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## **Complete version as of 1 October 2019**

### **Curriculum for the Master's Programme Sustainable Regional and Destination Development Joint Study Programme of the University of Innsbruck and the UNIT TIROL - Private University of Health Sciences and Technology**

#### **Contents**

- § 1 Allocation of the study programme
- § 2 Description of the joint study programme
- § 3 Qualification profile
- § 4 Scope and duration
- § 5 Admission
- § 6 Types of courses and number of participants
- § 7 Allocation of places in courses with a limited number of participants
- § 8 Compulsory and elective modules
- § 9 Master's Thesis
- § 10 Examination regulations
- § 11 Academic degree
- § 12 Coming into force

## **§ 1 Allocation of the study programme**

The Master's Programme Sustainable Regional and Destination Development is allocated to the social and economic studies acc. to §54 Universities Act 2002.

## **§ 2 Description of the joint study programme**

- (1) The Master's Programme Sustainable Regional and Destination Development is a joint study programme of the University of Innsbruck (LFUI) and the UMIT TIROL - Private University of Health Sciences and Technology, Hall in Tirol and is implemented as a *joint degree*-programme.
- (2) With regard to the organisational handling of the joint study programme, the agreements on the implementation of the Master's Programme in Sustainable Regional and Destination Development specified in the cooperation agreement between the LFUI and the UMIT TIROL apply. The regulations of the LFUI apply to all issues relating to study law, as specified in the cooperation agreement. For courses held at the UMIT TIROL the same regulations apply with regards to evaluation as at the LFUI.

## **§ 3 Qualification profile**

- (1) In the Master's Programme Sustainable Regional and Destination Management competences in the field of economic sciences are advanced.
- (2) The graduates of the joint study programme will have specialised knowledge in the following fields:

### 1. Subject-specific competences:

#### Graduates

- have specialised theoretical and methodological knowledge in the area of qualitative analysis of social and economic systems,
- have specialised knowledge in the field of methods of qualitative and quantitative data analysis,
- are able to develop scenarios for complex topics in regional development, to make forecasts and to subject the results to demanding robustness tests,
- have skills, which they can use to independently to solve subject-specific issues in regional and destination development in a methodically correct way,
- are able to independently research (subject-specific) scientific literature on topics in economic and social sciences, evaluate them against the background of a specific question and develop them in an innovative way,
- master the skills to transfer and evaluate the results and methods from other research contexts on own questions, modify them if required and combine them in a new way if necessary,
- can prepare their results in the form of scientific essays and present them to high-quality journals in an appropriate way with regard to content and form.

### 2. Interdisciplinary competences:

#### Graduates

- can present results at conferences in an appropriate way and discuss them with a critical audience of specialists,
- can prepare and discuss scientific results (external and own) for interested professionals,
- are able to independently formulate problems from economic practice and the political

context in such a way that they can be analysed scientifically,

- are able to understand the social relevance of research approaches, but also to recognise possible ethical aspects of different methods and contents,
- are able to deal responsibly with the results of their research,
- are able to recognise when it is necessary to involve partners from other scientific fields for working on scientific problems.

### 3. Professional prospects:

Graduates of the master's programme can use their expertise in their field of work or study as well as knowledge from other disciplines to strategically align and manage complex projects, functional areas or companies. The master's programme enables them to take responsibility for contributions to specialist knowledge and professional practice and/or for reviewing the strategic performance of teams. Depending on their selected focus they are qualified for the following professional fields:

- a. the management of corporate tourist organisations,
- b. management positions in the field of regional development,
- c. management positions in corporate service providers in tourism,
- d. positions in consulting companies in the following fields: business consulting, regional development, reengineering offices, traffic planning, marketing, digitisation,
- e. middle and upper management positions in larger tourism companies.

- (3) The Master's Programme Sustainable Regional and Destination Development is the basis for a pertinent (economic) doctoral study programme.

## § 4 Scope and duration

The Master's Programme Sustainable Regional and Destination Management covers 120 ECTS-Credits. This corresponds to a duration of the study programme of four semesters. One ECTS-Credit corresponds to a workload of 25 hours.

