

A hand holding a smartphone displaying a map of Istanbul in a market setting. The background is a blurred market scene with colorful lanterns and people. The phone screen shows a map of Istanbul with various locations marked. The text is overlaid on a dark blue semi-transparent box.

Student Handbook First Year International Tourism Management 2021-2022

DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

1.1 Yearly schedule 2021-2022

The yearly schedule below is the version of 4 June 2021. No rights can be derived from this version. Always check the online version on LMS>Info sources>Academy for Tourism>Educational programme>2021-2022 year planning.

ACADEMIC YEAR 2021-2022		
calendar week	date	ITM year 1
		introduction week year 1, from Tuesday 31-08
35	30/08-03/09	
36	06/09-10/09	block 1 week 1
37	13/09-17/09	block 1 week 2
38	20/09-24/09	block 1 week 3
39	27/09-01/10	block 1 week 4
40	04/10-08/10	block 1 week 5
41	11/10-15/10	exams block 1
42	18/10-22/10	block 2 week 1
43	25/10-29/10	Autumn holiday
44	01/11-05/11	block 2 week 2
45	08/11-12/11	block 2 week 3
46	15/11-19/11	block 2 week 4
47	22/11-26/11	block 2 week 5
48	29/11-03/12	exams block 2
49	06/12-10/12	block 3 week 1
50	13/12-17/12	block 3 week 2
51	20/12-24/12	block 3 week 3
52	27/12-31/12	Christmas holiday
1	03/01-07/01	Christmas holiday
2	10/01-14/01	block 3 week 4
3	17/01-21/01	block 3 week 5
4	24/01-28/01	exams block 3
5	31/01-04/02	
6	07/02-11/02	block 4 week 1
7	14/02-18/02	block 4 week 2
8	21/02-25/02	block 4 week 3
9	28/02-04/03	resits block 1-2-3 (Spring holiday)
10	07/03-11/03	block 4 week 4
11	14/03-18/03	block 4 week 5
12	21/03-25/03	exams block 4
13	28/03-01/04	block 5 week 1
14	04/04-08/04	block 5 week 2
15	11/04-15/04	block 5 week 3
16	18/04-22/04	block 5 week 4
17	25/04-29/04	fieldtrip
18	02/05-06/05	May holiday
19	09/05-13/05	exams block 5
20	16/05-20/05	block 6 week 1
21	23/05-27/05	block 6 week 2
22	30/05-03/06	block 6 week 3
23	06/06-10/06	block 6 week 4
24	13/06-17/06	block 6 week 5
25	20/06-24/06	exams block 6
26	27/06-01/07	resits block 4-5
27	04/07-08/07	resits block 6
28	11/07-16/07	binding recommendation
29	18/07-22/07	Summer holiday

National holidays/ days off/BUAs closed

24 December 2021	Mandatory day off
27 December 2021	Mandatory day off
28 December 2021	Mandatory day off
29 December 2021	Mandatory day off
30 December 2021	Mandatory day off
31 December 2021	Mandatory day off
28 February 2022	Carnival Monday
15 April 2022	Good Friday
18 April 2022	Easter Monday
27 April 2022	Kings Day
05 May 2022	Liberation Day
06 May 2022	Day after Liberation Day
26 May 2022	Ascension Day
27 May 2022	Mandatory day off
6 June 2022	Whit Monday

2 Content and format of the degree programme

2.1 Introduction

The International Tourism Management programme is a higher professional education programme and prepares students for the industry. Upon completion of the programme, students have sufficient baggage for a starter's position in an international field, and conditions should be created for working their way up to higher managerial positions.

2.2 Vision of education: the hybrid model on the basis of core tasks and learning outcomes

The educational vision of the Academy for Tourism is a hybrid one. Physical learning (face-to-face learning) and online, digital or virtual learning are blended. This is called 'blended learning' and can take place both individually and in groups.

The basis

In our academy you will be trained to become a tourism professional in 4 years' time. As an employee of an organisation or as an independent entrepreneur, a tourism professional contributes to facilitating tourism. This requires specific knowledge and skills as well as an open and proactive attitude. The tourism professional has an inquisitive attitude, is broadly oriented, innovative and able to lead; the wishes of the consumer or client are central, in which hospitality and service orientation are of paramount importance.

In a rapidly changing world, the tourism professional is capable of applying new technologies to tourism products and services in a commercial and socially responsible (sustainable) way. National and international cooperation, across the boundaries of one's own sector and with respect for any country or company cultures different from one's own culture, is indispensable in this respect.

