Bringing tour planning to the next level: cross linked competences for hybrid travel planning and realisation

Introduction

Geodata web-based applications play an important role in tour planning and the digitalization of tourism. The project provides an individually adaptable teaching module that connects digital and face-to-face sessions, teaching of theory, application of methods and extracurricular learning locations. The focus is on the real conception and implementation of a hybrid excursion. The project is conducted at the European Campus Rottal-Inn (ECRI). Students from the bachelor's program International Tourism Management / Health and Medical Tourism (ITM) and the master's program International Tourism Development (ITD) are involved in designing and testing the module from the beginning.

Method

In the first project phase, the ITM and ITD module handbooks were analysed to obtain insights into their contemporary teaching offers. The qualitative analysis of secondary data was followed by a mixed methods research comprising 20 guided interviews (10 ECRI lecturers, 10 ECRI tourism students) and an online survey distributed to all ECRI tourism students to uncover perceptions of hybrid excursions, participatory teaching concepts and respective teaching methods. In the following project phases, a toolbox database with webinars, learning videos and guides will be developed with focus on hybrid travel planning and realization. A geodata web-based application will be employed to digitally link learning content in form of audio/video or text information to the excursion itself. Gamification interactive elements will be incorporated through accompanying use of a digital platform.

Result

The integration of a toolbox database and geodata web-based applications for tour planning considerably extend the spectrum of teaching methods and can be integrated in a target-oriented manner into the teaching methods currently used in ITM and ITD (e.g. iLearn, TOPSIM simulation). Excursions are an essential part of tourism programs. A hybrid, student co-created excursion is perceived as an innovative teaching method that is not currently offered in the curricula of either program. The planned module effectively covers this gap. The module concept responds to future challenges in teaching, including the increased use of technological innovations, blended learning and participatory project-based learning.

Eckdaten

Kurztitel

XtraveL

Forschungsschwerpunkt

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Laufzeit

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Fördergeber

Stiftung Innovation in der Hochschullehre

Projektträger

Ziele

- Double change of perspective (learning — teaching, employer — tourist): students learn important professional and methodological skills while designing and directly experiencing the experiences they will create for their customers in the future.
- Learning of geodata web-based applications.
- Learning of digital tools and promotion of digital competencies (Digital Learning, Digital Legacy, Digital Collaboration).

Stiftung Innovation in der Hochschullehre

Toepfer Stiftung gGmbH

Projektleitung

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