## § 5 Admission

- (1) Completion of a relevant university bachelor's programme or a relevant bachelor's programme at a University of Applied Science, or completion of other equivalent studies at an accredited Austrian or non-Austrian post-secondary educational institution is required for admission to the Master's Programme in Sustainable Regional and Destination Development.
- (2) A completed joint Bachelor's Programme in Economy, Health and Sports Tourism at the University of Innsbruck and the UMIT TIROL - Private University of Health Sciences and Technology in any case a relevant study programme.
- (3) In the event that equivalence has been established in principle but with certain qualifications missing for full equivalence, supplemental examinations may be required by the rectorate. These examinations must be completed during the master's programme.

## § 6 Types of courses and maximum number of students per course

- (1) Courses without continuous performance assessment:  
Working groups (AG) aim to provide a forum to discuss theories, methods and techniques of a subject in the form of group work. Maximum number of participants: 10
- (2) Courses with continuous performance assessment:

Lectures with integrated practical parts (VU) focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of participants: 25

### § 7 Allocation of places in courses with a limited number of participants

In courses with a limited number of participants, course places are allocated as follows:

1. Students for whom the study duration would be extended due to the postponement are to be given priority.
2. If the criterium in no. 1 does not suffice, first, students for whom this course is part of a compulsory module are to be given priority, and second, students for whom this course is part of an elective module.
3. If the criteria in No. 1 and 2 do not suffice, the available places are drawn by random.

### § 8 Compulsory and elective modules

(1) The following compulsory modules covering altogether 50 ECTS-Credits must be passed:

1.	Compulsory Module: Economics	h	ECTS-Credits	Univ.
<b>a.</b>	<b>VU Regional Economics</b> Regional economic models, competitiveness of regions, elements of regional policy, productivity of regions; economies of scale and agglomeration, production factors of regional innovation, economic performance and quality of life;	2	5	UMIT TIROL
<b>b.</b>	<b>VU Environmental Economics</b> Allocation of environmental goods, incentive systems, elements of environmental policy;	2	5	LFUI
<b>c.</b>	<b>VU Competitive Economics</b> Market structures, competitive behaviour and strategic behaviour, elements of competition policy;	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- are able to understand scientific publications on regional economics, environmental economics and competition economics,</li> <li>- can independently analyse and classify specific regions, destinations and markets in order to record and solve (scientific) questions in their own subject,</li> <li>- can estimate the effects of incentive systems and derive appropriate instructions for action,</li> <li>- can lead a competent discourse on models for the analysis of regions and destinations and are able to provide information, ideas, problems and solutions in the fields of economics to experts and laypersons.</li> </ul>			
	<b>Prerequisites:</b> none			

2.	Compulsory Module: Business Management	h	ECTS-Credits	Univ.
a.	<b>VU Destination Research</b> Management functions of the Destination Management Organisation (DMO); destinations as competitive units; organisation of tourism in a destination; cooperative tasks in a destination; financing and management principles in the destination; information and stakeholder management; basics of product development;	2	5	LFUI/ UMIT TIROL *
b.	<b>VU Destination Marketing</b> Strategic tourism marketing in a destination, development of bundles of offers; development of an operational marketing system; evaluation and marketing controlling; international marketing campaigns; consumer research;	2	5	LFUI
c.	<b>VU Change Management</b> Corporate structures as network organisations; networks of knowledge and communities of practice; process presentation in networks; requirements for the design of expert exchanges and decisions in network contexts; implementation and practising of selected discussion and decision-making processes (e.g. sociocratic decision-making and moderation of consensus);	2	5	UMIT TIROL
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- can understand the tasks of destination management,</li> <li>- can explain the importance and the specific framework of the management of destinations,</li> <li>- know the planning functions of destination managers and are familiar with the methods and instruments required for this,</li> <li>- can professionally demarcate destinations from the perspective of consumers and providers, as well as communicate positions to relevant actors, act as presenters and argue decisions,</li> <li>- can recognise the strategic options of a destination and assess the associated potential,</li> <li>- master the basic principles of destination marketing on a strategic and operational level and can incorporate them into their own work,</li> <li>- analyse trends and recognise the consequences for destination development and destination management,</li> <li>- know the fundamentals of cooperative change management and stakeholder management in regions and destination and can apply them.</li> </ul>			
	<b>Prerequisites:</b> none			