Learning environment

The powerful design of the learning environment is based on the fundamentals of professional practice in an international context. The framework used is the concept of a 'learning community'. Learning in the learning community takes place in an active and social process of cooperative learning where students, lecturers and industrial partners are the driving force.

Students will be provided with authentic company assignments, and they will be introduced to the professional field and offered an extensive programme of company visits, visits to trade fairs, work placements and the field trip.

Activating education

The vision of the academy is that for activating education all students' senses should be stimulated as much as possible. Within the curriculum, innovative resources will be used to activate students and let them learn. To this purpose, digital didactics will be used that fits in with learning objectives and study activities.

Flipped-classroom model

In the flipped-classroom model students prepare for physical contact moments, so that the lecturer can focus on applying and processing the course material more deeply during contact hours. Students can also further internalise the course material afterwards. This is the reversed order (hence, the name 'flipped') of the traditional educational model, in which students are firstly introduced to the course material during contact hours and afterwards, digest it.

2.4 First-year Curriculum of International Tourism Management 2021-2022

	Modules / Languages / PPD	Osiris codes	ECTS	Language modules	Osiris codes	ECTS
CLUSTER MODULES	Intro Tourism	CITM1.INTO-02	4	Spanish beginner		
	Professional Attitude and Skills	CITM1.PAS-01	4	Spanish-1	CITM.LASP1B-01	2
	Financial Management	CITM1.FIN-01	4	Spanish-2	CITM.LASP2B-01	2
	E-Lab	CITM1.ELAB-02	4	Spanish-3	CITM.LASP3B-01	2
	E-Business Fundamentals	CITM1.EBFU-01	4	Spanish advanced		
	Online Marketing & Communication	CITM1.OMC-02	4	Spanish-11	CITM.LASP11A-01	2
	Consumer Behaviour	CITM1.COBE-02	4	Spanish-12	CITM.LASP12A-01	2
	Experience Design	CITM1.EXDE-01	4	Spanish-13	CITM.LASP13A-01	2
	Tourism Contexts	CITM1.TOCO-01	4	French advanced		
	Project Research and Design	CITM1.PRD-01	8	French-3	CITM.LAFR3A-01	2
	Travel Industry Producers	CITM1.TIP-01	4	French-4	CITM.LAFR4A-01	2
				French-5	CITM.LAFR5A-01	2
			German advanced			
			German-4	CITM.LAGE4A-01	2	
			German-5	CITM.LAGE5A-01	2	
			German-6	CITM.LAGE6A-01	2	
			Dutch regular			
			Dutch regular-1	CITM.LADUR1-01	2	
			Dutch regular-2	CITM.LADUR2-01	2	
			Dutch regular-3	CITM.LADUR3-01	2	
CLUSTER LANGUAGES	English 1	CITM.LAEN1-01	2			
	English 2	CITM.LAEN2-02	2			
	Modern foreign language	Diverse codes*	2			
	Modern foreign language	Diverse codes*	2			
PPD	Personal and Professional Development 1	CITM1.PPD1-03	2			
		TOTAL	60			

2.5 The structure of the First Year

The first year of study consists of six blocks of six weeks each; each block consisting of five lecture weeks and an exam week. Two modules are offered every six weeks. In some of these modules important professional skills are integrated. The modules deal with the knowledge domains that constitute the core of the entire study programme. Some projects and modules run over 2 blocks. The project "Research and Design runs in block 3 and 4. The modules E-Lab and Experience Design are offered in block 5 and 6.

Apart from these tourism-related modules there are:

- > two modules of English;
- > three modules of another modern foreign language to be elected in block 1.
- > the Personal and Professional Development 1 (PPD1) module, which is the connecting thread throughout the year.

Some modules are connected to events, in which you will get to know business practice. Appendix 1 gives a concise description of these events.

Before the lectures start, you will have been divided into a class consisting of some 20 students. The group will be composed randomly but nationalities will be equally divided and there will be an equal proportion of men and women. Class division will remain unchanged in the first three blocks. After the third block, students can be divided into new groups.

The next table shows an overview of the division of blocks of the first year.

