

Student Handbook Year 2 International Tourism Management

2021-2022

DISCOVER YOUR WORLD

1 General information

In this chapter you will find information on the entire year, the planning, Osiris codes and the different types of students (programmes).

1.1 Year overview International Tourism Management

This study year consists of six blocks of six weeks each. Block 5 consists of seven weeks because of a fieldwork which is a component of this module.

Per six weeks you will repeatedly have three modules:

- 2 field relating modules;
- 1 language module (only in module 5 no languages will be taught).

Important professional skills have been integrated into modules in a number of cases. Knowledge domains that are dealt with in these modules form the core of the entire study programme. Alongside these modules there is also the module Personal and Professional Development (PPD) which continues throughout the entire year. Everyone has two English languages modules and three modern foreign language modules. The modern foreign language has already been chosen in year 1 or at the beginning of the academic year.

In the following table you will find a year overview.

1.1.1 Year overview

Tourism Impacts (4 ECTS)	Travel Geopolitics (4 ECTS)	Travel Industry Producers (4 ECTS)	State of the Art (4 ECTS)	New Learning Community (8 ECTS)	
Travel Transportation (4 ECTS)	Pricing & Capacity (4 ECTS)	Touchpoints Setting and Process (4 ECTS)	Online Consumer Behaviour Research (4 ECTS)	Smart Organisation (4 ECTS)	Destinations: Image & Identity (4 ECTS)
English (2 ECTS)	Modern Foreign Language (2 ECTS)	English (2 ECTS)	Modern Foreign Language (2 ECTS)	-	Modern Foreign Language (2 ECTS)
PPD (2 ECTS)					

1.2 Learning Management System (LMS) Cum Laude and Microsoft Teams

This year we use again the learning management system (LMS) Cum Laude, as well as continue using Microsoft Teams. Here you will find the information of the education, materials of multiple elements of your educational program and links for uploading assignments.

1.2.1 Applying for modules from other years

You will be automatically linked to the modules for this year in LMS Cum Laude. In addition, you can very easily register for a module if you want to look back at a module from year 1. *What to do?*: Go to the LMS Cum Laude start page. On the bottom left-hand of the screen you will find a registration tab. Go to the desired study programme, search for the right module and register.

1.2.2 Microsoft Teams

Microsoft Teams is the leading platform used by Breda University of Applied Sciences. LMS Cum Laude will solely be used for information sources and for handing in assignments when applicable. Study guides and class materials from all modules will be uploaded in the according tiles on MS Teams. This is also where online classes take place.

1.2.3 News

Important information from Osiris or the study programme will be regularly posted on LMS Cum Laude News. Keep an eye out for these items. You can set up the News items which you want or have to look at by going to Settings for the News-widget on the start page of LMS Cum Laude.

1.2.4 Questions

For questions about LMS Cum Laude you can contact Ron Beeren via Beeren.r@buas.nl. For questions about Microsoft Teams you can contact DLE@buas.nl.

1.3 Year planning 2021-2022 for year 2

The year planning together with all general information can be found on LMS Cum Laude via the following folders: **Information sources- Academy for Tourism- Educational program- International Tourism Management- Second Year ITM.**

Please be aware:

- The professional development week is not a holiday week but a week full of activities that contribute to your professional development and prepare you for your placement
- The exact dates of the fieldwork are not specified yet. Take into consideration they might include weekends and a part of the holiday.
- The fieldwork in block 5 is a busy research time and not a holiday time period.
- This year has multiple defined holidays. An overview of the bank holidays of this year [can be found here](#).

1.4 Student (programme) types in year 2 and the binding student advise (BSA)

In this study year there are different sorts of students, from different programmes, together in one class. This year the classes are a mix of:

- **Regular** students (who are following the 4-year program)

- Students who are following a 3-year programme:
 - o **Accelerated-track:** students with a VWO diploma who are following the 3-year track
 - o **Short-programme:** students in the special traject of Rooi Pannen 'Maatwerktraject voor Havisten'
 - o **Lateral entry:** students who have completed a propaedeutic year elsewhere.
 - o **Exchange students:** students from other universities

Be aware: For some students in year 2 there is a BSA regulation in force (accelerated track) and for others there is not (lateral entries and Short programme). The exact regulation in relation to the BSA is described in the appendix. Be aware there are differences.

For all 3 year track students there is a special fasttrack MS Teams channel. These students can find more information there.

1.5 Communication to students

The coordinators and lecturers of year 2 of Breda University of Applied Sciences communicate via MS Teams and per email (addresses with @buas.nl). Make sure you check your email of Breda University of Applied Sciences regularly.

1.6 Osiris codes and exam registration

In total in year two 60 ECTS have to be achieved.

- 48 ECTS in the field relating modules
- 2 ECTS for PPD
- and 10 ECTS for the languages.

The field relating modules have the following codes in Osiris.

Modules and Osiris codes	
Tourism Impacts	CTM2.TDTI-01
Travel Transportation	CTM2.TITT-01
Travel Geopolitics	CTM2.TIGEO-01
Pricing & Capacity	CTM2.RHP-03
Travel Industry Producers	CTM2.TIP-01
Touchpoints Setting and Process	CTM2.RHTSP-01
State of the Art	CTM2.SOTA-01
Online Consumer Behaviour Research	CTM2.OCBR.01
Fieldwork	CTM2.FLDW-01
Smart Organisation	CTM2.SMOR-01
Destinations: Image & Identity	CTM2.TDDII-02

Tabel 1.6.1 Modules en Osiris codes

Registration exams :

- In order to participate in the exam, a student must register in time for each module in Osiris. The exact registration periods are visible in the year calendar (see LMS Cum Laude).
- A student has 2 options for each module each year.
- Students that go on exchange in semester 2 (block 4, 5 and 6) can participate only once for

the exams in block 3 and have an extra re-sit in week 4. This re-sit is only accessible for those students, other students do the re-sit block 3 in block 4.