3.	Compulsory Module: Destination Research	h	ECTS-Credits	Univ.
a.	<b>VU Introduction to Destination Research</b> With the help of scientific publications, which represent the spectrum of current research, the students familiarise themselves with questions, methods and results of destination research.	2	5	LFUI
b.	<b>VU Methods of Destination Research</b> The background of the methods used in a. is explained and the use of these methods critically reflected.	2	5	LFUI
c.	<b>VU Applied Destination Research</b> Based on cases, the methods dealt with in a. and b. are independently used and the results interpreted and reflected.	2	5	LFUI/ UMIT TIROL

	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- can understand and question important methods of regional and destination research,</li> <li>- can understand publications based on this and transfer the results to their context,</li> <li>- can apply the methods independently and thus work on practical and scientifically relevant questions,</li> <li>- are able to critically questions research results and interpret them in social, scientific and/or ethical terms.</li> </ul>			
	<b>Prerequisites:</b> none			

<b>4.</b>	<b>Compulsory Module: Working Group Master's Thesis</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
	<b>AG Master's Thesis</b> Development of the synopsis for the Master's Thesis, presentation and discussion with colleagues and supervisors;	2	2.5	LFUI/ UMIT TIROL
	<b>Total</b>	<b>2</b>	<b>2.5</b>	
	<b>Learning Outcomes:</b> Students can work on a scientific question based on theories, methods and techniques and present their own research results.			
	<b>Prerequisites:</b> successful completion of compulsory modules 1 to 3			

<b>5.</b>	<b>Compulsory Module: Master's Thesis Defence</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
	Final oral defence of the Master's Thesis before an examination board	-	2.5	
	<b>Total</b>	<b>-</b>	<b>2.5</b>	
	<b>Learning Outcomes:</b> Reflection of the Master's Thesis in the overall context of the master's programme: The focus lies on theoretical understanding, methodological fundamentals and the conveying of the results of the Master's Thesis as well as presentation skills.			
	<b>Prerequisites:</b> successful completion of all other compulsory and elective modules as well as of the Master's Thesis.			

(2) Elective modules covering altogether 45 ECTS-Credits must be passed.

<b>1.</b>	<b>Elective Module: Digital Offer Development</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Monitoring and Trend Scouting in Tourism</b> Trend research; analysis of market developments; models and steps of product and offer development in destinations; strategy options for sustainable destination development; trends in relation to relevant tourism issues and framework conditions;	2	5	LFUI
<b>b.</b>	<b>VU The Digital Customer Journey</b> Acceptance and use of digital technologies by tourists; digital customer journey in the destination; tools for the tourist offer in the integration of ICT; digital processes in the destination;	2	5	LFUI

<b>c.</b>	<b>VU Product- and Offer Development</b> Models and steps of product and offer development in destinations; project study on offer development in cooperation with a selected tourism organisation;	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- can independently develop promising tourist products and offers for destinations with the help of specialised methods and use them for innovations,</li> <li>- can use methods and tools focusing on all phases of offer development, starting with monitoring and strategic and operational offer development,</li> <li>- are familiar with the latest, especially digital-based instruments and can thus optimally support all processes of offer development in tourist destinations,</li> <li>- are able to work in planning and analysis in non-university institutions in product and offer development.</li> </ul>			
	<b>Prerequisites:</b> none			

