

Module 1: Introduction to EAT

Total amount of teaching units (TU): 8

Learning Targets	TU	Methods	Contents of Teaching	Documents	Material	Comments
knowledge about and understanding of the structure and the economic importance of tourism in Europe and in the particular homecountries	3	lecture, discussion, exercise	<ul style="list-style-type: none"> - definition of tourism - economic importance of tourism - development of tourism in Europe - boom-factors of tourism - the system „tourism“ - demand in tourism - the touristic product - supplier in tourism - the touristic destination - tasks of destination management - touristic planning - touristic policy - sustainable tourism 	PowerPoint-presentation, script of module 1	laptop, video-projector, blackboard or flip chart and crayon or pens if necessary	competences communicated: competences of knowledge (Whom can I contact concerning particular questions? How do I interpret information like statistics and trends?), social competences (teamwork during the exercise, presentation of results)
knowledge about and understanding of the structure and the economic importance of tourism of the market segment “rural tourism” in Europe and in the particular homecountries	5	lecture, discussion, exercise	<ul style="list-style-type: none"> - definition of rural tourism - the natural and the derived touristic offer - examples of offers in rural tourism - target groups - rural tourism and sustainable regional development - measures for the development of rural tourism (product development, networking, marketing, accompanying planning measures) - future challenges for rural tourism - (ecological) agrarian tourism - examples of offers - advantages of this tourism form for sustainable regional development - important actors in rural tourism - important channels of advertising and information 	PowerPoint-presentation, script of module 1	laptop, video-projector, blackboard or flip chart and crayon or pens if necessary	competences communicated: competences of knowledge (Whom can I contact concerning particular questions? How do I interpret information like statistics and trends?), social competences (teamwork during the exercise, presentation of results)