Breda University of Applied Sciences

T o u r i s m

Programme: Tourism Management

Address:
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The Netherlands

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1. Important dates (subject to change)

5 February 2024	Kick-off International Students
5 February 2024	Start semester
12 February up to and including 16 February 2024	Spring holiday
18 March up to and including 22 March 2024	Exam week block 4
29 April up to and including 3 May 2024	May holiday
6 May up to and including 10 May 2024	Exam week block 5
17 June up to and including 21 June 2024	Exam week block 6
24 June up to and including 5 July 2024	Resit weeks blocks 4, 5 and 6
5 July 2023	End of Program semester

Please note dates can be subject to change, depending on the year planning

2. Programme

Code	Title	ECTS	Semester
CITM2.SOTA (block 4)	State of the Art	4	2
CITM2.OCBR (block 4)	Online Consumer Behaviour Research	4	2
CITM2.SMOR (block 5)	Smart Organization	4	2
CITM2.FLDW (block 5 & 6)	Rethinking Tourism	8	2
CITM2.TDDII (block 6)	Destinations: Identity & Image	4	2
CITM2.PPD	Professional and Personal Development	2	2
CITM2.DCS	Dutch Culture and Society	2	2
CITM2.LADUEX	Dutch for Beginners 1	2	2
Total ECTS	**Semester 2**	**30**	

Semester 2

COURSE Compulsory/Optional	
Course code	CITM2.SOTA
Course title	**State of the Art**
Course coordinator/lecturer	Nadia Oliveira & Joyce Zengerink
Teaching hours	Per week (guest)lectures and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	After successfully completing this module the student: • has knowledge about relevant trends and developments in the areas of technological and digital innovation. • has insight in how these trends and developments have an impact on the organisation and marketing strategy. is able to write a research proposal.
Course Content (incl. planned learning activities and teaching methods)	We live in a time in which technological developments are not just continuously developing, but they are speeding up. Perhaps even at a mind-boggling pace (Cap Gemini, 2015). The proliferation of internet access and the emerging of digital tools are just a few examples of how the world around us is changing. It is therefore crucial to develop a general awareness of some of these possibilities and understand how they might influence society as a whole and the tourism industry in particular. The next generation of tourism professionals will be faced with these developments and it is their task to turn them into opportunities for the businesses and organizations they work for. In the module **State of the Art** we explore a broad range of state of the art topics that cover the areas of tourism, marketing, and technology. **Keywords:** trends & developments, artificial intelligence, chatbots, games in tourism, gamification, podcasts, measuring experiences
Literature	A mix of articles and online materials such as blogposts and videos is provided per weekly topic.
Assessment and criteria	The course is assessed via a portfolio consisting of the weekly individual and group assignments.
Prerequisites	n.a.

COURSE Compulsory/Optional	
Course code	CITM2.OCBR
Course title	**Online Consumer Behaviour Research**
Course coordinator/lecturer	Joyce Zengerink
Teaching hours	Per week: Lecture (2 hours), tutorial (2 hours)
Mode of delivery	This is a 5-week course, including, lectures, workshops, unsupervised workshops and video clips as part of the self-study programme. The course focusses on the use and role of social media during the customer journey of tourists and/or festival visitors. We will also look into what quantitative data we (can)get from them and which/how descriptive statistics (via Excel) we be used.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	- Analyse and interpret market data based on adequate desk research - Understand quantitative data collection methods - Analyse and interpret primary market research data - Gather insight in online behaviour of tourists - Analyse and monitor online consumer behaviour (social media monitoring) - Understand the social media landscape - Understand new research methods (Web Analytics, A/B testing, etc.)
Course Content (incl. planned learning activities and teaching methods)	- Lectures - Unsupervised workshops - Supervised workshops: meetings with your class to discuss class assignments
Literature	Advice: Research. This is it! (B. Baarda) second edition Social Media To Go 4th edition, to be published 11-2019 (C. Dijkmans and J. Vinkesteijn) published by EduPlaza - Webedu.nl Other older versions, when at hand, will do as well. Online articles and additional literature will be provided.
Assessment and criteria	The assessment for this course consists of a written report: first part with a small group, as a result of the tasks in the tutorials - workshops, and an individual part.
Prerequisites	None.