<b>2.</b>	<b>Elective Module: Tourism and Behavioural Economics</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Information Economics, Information Technology and Behaviour</b> Behavioural economic models of decision-making processes as the basis for consumption and investment decisions by individuals and groups;	2	5	LFUI
<b>b.</b>	<b>VU Digital Transformation, Platform and Blockchain Business</b> Digital media as the basis for new business models and differential dynamic pricing models;	2	5	LFUI
<b>c.</b>	<b>VU Competition and Cooperation in Digital Markets</b> Functioning of digital markets and the development of solution concepts for the implementation of digital transformation processes; economic effects of networks: reciprocal effects of decisions, size effects, lock-in effects, natural monopolies;	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- are familiar with decision-making models that go beyond the strict rationality calculation and methodical individualism of classic microeconomics and are able to apply them appropriately,</li> <li>- can integrate evidence-based knowledge in psychology and behavioural economics into their arguments,</li> <li>- can assess the importance of these approaches in connection with digitisation and the possibilities of digital media and can use the technical possibilities of these networks,</li> <li>- can control the implementation of strategies, intervene in a controlling manner and, if necessary, draw substantive and personnel consequences.</li> </ul>			
	<b>Prerequisites:</b> none			

3.	Elective Module: Regional Economics	h	ECTS-Credits	Univ.
a.	<b>VU Regional Politics</b> Strategies and instruments of regional policy with special attention to European regional policy	2	5	LFUI
b.	<b>VU Evaluation of Ecosystem Services</b> Requirements of the natural space, their registration, preservation, evaluation and sustainable use;	2	5	LFUI
c.	<b>VU Case Studies on Regional Development</b> Analysis of regional case studies with different strategic focus, instruments used and achieved performance;	2	5	LFUI/ UMIT TIROL
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- know the most important goals, means and institutions of regional policy and can critically reflect on this knowledge and use it for the solution of complex questions or bring them into their own work,</li> <li>- are able to analyse complex development scenarios from all three sustainability perspectives and have expert knowledge to deal with complex tasks and challenges independently,</li> <li>- are able to assess the suitability of different strategic approaches for a specific region and to use this as a basis to propose a development concept.</li> </ul>			
	<b>Prerequisites:</b> none			

4.	Elective Module: Innovation Processes	h	ECTS-Credits	Univ.
a.	<b>VU Innovation Economics</b> Theoretical fundamentals of the innovation process, important driving forces and success factors; conducive regulatory framework;	2	5	LFUI
b.	<b>VU Management of Innovation Processes</b> Phases of innovation management; analysis of customer needs; specifics of service innovations; corporate environment and environment, innovation controlling;	2	5	UMIT TIROL
c.	<b>VU Innovation in Social Context</b> Social driving forces of innovation (social capital), effects of innovations on the structure of societies, instruments for the social design of innovation processes (resistance, resilience);	2	5	LFUI/ UMIT TIROL
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- are familiar with the most important categories of innovation,</li> <li>- know slowing and aiding factors, they know how to control innovation processes,</li> <li>- are aware of the consequences of local and global innovations for society and can integrate these consequences into their analysis process.</li> </ul>			
	<b>Prerequisites:</b> none			

<b>5.</b>	<b>Elective Module: Labour Market and Personnel Management</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Labour Policy and Strategies in Personnel Management</b> Social framework; structures of the labour market and industrial relations and their influence on working conditions in tourism; operational versus corporate personnel management;	2	5	LFUI
<b>b.</b>	<b>VU Recruiting Strategies on the Destination Level</b> Employer branding and recruiting strategies on the destination level with a view to local and international labour markets; operational versus corporate recruiting;	2	5	UMIT
<b>c.</b>	<b>VU Measures and Methods of Personnel Work</b> Applied personnel research on the HR fields of activity developed in cooperation with task leaders from practice;	2	5	LFUI/ UMIT
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- can independently analyse and understand labour market structures and general social conditions for corporate fields of action in employment policy,</li> <li>- are familiar with the possibilities of designing personnel management in corporate contexts and have the skills to analyse and deal with questions from practice.</li> </ul>			
	<b>Prerequisites:</b> none			