Block 1	Block 2	Block 3	Block 4	Block 5	FIELD TRIP	Block 6
INTRO TOURISM	PROJECT RESEARCH & DESIGN	PROJECT RESEARCH & DESIGN	TRAVEL INDUSTRY PRODUCERS	EXPERIENCE DESIGN		EXPERIENCE DESIGN
PROFESSIONAL ATTITUDE & SKILLS	CONSUMER BEHAVIOR	ONLINE MARKETING & COMMUNICATION (Report writing)	FINANCIAL MANAGEMENT	E-LAB (Presentation skills)		E-LAB (Presentation skills)
				TOURISM CONTEXTS		E-BUSINESS FUNDAMENTALS
	ENGLISH	MODERN FOREIGN LANGUAGE	ENGLISH	MODERN FOREIGN LANGUAGE		MODERN FOREIGN LANGUAGE
PERSONAL AND PROFESSIONAL DEVELOPMENT						

2.6 Description of modules as regards content

This section outlines the course content of the First Year. Every module description states the number of credits (ECTS). Detailed information per module can be found on MS Teams. You are expected to read the information on LMS thoroughly before starting with the study programme.

Introduction Tourism (4 credits)

The world of tourism and recreation is in a constant state of flux. Once you start operating as a professional, you will notice just how dynamic things are. This has to do with the international character, but also with the multitude of disciplines in the areas of knowledge, understanding and skills which are needed in order to operate successfully in this world. The Introduction Tourism module is a first introduction to this multifaceted industry.

Not only will tourism and recreation as a phenomenon be dealt with, but the different sectors, organisations, products and types of consumers will be considered too. This will give you a complete picture of the network of organisations and developments in Tourism and Recreation. You will acquire this knowledge and understanding by working on assignments, in teams of students and through a structured process. After all, cooperation in this industry is a must, so that's what you will be doing in this module, too. Furthermore, it is important that as a student in higher professional education you should learn to collect information in a structured way to subsequently look at things critically when judging this information. You will practise this during the seminars on desk research. And of course we are going to work in practice. You will work on a practical assignment with your team and develop a programme for a 1-day city trip. To that purpose, you will carry out desk research. Next, you will actually set out on a site inspection and you will be given a peek behind the scenes at suppliers in the market of urban tourism and recreation. Afterwards, you will deliver a moodboard presentation and you will be given feedback on the result.

The coordinator is Mr Bartjan de Keijzer.

Professional Attitude & Skills (4 credits)

The module Professional Attitude & Skills (PAS) offers you a broad basis of skills that help you to cope with the transition to higher professional education more easily. Attention is also paid to developing a professional attitude. Various topics are addressed, such as communicating, having a meeting, delivering a presentation, critical thinking, conducting research and learning to learn.

The coordinator is Ms Ingrid Ruijter.

Financial Management (4 credits)

In the Financial Management module you will learn to understand and reproduce the most relevant financial statements (balance sheet, profit and loss account, cash flow statement, etc.) and analyse the relation between these financial statements. You will be introduced to concepts such as turnover, procurement costs, operational costs, depreciation, interest costs, repayments, etc. By means of a few simple ratios, you will learn to analyse the financial structure and financial health of a company.

The coordinator is Ms Janine Wynia and Ms Joyce Krielen.

E-Lab (4 credits)

E-Lab is a working and learning environment for first-year Tourism students. For a duration of five weeks, you will work two days a week in the E-Lab on assignments focusing on consumers and companies in tourism.

In the E-Lab you will set to work with online applications. You will develop a mock-up for a tourism app, discover how algorithms work, build a website, make a 360° film, infographics and animation videos. You will do research online and analyse social media. You will experience how accessible digital tools are and also how important digital tools are in terms of sharing information and making contact with clients. Issues you will address include: How do you inform tourists digitally? How do tourists perceive online tools? How do you create engagement via games and social media? How do you learn more about tourists using online tools? As an institute of higher professional education we train students to become future employees who have the right knowledge and skills for future jobs in tourism.

The coordinators are Ms Marena van Reijssen and Mr Remco Wachelder.

E-Business Fundamentals (4 credits)

This module addresses the main basic elements from online marketing and e-business. Especially from the viewpoint of commercial operations, we will have a look at online and big data settings. We will pay attention to the main elements of internet, search, websites, domain names, promotion, security and email. Our special focus will be on measuring, benchmark and online monitoring of consumer behaviour. You will be given knowledge of basic principles of using the internet, big data and cross-medial tools in a communicative, commercial and operational way. You directly apply knowledge elements with a number of practical e-tools that you will also encounter in the E-Lab. During the module, you will obtain the Google Digital Garage certificate, the basis of online marketing.

The coordinator is Mr Jeroen Vinkesteyn.

