

B-THEM-SP-1.2 Human Resource Management in Tourism

Identification	Workload	Duration	Workload
B-THEM-SP 1.2	150 h	1 semester	56 h synchronous contact time Presence
Level	Credit Points	Frequency of the offer	0 h synchronous contact time online
Bachelor	6	Every winter/summer semester	6 h guided self-study
Module responsibility	SWS	Teaching language	88 h self-study
Svetlana Harms, MBA	4	English	

Learning Outcomes/Competences

After successfully completing the module, students are able to

- to assess the characteristics and challenges of human resource management in tourism and the hotel industry
- to make decisions on human resource management,
- describe the instruments of human resource management and their specific functions
- to analyse the interrelationships of personnel policy decisions with strategic and operational targets,
- to be able to assess and evaluate the importance of personnel under business management conditions and
- To be able to use and evaluate software in personnel management,
- Recognize conditions for new leadership concepts.

Course Contents

1. The challenge of human resource management in tourism
 - Development of the labour market in tourism and the hotel industry
 - Labour market development in international comparison
 - Special challenges of HR in tourism and the hotel industry
2. The importance of human resource management
 - Task and role of human resource management in companies in the tourism industry
 - Strategic and operational personnel management
3. Determination of personnel requirements
 - Dimensions and key figures of personnel requirements

- Fluctuation and absences
 - Productivity Calculation
4. Recruiting
 - Current challenges due to shortage of skilled workers in the tourism industry
 - Personnel selection instruments and job interviews
 - Employer branding and personnel marketing (using the example of the hotel industry)
 - E-Recruiting and Online Assessment
 - International recruiting (using the example of the hotel industry)
 5. Employee motivation
 - Development of motivation theories and influencing factors
 - Special challenges using the example of the hotel and cruise industry
 - Management theories and styles
 6. Personnel development & career
 - Personnel Assessment
 - Potential analysis
 - Methods and types of personnel development
 - Design of personnel development measures/training measures
 - Career Management
 7. Innovations & trends in human resource management
 - new work
 - workforce analytics
 - Digital leadership and current leadership concepts (e.g. Agile Leadership)
 - Current examples from e-Tourism
 8. Software & practical exercises
 - Software: e.g. SAP HRM, innovative diagnostic tools
 - Exercises: Job and employee interviews

Teaching and learning methods

Synchronous contact time presence:

Lecture, supported by exercises, workshop elements (role plays) and case studies.

Synchronous contact time online:

None.

Guided self-study:

Guided study of literature, exercises.

Self-study:

Self-directed preparation and follow-up of courses, literature study, exam preparation.

Conditions of Participation

It is recommended to have successfully completed the following module:
- Fundamentals of Business Administration.

Requirements for the allocation of credit points

Exam

Students complete this module with a 90-minute written exam.

Prerequisite for the award of credit points is passing the exam with a module grade of at least 4.0.

Usability of the module

This module is part of the focus "Tourism Management". The main focus "Tourism Management" can be selected in various Bachelor's degree programmes of the integrated system of the Department of Business & Media according to § 1 (2) PO BT.

Information about the connection of the module with other modules of the study programme can be found in the Goal-Module-Matrix of the study programme.

Value of the module grade for the final grade

6/180 credit points in Bachelor's degree programmes of the integrated system of the Department of Business & Media according to § 1 (2) PO BT.

6/180 credit points in Bachelor's programmes with an internship semester in the integrated system of the Business & Media faculty according to § 1 (2) PO BT.