<b>6.</b>	<b>Elective Module: Market and Consumer Psychology</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Market and Consumer Psychology I</b> Activating processes in the field of market and consumer psychology: activation, emotion, motivation, attitude;	2	5	UMIT TIROL
<b>b.</b>	<b>VU Market and Consumer Psychology II</b> Cognitive processes in the field of market and consumer psychology: memory, intake of information, processing information, learning of information; risk assessment and decision-making behaviour in the field of market and consumer psychology;	2	5	UMIT TIROL
<b>c.</b>	<b>VU Methods of Consumer Research</b> Fundamentals of consumer research including relevant statistics; creating a research design; collecting and evaluating data; presentation and discussion of research results;	2	5	UMIT TIROL
	<b>Total</b>	<b>6</b>	<b>15</b>	

	<p><b>Learning Outcomes:</b> Students</p> <ul style="list-style-type: none"> <li>- can recognise the psychological driving forces of people involved in economic processes and use them to answer economic questions,</li> <li>- know the fundamentals of activation in the field of market and consumer psychology,</li> <li>- know cognitive processes in the field of market and consumer psychology,</li> <li>- know the risk assessment and decision-making behaviour in the area of market and consumer psychology,</li> <li>- know the relevant methods of consumer research including relevant statistics,</li> <li>- can create a research design,</li> <li>- know different methods of data collection and data evaluation and can apply them,</li> <li>- can prepare, present and discuss market research results.</li> </ul>
	<b>Prerequisites:</b> none

7.	Elective Module: Project Development, Project Management and Project Review	h	ECTS-Credits	Univ.
a.	<b>VU Project Development and Management</b> Methods and instruments for the implementation, management, control and evaluation of projects and project specifications; Determination of project goals and coordination of relevant stakeholder interests in connection with project development; strategic classification, coordination and positioning of projects; (lateral) guidance; organisational and team development; appointment and performance management; risk management in projects;	2	5	UMIT TIROL
b.	<b>VU Finance Controlling and Risk Management Financial</b> relationships in the context of investment and financing; financial management, budget planning and controlling in project development and project implementation; financial plan and budget control;	2	5	UMIT TIROL
c.	<b>VU Project Assessment: Impact on the Environment and Society</b> The course trains the use of advanced microeconomic tools to evaluate projects with social and ecological consequences.	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	

	<p><b>Learning Outcomes:</b> Students</p> <ul style="list-style-type: none"> <li>- know the essential determinants in project development,</li> <li>- are able to define project goals and reflect them in connection with stakeholder interests,</li> <li>- know essential methods and tools for planning, managing, controlling and evaluating projects,</li> <li>- know the relevant leadership models, organizational forms and social skills and are aware of their importance as critical success factors for projects,</li> <li>- are able to develop, plan, implement and control projects from a financial perspective,</li> <li>- can assess the ecological and social consequences of large regional projects, including external effects, and assess them financially.</li> <li>- can assess the ecological and social consequences of large regional projects, including external effects, and assess them financially.</li> </ul>
	<b>Prerequisites:</b> none

8.	Elective Module: Destination Development	h	ECTS-Credits	Univ.
a.	<b>VU Strategic Destination Development</b> Strategic tourism planning; strategic planning at destination level; governance in tourist destinations; determination of resources and core competences; methods of destination analysis;	2	5	UMIT TIROL
b.	<b>VU Environment Analysis and Destination Development</b> Methods and limits of future research and trend analysis; secondary data sources and qualities in tourism: analysis and interpretation; methods of competitor and benchmark analysis; participatory analysis methods; evaluation of external changes;	2	5	LFUI/ UMIT TIROL
c.	<b>VU Positioning of Destinations</b> Types of destinations with regards to content; brand development processes in tourism destinations; methods of offer and product development; destination concepts, target markets and positioning strategies; SWOT action strategies for destinations; operational functional recommendations within the framework of positioning (channels, communication, HR, quality management, processes, pricing etc.);	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	
<b>Learning Outcomes:</b> Students are able to <ul style="list-style-type: none"> <li>- understand and critically question the content and methods of destination development and tourism planning,</li> <li>- assess their importance for a specific destination,</li> <li>- apply them on specific destinations and regions,</li> <li>- to interpret the results properly,</li> <li>- to question and further develop them based on the <i>state of the art</i>.</li> </ul>				
<b>Prerequisites:</b> none				