COURSE Compulsory/Optional	
Course code	CITM2.FLDW
Course title	**Rethinking Tourism**
Course coordinator/lecturer	Ingrid Ruijter / Esther Groenendaal / Joyce Zengerink
Mode of delivery	Blended learning
ECTS credits	8 ECTS (8 x 28 hours)
Language	English
Learning outcomes	In this rapidly changing world, the many challenges and opportunities require us to rethink tourism. In this module, we will explore how you as a tourism professional can contribute to destinations and how you make a difference. For this module we will go abroad for two weeks to study the destination and its tourism development. You will meet partners and stakeholders from the field of the travel industry and recreation & hospitality. Possible stakeholders are universities, DMOs, local tourism businesses SME's) and of course the residentials. Examples of destinations are Lisbon, Bruges, Croatia or Berlin. This course is based on learning by doing. Throughout the 12 weeks we will guide you through the learning process in which you take the lead. Topics included in the Learning Community are; - destination analysis, - research and interview skills, - human portrait, - scenario studies, - consumer travel behaviour, - concept development for your destination Based on the fieldwork of your choice the expected costs for the fieldwork experience will be from € 300 to € 1600. More information will be shared soon after you enrolled.
Course Content (incl. planned learning activities and teaching methods)	Teaching methods: • study in small groups as part of a (bigger) learning community • work forms that empower student ownership of learning • (guest) lectures, small events, open spaces and wild goose techniques, • knowledge clips, self-study, desk research and field research
Literature	Articles, book chapters, reports, etc. about the course content mentioned above
Assessment and criteria	Presentation and pitch to present your idea for the future of the destination.
Prerequisites	None

COURSE Compulsory/Optional	
Course code	CITM2.SMOR
Course title	**Smart Organization**
Course coordinator/lecturer	Carl Grefkens
Teaching hours	Per week: lecture (1 hour), tutorial (2 hours)
Mode of delivery	This is a 5-week course, with an intensified program in the first 3 weeks and followed by two weeks of working on a company project assignment of own choice, including lectures, tutorials, supervised project meetings and video clips as part of the self-study program.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	- Knowledge of lean management principles - Knowledge of processes and different process types - Students can make a visualization of processes (with tools such as IDEF, flowcharts) - Students can formulate (key) performance indicators - Students can analyse processes and can detect bottlenecks in processes. Tools used are value stream mapping, fish bone analysis - Students can measure the impact of bottlenecks in a process (tools used are a.o. Pareto analysis) - Students have learned the basics of process improvement (lean improvement tools)
Course Content (incl. planned learning activities and teaching methods)	- Lectures - Supervised project meetings (teams of 2-3 students) - Tutorials: meetings with 15 students – class assignments - Online clips are used for homework and exam preparation Students will perform field research during the fieldwork of Tourism Destination Analysis. Joining the fieldwork of Tourism Destination Analysis is a prerequisite for this module!
Literature	
Assessment and criteria	The assessment for this course consists of a written report, made by a team of 3-4 students.
Prerequisites	None.

COURSE	
Course code	CITM2.TDDII
Course title	**Destinations: Identity & Image**
Course coordinator/lecturer	Martijn Smeenge
Teaching hours	25 hours in five weeks.
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face (see for further info: Course content)
ECTS credits	4 ECTS
Language	English
Learning outcomes	• Gain insight in identity and image of a destination (e.g. DNA. USP's, ESP's, culture). • Ability to find rich information online (by using netnography) as well as in reality (by using in-depth interviewing techniques) • Collect knowledge about the cultural identity and differences of a destination. • Gain insight in tacit knowledge, the cultural identity and differences within or of a destination. • Become acquainted with customer behaviour in their decision-making process regarding image of a destination. • Ability to share responsibility, cope with setbacks and enlarge empathic ability. • Add different perspectives, able to apply self-reflection.
Course Content (incl. planned learning activities and teaching methods)	• Destination identity & image, DNA, USP's, ESP's, values, intercultural sensitivity • Teaching methods: (guest) lectures, workshops, knowledge clips, self-study, desk research, field research
Literature	Articles, book chapters, blogs, etc. about the course content mentioned above
Assessment and criteria	• Assessment: presentation + portfolio • Criteria will be formulated in the study guide
Prerequisites	Basic knowledge about tourism and qualitative research