1.7 Student Profile Analysis

In this year the Student Profile Analysis (SPA) has a central position. The student profile analysis is a report that gives insight in your behaviour, motivation and talent. Each student fills in a validated online test and receives a report of his or her profile after payment. The student pays a reduced amount for this report. With this report one can improve its self-knowledge and learns to detect its qualities and talents and make better choices for the future. It also helps in teamwork with better understanding of yourself and the other, better communication and a better result. These reports can be used throughout the rest of your education and career.

1.8 Year 2 and the road to year 3

In year 2 students make a choice for one of the four specialisations of year 3: E- tourism, Tourism Business, Tourist Experience or Design & Development. To help you make the right choice, a student information session will be organised in week 49. In this session, information for all choices regarding your specialisation choice, exchange, placement and languages, will be given.

Year 3 consists of 1 semester of education at Breda University of Applied Sciences and 1 semester for your placement. The pre-conditions to go on placement are your propaedeutic degree and 2/3rd of the ECTS of the post-propaedeutic phase. Exceptions to this rule can only be made by the team manager of your specialisation.

Semester 1	Tourist Experience	Design & Development	40 ECTS (2/3 of 60)
Semester 2	Tourism Business	E-Tourism	60 ECTS (2/3 ^d of 90)

Tabel 1.8.1 Placement Pre-conditions

2 The modules and contact persons

Below you will find the coordinators of the year 2 modules. Important to note is that the coordinator is in many cases not your actual lecturer for that module, contact details of all staff members can be found on LMS Cum Laude. A more detailed description of each module can be found in the module handbooks, that will be uploaded in MS Teams in each module tile. You are expected to have read the module handbook before the module starts.

2.1 Team manager year 2

The person bearing final responsibility for the overall year (year 2 for regular students and year 1 for students in the three-year programme) is Marco van Leeuwen. He can be consulted with questions and/or remarks in relation to the entire year. You can contact him via e-mail leeuwen.m@buas.nl.

2.2 Field relating modules, languages and PPD

For the various general, language and PPD modules the contact persons in the following table can be approached.

Module	Content	Teaching method	Assessment	Contactperson
Tourism Impacts	The various impacts of tourism on a destination, the relation between the local tourist population and research are central in this.	Lectures, seminars, debate sessions	Reporting and debate	Pieter Piket Piket.p@buas.nl
Travel Transportation	What are the current and future mobility needs and what is the composition of the aviation world?	Lectures and seminars, playing Games and visit IT	Multiple choice exam	Erik Feld Feld.e@buas.nl
Travel Geopolitics	The impacts of geopolitics for the travel industry	Lectures, seminars, guest lectures and visit Holiday Trade Fair	Report	Nicole Disseldorp Disseldorp.n@buas.nl
Pricing & Capacity	In this module you learn about yield and revenue aspects of a tourism company, with emphasis on the pricing and pricing policy.	Workshops and lectures	Report and oral defence	Gerard Gielen Gielen.g@buas.nl
Travel Industry Producers	Who are the players in the travel industry, how do they work and how do they deal with the changing environment?	Lectures, seminars and guest lecture	Written exam	Bartjan de Keijzer Keijzer.b@buas.nl
Touchpoint Settings and Process	In this module you learn on building and control of a leisure company	Workshops Guest lectures Project assistance	Oral exam	Corne kops Kops.b@buas.nl
State of the Art	In this module we develop a general awareness of some of the emerging trends and	Lectures and workshops	Individual Portfolio	Rob Simons Simons.r@buas.nl

	developments in the area of tourism, marketing, and technology.			
Online Consumer Behaviour Research	The goal of this module is that you gain insight into online consumer behaviour concentrating on social media. To gain thorough insight into consumer behaviour, the use of quantitative research tools (such as data analysis) play an important role.	Lectures and workshops	Research report	Jeroen Vinkesteyjn Vinkesteyjn.j@buas.nl
Fieldwork	"Tourism is changing, so are you!". You are going to gain insight in the changes in tourism through the themes: tourist experience, tourism business and design & development. You will also perform research in the field to bring positive change to the destination and yourself.	Lectures, workshops and fieldwork	Portfolio	Ben Veenstra Veenstra.B@buas.nl
Smart Organisation	The goal of this module is to teach you how processes work (input, throughput, and output). You will learn how to visualise processes and how to trace obstacles in a process with the final goal of contributing to the solutions to these obstacles.	Lectures, workshops and fieldwork	Report	Carl Grefkens Grefkes.C@buas.nl
Destinations: Image & Identity	The image and identity of the destination is central in this module.	Lectures, seminars, field work, workshops	Oral exam and portfolio	Martijn Smeenge Smeenge.m@buas.nl
PPD	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.	Workshops and individual coach meetings	Profile	Sandra Gerrits Gerrits.S@buas.nl
Languages	In the language modules the oral and written acquisition of language is worked upon.	Lessons	Oral and written exams	Ferdaous Alami Alami.f@buas.nl

Tabel 2.2.1 Field relating modules, tasks and PPD



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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