9.	Elective Module: Applied Destination Development	h	ECTS-Credits	Univ.
a.	<b>VU Applied Environmental Analysis</b> The methods of qualitative and quantitative environmental analysis (SWOT, focus group, econometric models, simulation techniques) are applied on a type of destination to be determined for each course (e.g. culture, wellness).	2	5	LFUI/ UMIT TIROL **
b.	<b>VU Applied Product Development</b> The methods of product development (e.g. brainstorming, creative techniques, business models, risk analysis) are applied on a destination type specified for each course.	2	5	LFUI/ UMIT TIROL
c.	<b>VU Applied Destination Communication</b> Based on the information and ideas worked on in a. and b., communication contents (brand essence), forms of communication and communication media are applied and evaluated. Reference is made to the particularities of the respective destination type and the intended destination strategy.	2	5	LFUI/ UMIT TIROL
	<b>Total</b>	<b>6</b>	<b>15</b>	

	<p><b>Learning Outcomes:</b> Students</p> <ul style="list-style-type: none"> <li>- can select the instruments of destination development suitable for a destination type and combine them creatively,</li> <li>- can analyse and evaluate the interactions of the individual components of destination development,</li> <li>- recognise beneficial and inhibiting interactions and are thus able to put together an efficient set of destination development tools.</li> </ul>
	<b>Prerequisites:</b> none

10.	Elective Module: Applied Destination Development and (Sports) Tourism	h	ECTS-Credits	Univ.
a.	<p><b>VU Evidence-Based Fundamentals for Sports and Exercise</b> Risk factors and lifestyle diseases; analysis (methods) of physical exercise and its effects; trends in health and leisure sports; minimisation strategies for lifestyle risk factors; sports and exercise on vacation - effects and measures; positioning opportunities for destinations;</p>	2	5	UMIT TIROL
b.	<p><b>VU Markets for Sports and Leisure Industries</b> Consumer (behaviour), providers in the sports and leisure industry; development, challenges and use of leisure worlds, event; trends in offer and destination development; methods of analysis and their application in the sports and leisure industry; MICE-tourism in the field of sports &amp; leisure; positioning opportunities for destinations;</p>	2	5	LFUI
c.	<p><b>VU Destination Development and Sports Tourism</b> The role of sports and leisure worlds for destinations (external - tourism, internal - home market); impact analysis (theory) and application of short- and long-term measurement of effects for sports and leisure worlds; product development for destinations in the field of sport (active – e.g. exercise offers; passive – e.g. events);</p>	2	5	LFUI/ UMIT TIROL
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<p><b>Learning Outcomes:</b> Students</p> <ul style="list-style-type: none"> <li>- can, based on current literature, formulate their own research questions regarding health and leisure sports as preventive measure for lifestyle diseases,</li> <li>- know the relevant methods in sports and leisure research including relevant statistics,</li> <li>- can classify the dimensions, use and meaning of leisure worlds (mountain railways, sports facilities, amusement parks) and events (sports, culture, congresses, etc.),</li> <li>- understand the opportunities and risks of such sports and leisure opportunities as well as events from different stakeholder perspectives,</li> <li>- can assess long-term effects from different perspectives (social, economic and ecological costs/benefits) and apply them to destinations,</li> <li>- can create a research design,</li> <li>- know different methods of data collection and data evaluation and can use them,</li> <li>- can prepare, present and discuss market research results.</li> </ul>			
	<b>Prerequisites:</b> none			

