss nature parks, their importance and classification • Swiss National Park and its importance • Examples of para-agriculture and forestry
Teaching and Learning Methods	Short theoretical input, excursions in the Swiss National Park and Val Müstair, Diemtigtal and Gantrisch nature parks, tourism study case, media training
Assessment of Learning Outcome	<p>1) Oral exam (67%)</p> <p>2) Study case tourism (33%)</p>
Bibliography	<p>Holloway, J.C., Humphreys, C. (2012). The Business of Tourism. Ninth Edition. Pearson</p> <p>Bieger, T.: Tourismuslehre –ein Grundriss</p> <p>https://www.parks.swiss/en/</p> <p>https://www.nationalpark.ch/en/</p>

	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