

## Contact TU Dresden:

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## Postal Address:

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 Lehrstuhl für Tourismuswirtschaft  
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## Visitor's Address:

TU Dresden  
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 Office / room 402  
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## Contacts for Foreign Students:

International Office (Akademisches Auslandsamt):  
 Website: [www.tu-dresden.de/internationales](http://www.tu-dresden.de/internationales)

ERASMUS Coordination and International  
 Affairs for tourism:  
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Partner Institutions of the Chair of Tourism Economics  
 and Management (ERASMUS program):

- Universidad de Alicante (Spain)
- Universidad de las Islas Baleares (Spain)
- Universidad de las Palmas de Gran Canaria (Spain)

Other partners of the Faculty of Transportation and  
 Traffic Sciences (Selection from ERASMUS program):

- Université de Poitiers (France)
- Loughborough University of Technology (GB)
- TU Eindhoven (Netherlands)
- Libera Università di Bolzano (Italy)
- Jönköping University (Sweden)
- Szent Istvan University, Győr (Hungary)

Other Partners of the Chair of Tourism Economics and  
 Management

- Kyung Hee University, Seoul (Südkorea)
- Over 100 institutions of higher education worldwide  
 that are members of the UNWTO

The Chair of Tourism Economics and Management stands for an academic and practice-oriented spectrum of achievements for over 20 years.

We offer ...

## Research – Consulting

- Basic research and practical consulting
- Market analysis and marketing concepts
- Market research and projections
- Destination management
- Transportation and mobility management
- Tourism as an economic factor  
 Destination analysis, economic impact,  
 spatial planning

## Teaching – Education

- Bachelor's degree programs
- Master's degree programs
- Doctoral studies (PhD)
- Seminars, symposia, Studium Generale  
 (extracurricular studies)
- Education and continuing education
- International contacts  
 Including partners of the United  
 Nations World Tourism Organization



## We are your partner for ...

- Assessments and studies
- Market research and projections
- Marketing strategies and tourism concepts
- Project supervision and implementation
- Degree programs, as well as (continuing) education

... **academic-based and practice-oriented**



**TECHNISCHE  
 UNIVERSITÄT  
 DRESDEN**

[www.tourismus-tu-dresden.de](http://www.tourismus-tu-dresden.de)

Faculty of Transportation and Traffic Sciences "Friedrich List"

## Chair of Tourism Economics and Management



## Degree Programs – Education

The TU Dresden offers an academic course of study in which the subject matter is oriented towards research and method in close cooperation with the praxis dimension of tourism. The topic of tourism education is based on economics-centered and business-related aspects of travel:

- **Business Studies in Tourism**  
Management, marketing, market research, logistics, finance, controlling
- **Tourism Economics**  
Markets, economic impacts, macroeconomics, the politics of tourism, spatial planning

A selection of courses from other disciplines (e.g. transportation, law, languages, computer science) are complementing the course of study in tourism.

This is **international – interdisciplinary – intercultural**.

### Bachelor – Master – Doctorate (PhD)

Students of the Faculty of Transportation and Traffic Sciences, as well as of other business-related studies, have the option to choose tourism economics and management as a module.

#### • Bachelor courses of study:

The degree program Transport Economics (since WS 07/08) as well as other programs with the focus module Tourism Economics and Management. Length of studies: 6 semesters

#### • Master courses of study:

The degree program Transport Economics (since WS 08/09) as well as other programs with the focus module Tourism Economics and Management. Length of studies: 4 semesters

#### • Doctorate program (PhD):

Option to pursue a doctorate with a focus on tourism economics and management. Completion of a previous degree program (generally Diploma or Master's) is required.



#### ❶ For further information on courses of study:

[www.tourismus-tu-dresden.de](http://www.tourismus-tu-dresden.de)  
[http://tu-dresden.de/die\\_tu\\_dresden/fakultaeten/vkw/studium/index\\_html/document\\_view?set\\_language0en](http://tu-dresden.de/die_tu_dresden/fakultaeten/vkw/studium/index_html/document_view?set_language0en)

## Research – Consulting

- Basic research and practical consulting
- Market analysis and projections
- Marketing strategies and tourism concepts
- Project supervision and implementation

A tradition of tourism research and consulting has developed in Dresden: the Chair of Tourism Economics and Management was created in 1993; succeeding the Chair of Tourism Economics (starting in 1964) at the former College of Transportation in Dresden. The Chair of Tourism Economics and Management is one of the few university-based institutions in Germany whose research is distinctly oriented towards the area of tourism. The Tourism Center of Excellence in Dresden has over 30 years of experience researching the foundations of tourism and consulting for both public and private clients.

### Projects (and References) – selection

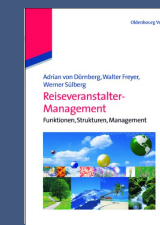
- **Market research**  
Source market Germany (for the Balearic Islands Tourism Ministry), passenger potential in western Poland [for Berliner Flughäfen GmbH (Berlin Airports)], guest surveys (for the LTV Saxony)
- **Destination management and tourism concepts**  
For Mallorca, the Island of Rügen, South Korea, China, and India, among others
- **Cruise Tourism**  
Cruise Academy 2012/13 (in cooperation with DER Touristik)  
Cruise symposia 2009 and 2013
- **Safety in Tourism**  
Assessment (for the German Bundestag),  
Tsunami consultation in Thailand (for the UNWTO)
- **Globalization and Tourism**  
Assessment (for the German Bundestag)
- **Futurology**  
Analysis of trends and projections, as well as potential scenarios
- **Sports and Tourism**  
Leipzig's Olympic bid (concept for accommodations), sports and tourism handbook (for the Ministry of Economics Saxony-Anhalt)
- **Spiritual Tourism**  
For the Evangelical Lutheran State Church of Saxony,  
For NTO South Korea
- **Sustainable Tourism**  
Eco-tax (Balearic Islands),  
Management of the protected area Saxon Switzerland
- **Quality in tourism**  
The concept of "quality ambassadors" for the state of Saxony
- **Health and wellness tourism and medical tourism**  
For the KTO – Korea Tourism Organization, Saxon State Ministry for Economic Affairs, Labor, and Transport, among others

## Publications – Studies

Authors from the Chair of Tourism have been responsible for numerous publications, including renowned textbooks which are compulsory literature at many other education institutions. Furthermore, studies and conference volumes concerning current topics are published.

### Textbooks (selection):

- Freyer, W: Tourism - Introduction to Tourism Business. 10th ed. 2015
- Freyer, W: Tourism-Marketing: Market-based Management on the Micro and Macro Level of Tourism. 7th ed. 2011.
- Freyer, W. / Pompl. W: Travel Agency Management – Design of Distribution and Structures in Tourism. 2013.
- Dörnberg, A. von / Freyer, W. / Sülberg, W.: Tour Operator Management – Functions, Structures, Management. 2013.



### Studies, Conference Proceedings (selection):

- Guest Surveys & Tourist Market Research, 2006
- Safety in Tourism and Transportation, 2004
- Events, Growth Market in Tourism, 2002
- The Location Factor Tourism and Science, 2008
- The Future of Tourism, 1996 and 2008
- China Tourism (In- and Outbound), 2008
- India Tourism, 2011