11.	<b>Elective Module: Applied Destination Development – Health (Tourism)</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Methods of Demand Analysis in Health Tourism</b> The methods include the areas of epidemiology, health tourism market analysis and health policy analysis.	2	5	UNIT TIROL
<b>b.</b>	<b>VU Offer Development in Health Tourism</b> The course imparts methods for the analysis of trends in health tourism and (of offers in health tourism – medical spa versus wellness); stays at health resorts, rehabilitations and destinations).	2	5	UNIT TIROL
<b>c.</b>	<b>VU Methods of Impact Research in Health Tourism</b> The course comprises methods of qualitative and quantitative evaluation research of health tourism, health technology assessment and medical decision-making.	2	5	UNIT TIROL
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- know different approaches to health tourism and can assess their strengths and weaknesses,</li> <li>- recognize and interpret opportunities for health tourism regions based on the environmental analysis,</li> <li>- can recognise and assess the importance of medical and market-oriented needs of health tourism,</li> <li>- can apply principles of destination development to health tourism,</li> <li>- can evaluate offers in health tourism.</li> </ul>			
	<b>Prerequisites:</b> none			

12.	<b>Elective Module: Advanced Communication (English)</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Communication Skills I</b> Critical reflection and structured argumentation; presenting, networking & relationship management;	2	5	LFUI
<b>b.</b>	<b>VU Communication Skills II</b> Advanced presentation techniques; motivate / convince / negotiate; complaint management and feedback; conflict management;	2	5	LFUI
<b>c.</b>	<b>VU Writing of Scientific Publications</b> Structure and form of scientific publications; argumentation structures for speaking with editors and referees;	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students are able to conduct complex conversations, to convince, to moderate conversations and to efficiently present their point of view, verbally and in writing.			
	<b>Prerequisites:</b> none			

13.	<b>Elective Module: Infrastructure and Mobility</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Mobility</b> Introduction to the different types of mobility needs, the types of mobility, the evaluation of different forms of mobility behaviour and the instruments for controlling mobility behaviour;	2	5	LFUI
<b>b.</b>	<b>VU Digitisation and Rural Areas</b> Introduction to the potential of digitisation for rural areas (labour market, production, e-government, smart grids) as well as the technical, mental and organisational requirements for using this potential;	2	5	LFUI
<b>c.</b>	<b>VU Infrastructure</b> Introduction to the basics of the supply infrastructure (e.g. school, doctor, retail) and the tourist infrastructure (e.g. lift facilities, road and trail) and the long-term effects of infrastructure decisions on the development of regions;	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- can analyse the impact of infrastructure on productivity, competitiveness and demographic development,</li> <li>- can analyse the cumulative effects of "small historical events" and assess their economic-political importance,</li> <li>- are able to assess the possibilities and problems of exogenous technological developments in a regional environment,</li> <li>- can productively combine infrastructure considerations with components of other modules (regional development, destination development).</li> </ul>			
	<b>Prerequisites:</b> none			

14.	<b>Elective Module: Gender-Specific Aspects in Regional and Destination Development</b>	<b>h</b>	<b>ECTS-Credits</b>	<b>Univ.</b>
<b>a.</b>	<b>VU Gender, Diversity and Organisation</b> Selected theoretical concepts and problems relating to gender, diversity and organisation, gendered organisational (sub)structures, cultures and relationships, company equality policy;	2	5	LFUI
<b>b.</b>	<b>VU Gender and Economy</b> Gender as a relevant structural category in various economic contexts (time allocation, resource allocation, job offer decision, professional segregation, discrimination, wage and income differences, gender budgeting etc.) and their empirical evidence;	2	5	LFUI
<b>c.</b>	<b>VU Gender and Regional Policy</b> Implementation of gender equality issues in regional policy practice: strategies, methods, implementation and evaluation;	2	5	LFUI
	<b>Total</b>	<b>6</b>	<b>15</b>	
	<b>Learning Outcomes:</b> Students <ul style="list-style-type: none"> <li>- acquire in-depth knowledge of the conditions in which social inequalities arise in relation to gender as well as their institutional framework,</li> <li>- learn about gender-specific effects of organisational models and identify suitable design measures based on diversity-related organisational research,</li> </ul>			

