



FH Salzburg
Innovation & Management
in Tourism

Syllabus

Course Title	Data Processing
Instructor Name & Contact Information	Michael Bermadinger, +43 664 88 273 273 mbermadi@fh-salzburg.ac.at
Study Program / Course ID	IMT 116544
Semester, Study Year	Semester SS25 / Study Year 2025
ECTS / SWS (Semester Credit Hours) / Contact Units	ECTS 3 / SWS 2 / Contact Units 28
Course Type	ILV
Prerequisites	-
Language of Instruction	English
Moodle course ID (SPA)	237199
Course recognition contact	
Attendance criterion	75%

Grading scale	Assessment												
<table><tr><td colspan="2">Grading scale</td></tr><tr><td>Excellent</td><td>93% - 100%</td></tr><tr><td>Good</td><td>83% - 92%</td></tr><tr><td>Satisfactory</td><td>70% - 82%</td></tr><tr><td>Adequate</td><td>50% - 69%</td></tr><tr><td>Fail</td><td>0% - 49%</td></tr></table>	Grading scale		Excellent	93% - 100%	Good	83% - 92%	Satisfactory	70% - 82%	Adequate	50% - 69%	Fail	0% - 49%	50% participation 50% project work
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Fail	0% - 49%												

Technology
Health
Media

Second and third exam dates are scheduled during semester assessment weeks.

Course description:

In the context of this course, students will learn about typical challenges in data-driven and analytical marketing and their solutions. This includes discussing fundamental methods and concepts of customer data processing (e.g., metrics, key performance indicators, customer analysis) and their implementation in practice.

- Identifying, optimizing, and assessing the possibilities of data processing based on strategic goals, relevant data, metrics, and KPIs.
- Defining user groups (top-level, departmental, operational) and their needs for data processing.
- Applying methods for analyzing key performance indicators to evaluate and measure the success of data or actions and their contribution to corporate success (such as customer management strategies based on key metrics like Customer Lifetime Value and Customer Equity/RFM).

Preparing metrics for decision-making and deriving recommendations for action.

Learning outcomes:

Knowledge acquisition:

- Selecting and using data processing systems and other tools purposefully.
- Understanding the tasks of digital key performance indicator analysis in the context of customer data, marketing, and sales.

Methodological Competence:

- Based on practical cases in specific areas, students can develop solutions that meet both the requirements of theory and practice.

Self-Competence:

- Action-oriented in a situation of information overload.

Furthermore, students' abilities are fostered to:

- Develop action/solution approaches for complex practical issues and evaluate them in terms of their implementation possibilities.

Present and argue results/solutions/ideas orally in a factual, logical, and structured manner, and demonstrate or defend the contribution of the team's result within the framework of an overall solution to an organizational task.

AI policy:

As published online @ www.fh-salzburg.ac.at

Recommended literature and course materials:

Egger, R. (2022). Applied Data Science in Tourism, Springer

Grigsby, M. (2016). Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyalty Techniques, Kogan Page Ltd

Kumar, V. & Reinartz, W. (2018). Customer Relationship Management Concept, Strategy and Tools, Springer

Line, N.D. (2020). Control, use and ownership of big data: A reciprocal view of customer big data value in the hospitality and tourism industry, Tourism Management #80