COURSE Optional	
Course code	CITM2.PPD
Course title	**Personal and Professional Development**
Course coordinator/lecturer	Tessy Verhoeven / Sandra Gerrits
Mode of delivery	Workshops, assignments, DISC assessment, reflection reports.
ECTS credits	2 ECTS
Language	English
Learning outcomes	Students: - Determine personal learning goals, and based on this, are directing their own learning and development process - Look back on and identify learning experiences - Have a realistic view of their strengths and weaknesses and can substantiate this by means of concrete examples - are open to feedback (on their own actions) from others - Work in a targeted and structured manner to accomplish self-formulated points for development - Display a critical attitude towards their own performance and actions - Demonstrate, in their personal and professional development and/or their reflections, to be committed to recognize and use opportunities for themselves and find new solutions - Show that they are working on their personal and professional development with enthusiasm, creativity, perseverance, initiative, flexibility, and independence
Course Content (incl. planned learning activities and teaching methods)	You will learn to look at yourself critically and to ask who you are, what you are capable of, what you want and where you want to go. You will learn to place yourself in someone else's shoes and develop a critical basic attitude. Important elements of PPD2 are self-direction, self-responsibility and reflection. Reflection has to do with thinking about and gaining insight into yourself. In the context of placement preparation, attention is paid to DISC and Personal Branding.
Literature	No literature
Assessment and criteria	Attendance at and preparation for mandatory workshops and individual coaching meetings and making and submitting personal reflections. Pass / Fail assessment.
Prerequisites	None.

COURSE Optional	
Course code	CITM2.DCS
Course title	**Dutch Culture and Society**
Course coordinator/lecturer	Frederike van Ouwerkerk (coordinator) Geurt Drost / Ellen de Groot / Pieter Piket
Teaching hours	10 hours
Mode of delivery	Lectures
ECTS credits	2 ECTS
Language	English
Learning outcomes	To apply the knowledge and understanding of Dutch culture and society and tourism obtained in the Dutch Culture and Society course as well as reflect on your own experience of living abroad in the Netherlands.
Course Content (incl. planned learning activities and teaching methods)	• The lectures will discuss various issues related to Dutch culture and society such as geography, history, sociology, tourism, art history and economics. • Students will individually write a 10-page paper about their view on Dutch Culture and Society and make a video illustrating their view, also used to inform the home front / university about exchange possibilities to the Netherlands
Literature	No special books required. Suggested books will be available from the BUas Library.
Assessment and criteria	Presentation, report & a short video.
Prerequisites	None.

COURSE Compulsory/Optional	
Course code	CITM.LADU1EX
Course title	**Dutch for beginners**
Course coordinator/lecturer	Frank van Heijningen
Teaching hours	3 hours per week (for 5 weeks)
Mode of delivery	Seminars
ECTS credits	2 ECTS
Language	As much as possible in Dutch. English when needed.
Learning outcomes	Speaking / listening / reading / writing: begin level A1.0
Course Content (incl. planned learning activities and teaching methods)	- Lesson 1, theme: What is your name, where do you come from? Content: phonetics, spelling rules, alphabet. Grammar: present tense of regular verbs, personal pronouns, demonstrative pronouns, irregular verbs and some basic prepositions. - Lesson 2, theme: how are you? Content: how are you doing, formal and informal language, asking someone's address, phone number. Grammar: irregular verbs: negation, possessive pronouns, interrogative pronouns, some more prepositions. - Lesson 3, theme: What is s/he like? Content: describing someone's appearance and character, talking about family and friends. Grammar: adjectives, adverbs, conjunctions, demonstrative pronouns, some prepositions.
Literature	Taal Vitaal nieuw Nederlands voor beginners: tekstboek Taal Vitaal nieuw Nederlands voor beginners: werkboek www.dutchgrammar.com www.jufmelis.nl
Assessment and criteria	Written exam, containing grammar and communication
Prerequisites	None.