	<ul style="list-style-type: none"> <li>- acquire skills to design social forms of organisation and to develop appropriate gender-sensitive solutions to problems,</li> <li>- can systematically relate key aspects of the relevance of gender as a structural element in economic behaviour and economic success to economic models and economic policy instruments and reflect on the relationships in a socially critical manner,</li> <li>- get to know different theoretical approaches to equality and gender mainstreaming and can critically evaluate their implementation in regional policy projects,</li> <li>- acquire analysis, judgment and action skills that are important for different target groups and fields of work in destination and regional development.</li> </ul>
	<b>Prerequisites:</b> none

15.	Elective Module: Interdisciplinary Skills	h	ECTS-Credits	Univ.
	Providing the availability of places, courses from other master's and diploma programmes at the University of Innsbruck corresponding to 10 ECTS-Credits can be freely chosen. It is particularly recommended to take a course in which gender aspects including the subject-specific results of women and gender research are dealt with.		10	LFUI
	<b>Total</b>		<b>10</b>	
	<b>Learning Outcomes:</b> This module serves the expansion of the study programme and the acquisition of additional qualifications.			
	<b>Prerequisites:</b> The registration requirements specified in the respective curricula must be met.			

16. For individual specialisation, modules corresponding to a maximum of 20 ECTS-Credits can be freely chosen from the master's programmes offered at the University of Innsbruck acc. to §54 par. 1 University Act. It is particularly recommended to select modules from the fields of women and gender research or gender studies resp. The prerequisites specified in the respective curricula must be met.

(3) Instead of elective modules 15 and 16 (Interdisciplinary Skills and Individual Choice of Specialisation) a Minor (30 ECTS-Credits) may be passed, providing the availability of places. Minor Areas are fixed modules from other curricula corresponding to 30 ECTS-Credits, which are announced in the University of Innsbruck Bulletin.

(4) One of the following specialisations may be chosen:

1. For specialisation in "Regional Development", elective modules 3 and 13 must be completed and the Master's Thesis must be written in the field of regional development.
2. For specialisation in the "Destination Development", elective module 8 and either elective modules 9, 10 or 11 must be completed and the Master's Thesis must be written in the field of destination development.
3. For specialisation in the field of "Digital Markets", elective modules 1 and 2 must be completed and the Master's Thesis must be written in the field of Digital Markets.
4. For specialisation in "Management and Leadership", two of the three elective modules 4, 5 and 7 must be completed and the Master's Thesis must be written in the field of management and leadership.

## § 9 Master's Thesis

(1) In the Master's Programme a **Master's Thesis** amounting to **25 ECTS-Credits** must be written. The Master's Thesis is a scientific piece of work that proves the ability to work on a scientific topic independently and in a justifiable way in terms of content and methodology. The topic must

be taken from the field of economics.

- (2) Students have the right to suggest the topic for their Master's Thesis or to select it from a number of suggestions. Several students may work together on a topic if the performance of the individual students remains assessable.
- (3) The Master's Thesis must be handed in at the university of the main supervisor. It must be handed in in writing and in the electronic form specified by the respective university.

#### **§ 10 Examination regulations**

- (1) Courses of modules are evaluated by course examinations. Course examinations are
  1. examinations that assess the knowledge and skills covered in the courses in which course assessment is based on a single examination at the end of the course. The course instructor has to define and communicate the method of examination (written or oral) before the course begins.
  2. Courses with continuous assessment, for which course assessment is based on regular written and/or oral contributions by participants.
- (2) The course instructor has to inform the students on the objectives, contents and methods, as well as the contents, methods and evaluation criteria of the course examinations in a suitable manner before the start of the course.
- (3) The module "Master's Thesis Defence" is evaluated by an oral examination before an examination board consisting of three examiners. In accordance with the cooperation agreement with the UMIT TIROL university on the holding of the joint Master's Programme in Regional and Destination Development, the Master's Thesis Defence is held at the university where it was written. The examination board has to consist of members of both universities, as appointed according to the respectively valid study law regulations at the University of Innsbruck.

#### **§ 11 Academic degree**

Graduates of the joint Master's Programme in Sustainable Regional and Destination Development are awarded the academic degree "Master of Science", abbreviated "MSc".

#### **§ 12 Coming into force**

This curriculum comes into force as of 1 October 2019.