



Co-funded by the
Erasmus+ Programme
of the European Union



Financial management specifics in tourism companies

Syllabus

Duration of the module	1 semester
Niveau	Master
ECTS	5
Workload	Total: 150 hours
Language	English

Module Objective

Professional and methodological competence

Based on the knowledge of an introduction to business, economics, accounting, and the fundamentals of tourism companies, students can classify the functions of financial management into the operational sequences and understand its primary roles, goals, and instruments in the field of tourism.

Knowledge

- Students acknowledge the core financial topics and fundamental concepts in finance, goals of financial management, financial management decision types, financial statements, fundamentals of financial statement analysis, popular financial ratios, and capital budgeting techniques under certainty and risk.
- Students gain knowledge about the specific features and financial management issues for different types of tourism companies including lodging, catering, destination management companies, and tour operators.
- Students get familiar with specific types of companies in the tourism industry such as tour guides, spa, event, and transport companies, and differences in financial management practices.

Skills

- Students can identify the financial management decisions and objectives from other business functions, analyze fundamental financial statements, and are able to use capital budgeting techniques under the assumptions of certainty and risk.

- Students gain insight into the financial management approaches and practices of various types of tourism companies.
- In their professional practice, students can distinguish the industry-specific financial problems of different types of tourism companies and find adequate solutions for these situations, evaluate them, and question them critically.

Personal competence

Social competence

- Students can appropriately communicate their solutions to financial management problems to their classmates and professionals during in-class practices and the examination in the context of a presentation.

Autonomy

- Students know and understand the objectives, scope, assumptions, and limitations of financial management methods and instruments in general and specifically in the field of tourism enterprises. Students can independently choose and employ suitable tools for the respective tasks.
- A thorough understanding of capital budgeting techniques will concurrently improve the student's ability to make smart financial decisions.
- Students are able to relate their acquired knowledge to other lectures and topics.
- Students are guided to critically question their own level of knowledge on an ongoing basis.

Entrance Requirements

An introduction to business administration, economics, accounting, and tourism management is recommended. A basic understanding of mathematics is required.

Learning Content

- 1.a) Overview of financial management
- 1.b) Interpretation of financial statements
- 1.c) Static evaluation of projects
- 1.d) Dynamic evaluation of projects
- 2.a) Financial management – catering companies
- 2.b) Financial management – lodging companies
- 2.c) Financial management – tour operators and travel agents
- 2.d) Financial management – destination management organizations
- 2.e) Financial management – tour guide companies
- 2.f) Financial management – transport companies
- 2.g) Financial management – event companies
- 2.h) Financial management – spa facilities

Teaching Methods

This course is an online course. Mandatory self-reflection is ensured by quizzes and interactive queries. Via an online system, all documents are offered for independent study of the course content. In addition to the theoretical content, numerous exercises and case studies are discussed.

Introduction and overview video

<https://video.th-deg.de/paella/ui/watch.html?id=34d72050-d271-4a12-8172-2587eb6bc40c>

Recommended Literature

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Vogel, H. L. (2021). *Travel industry economics: A guide for financial analysis*. Springer Nature.

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