Online Marketing & Communication (4 credits)

You will be introduced to the fundamental marketing & communication theory and the marketing planning process. Drawing up an (online) tactical marketing plan and putting these products and services on the market digitally and smartly are part of this module. In this module, you will also learn why marketing plans are drawn up. You will learn to think about how a marketing problem is analysed, how it is reformulated into a research problem and how theories and previous research are used. Apart from marketing classes, classes will be timetabled dealing with written communication skills. These classes link up seamlessly with the knowledge and skills required for drawing up a tactical marketing plan.

The coordinator is Mr Herman Lier.

Consumer Behaviour (4 credits)

It is very important to understand consumers these days. This module lays the foundation for the basis of consumer behaviour (terminology, models and processes), which will reappear in later modules during your studies. The module deals with the individual consumer by looking at, among other things, motivation, needs, perception, emotions, attitudes, decision processes and personality. The individual consumer is influenced by his environment by, among other things, trends, developments and reference groups, which will also be highlighted in this module.

The coordinator is Ms Marian van der Ent.

Experience Design (4 credits)

In this module, you will discover what is meant by 'experience economy' and what the importance is of a memorable experience in tourism. Furthermore, the foundation is laid for creating experience value and meaningful concepts and products with attention paid to storytelling. In the skills component emphasis lies on passion, creativity, initiative and flexibility. You will be trained to approach tourism & recreational issues creatively.

The coordinators are Ms Esther Groenendaal en Ms Francis Neijenhof.

Tourism Contexts + field trip (4 credits)

This module builds on the Introduction Tourism module. It focuses on sustainability and cultural awareness / intercultural integrity within the international context. We will examine what these concepts mean precisely and how the tourism sector deals with them. The field trip is an integral part of this module. You will apply the knowledge gained in the module to your field trip destination.

The coordinator is Ms Ellen de Groot

Travel Industry Producers (4 credits)

Producers in the travel industry are central to this module. The position of tour operators in the changing landscape of the travel industry and in relation to middle management will be central to this module. Our main focus will be on the content and relation of purchasing versus selling. Apart from the trends in this industry, we will also pay attention to some important recent developments in the travel industry. To finalise this module, you will set to work on various calculation models for calculating travel sums at travel industry producers.

The coordinator is Mr Bartjan de Keijzer.

Project Research and Design (8 credits)

Research skills are the central theme of the Research and Design project. In all jobs in the tourism industry, you will have to deal with research to a certain extent. You need research, for instance, to solve a concrete problem such as falling bookings, or when you want to gain an insight into how to reach certain groups of clients, how an organisation can set itself apart from its competitors, or you want to find out how much of your content is being read, or perhaps you want to test some new innovative ideas. The Research and Design project will teach you to adopt an investigative, critical and inquisitive attitude. You will see how research plays a role in developing various professional products. In addition, you will learn to assess and apply the knowledge from other people's research and you will experiment with different research methods and techniques to conduct your own research. The project lays the foundation for your research skills, which you will further develop and apply in other modules during the rest of your studies.

The coordinators are Ms Maike van Breda and Ms Monique Leijser.

Modern foreign languages (in total 10 credits)

Apart from English, you will opt for one other modern foreign language. You can choose from Dutch (non-Dutch students only), French, German and Spanish. You will have 2 blocks of English and 3 blocks of

your elective. Spanish is offered at beginners and advanced level, German and French at advanced level. Further details about electives will be provided in the first block. The languages offered will be shown in the table below.

We may decide to combine TM and ITM groups for delivering these language modules or not offer the module if student numbers induce us to do so.

You can change a language (level) on strict conditions:

- in the first two weeks of block 3;
- by submitting a request to the board of examiners.

When your request is being considered, the board of examiners will ask the language coordinator for advice. The request will only be complied with if changing the language (level) will not result in an expected study delay and if there is a place available in the class of the language to be chosen.

Languages	Levels	Entry requirements
English	Advanced	Final exam
German	Advanced	Final exam <i>havo/vwo/mbo</i>
French	Advanced	Final exam <i>havo/vwo/mbo</i>
Spanish	Beginner	No previous knowledge required
Spanish	Advanced	At least 1 year of Spanish or Final exam <i>havo/vwo</i>

The level of *mbo* graduates is heterogeneous, so tailor-made courses are offered.

The coordinator is Ms Ferdaous Alami.

Personal and Professional Development 1 (2 credits)

In the PPD1 module, you will learn to have a critical look at yourself and ask yourself who you are, what you can do, what you want to do and where you are going to and what you need for that. You learn to put yourself in somebody else's position, in another culture and in other situations (empathic skills). You will develop your learning ability. You will develop a critical basic attitude and make well-founded choices and further develop your adaptability and problem-solving skills.

Important elements of PPD1 are self-direction, self-responsibility and reflection. Reflection has to do with thinking about and gaining insight into oneself.

The PPD1 programme consists of workshops and individual talks with your coach. Your coach guides you in your personal and professional development, but as your studies progress, you will take over more and more responsibility yourself.

Your coach is the first point of contact if you have any questions or problems relating to your study programme, for example when making study choices or study progress, and if you have any questions or problems of a personal nature.

The coordinator is Ms Sandra Gerrits.

2.7 Exchange

Breda University of Applied Sciences offers students the opportunity to attend an exchange programme at a partner university either in or outside Europe. Depending on the outcome of a thorough selection procedure, students can study abroad for one semester in Year 2 or 3. More information can be found on LMS: Information sources /General Buas information > exchange. In block 2, information sessions on exchange possibilities will be offered by Ms Jitske Grandia. You will be given information about opportunities for exchange and you can ask specific questions. If you have any questions, please contact exchange@buas.nl.

A list of other international opportunities can be found in appendix 6.

2.8 Extra opportunities

The study programme offers opportunities for taking on extra challenges and doing special tracks. Examples of these are:

Excellence Track Entrepreneurship

Students of all academies within BUAs, regardless of their year of study, can enrol for this Excellence Track. It provides support in starting one's own enterprise for one year. Central to this track is individual and group coaching by experienced lecturers/entrepreneurs and learning from local, successful entrepreneurs/alumni and other student entrepreneurs. The programme offers the possibility to participate in a range of activities, among other things, workshops, inspiration sessions and network meetings.

More information can be obtained via Mr Ben Veenstra (veenstra.b@buas.nl) or via the entrepreneurship community (entrepneur@buas.nl).

Academic Bachelor of Science

This 3-year English-taught interdisciplinary academic bachelor's programme is jointly offered by Breda University of Applied Sciences and Wageningen University & Research. You will study in Breda in Years 1 and 2 and in Wageningen in Year 3. You can enrol if you are a *wvo* graduate (including Mathematics A, B, or C) or have passed Year 1 of a professional bachelor's programme (including Mathematics A, B, or C at *wvo*-6 level). More information can be obtained from Ms Kelly de Man, study advisor (bto.bsc@wur.nl).

Pre-master's Strategic Business Management (SBM)

In the last year of study you will be given the opportunity to attend the English-taught academic pre-master's SBM. After obtaining this certificate, you can directly be admitted to certain Master of Science degree programmes at the university partners our institute cooperates with, and there will be no need for you to attend an extra one-year pre-master's programme at university. In this way, you could obtain an academic master's degree in five years' time. Moreover, our SBM pre-master's students score above average marks at these universities, and so, it is the best preparation for a university education. More information can be found on our website www.buas.nl/SBM or via Laurent Snoeckx (snoeckx.l@buas.nl).

3 Marking scheme

3.1 General

Students can obtain 60 credits in the First Year. How these credits are divided over the various units of study is stated in the curriculum (See section 2.4).

The curriculum in section 2.4 will show how the various modules are clustered.

3.2 Pass mark: requirements to obtain your first-year certificate

You will earn your first-year certificate if you have obtained 60 credits. The following conditions apply:

- > A maximum of 10 credits may be compensated; a maximum of two units of study from the cluster Modules and one unit of study from the cluster Languages;
- > The following applies to compensating credits: you have obtained a final mark between 4.5 and 5.4 for a module. You may compensate this final mark with another module within the same cluster for which you have obtained a final mark 6.5 or higher. You will be awarded your credits by this compensation rule. These credits will only be awarded in Osiris if you have passed all units of study of the First Year;
- > An insufficiency for the modules "Personal and Professional Development" and "Professional Attitude & Skills" cannot be compensated;
- > All other units of study must be completed with sufficiencies.

The curriculum in Section 2.4 will show how the various modules are clustered.

3.3 When will you NOT be allowed to pass to Year 2 (Negative Binding Recommendation)?

You will be given a negative binding recommendation regarding the continuation of studies if you have not obtained your first-year certificate in the round-off week (July 2022) and there are no personal circumstances.

Being given the negative binding recommendation means that you are no longer allowed to continue your course of studies in International Tourism Management and that you are no longer allowed to register again for the same programme nor its Dutch-taught equivalent.



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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