

Tourism Management

Study guide year 2 | 2023-2024



DISCOVER YOUR WORLD

Academy for Tourism 2023-2024

This study guide is subject to change and gives no guarantees for upcoming years.

Contents

1	Modules year 2	2
1.1	Types of students in year 2	2
1.2	Description of modules year 2	3
1.3	Exchange	4
1.4	Extra opportunities	4
2	Timetable	5
3	Important authorities	6
3.1	Student counsellor and psychologist	6
3.2	Board of examiners	6
3.3	Degree programme committee	7
3.4	Confidential counsellor	7

1 Modules year 2

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. Important professional skills have been integrated into modules in several cases. Knowledge domains that are dealt with in these modules form the core of the entire study programme.

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).

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.

Block 1	Block 2	Block 3	Block 4	Block 5	Block 6
Tourism Impacts (4 ECTS)	Travel Geopolitics (4 ECTS)	Tourism Business (4 ECTS)	State of the Art (4 ECTS)	Rethinking Tourism (8 ECTS)	
Travel Transportation (4 ECTS)	Revenue Management (4 ECTS)	Setting in Recreation & Hospitality (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)					

1.1 Types of students in year 2

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

1.2 Description of modules year 2

Module	Content	Teaching method	Assessment
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
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 visiting ITB	Multiple choice exam
Travel Geopolitics	The impacts of geopolitics for the travel industry	Lectures, seminars, guest lectures and visit Holiday Trade Fair	Report
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 defense
Tourism Business	In this module, you gain insight into the internal organisation of tourism and recreation businesses (strategy, culture, processes, personnel management and entrepreneurship).	Lectures, seminars and guest lecture	Written exam
Setting in Recreation & Hospitality	In this module you learn about building and control of a leisure company	Workshops, guest lectures and project assistance	Oral exam
State of the Art	In this module we develop a general awareness of some of the emerging trends and developments in the area of tourism, marketing, and technology.	Lectures and workshops	Individual portfolio
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
Rethinking Tourism	"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
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	Lectures, workshops and fieldwork	Report

	final goal of contributing to the solutions to these obstacles.		
Destinations: Image & Identity	The image and identity of the destination is central in this module.	Lectures, seminars, fieldwork and workshops	Oral exam and portfolio
Personal & Professional Development	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
Languages	In the language modules the oral and written acquisition of language is worked upon.	Lessons	Oral and written exams

1.3 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. In block 2, information sessions on exchange possibilities will be offered. 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.

Breda University of Applied Sciences welcomes incoming exchange students in our classes in year 2. It offers you an opportunity to develop your international skills in Breda as well.

1.4 Extra opportunities

BUas Start-up Support

BUas start-up support inspires you to develop your skills in entrepreneurship and offers you the possibility to start your own company.

Students of all academies within BUas, regardless of their year of study, can participate. It provides support in starting one's own enterprise. Important elements are 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.

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.

2 Timetable

Below are some examples of timetables from year 2. Timetables vary by week and are available a few weeks before the new block. There may be timetable changes during the block.

Abbreviations

lecture	lc
guest lecture	gl
workshop	ws
unsupervised seminar	uws
inspection	inspection

week 37	Monday, 11 September 2023 - Sunday, 17 September 2023					<	Today	>
	Mon 11 Sep	Tue 12 Sep	Wed 13 Sep	Thu 14 Sep	Fri 15 Sep			
8:00								
9:00			09:00 - 11:00 CITM2PPD2 ind. coachm. Fe1.021 (8)* closed project room Classes: 2CITM-S3-01		09:00 - 11:00 CITM2TITT uws Classes: 2CITM-S3-01			
10:00		10:00 - 11:00 CITM2PPD2 ind. coachm. Hn1.002 (8)* closed project room Classes: 2CITM-S3-01	VEE (Veenstra, Ben)					
11:00		11:00 - 12:30 CITM2TITT lc 2 Hn2.012 (20)* Classes: 2CITM-S3-01 KEY (Keijzer, Barljan de)	11:00 - 13:00 CITM2TDI lc 4 Environmental Impacts Hn0.022 (250)* LH Chapel Classes: 2CITM-S3-01, 2CITM-S3-02, 2CITM-S3-03, 2CITM-S3-04, 2CITM-S3-05 EYG (Eijelaar, Eke)		11:00 - 12:30 CITM2TDI ws 3 Literature Review 1 Hn0.003 (40)* streaming equipment Classes: 2CITM-S3-01 VAA (Vaan, Kerensa de)			
12:00								
13:00		13:00 - 14:00 C.A.CCEPT info meeting for invited students only Hn2.018 (40)* streaming equipment	13:30 - 15:00 CITM2TDI ws 2 Emic Perspective Fe1.019 (20)* Classes: 2CITM-S3-01 VAA (Vaan, Kerensa de)		13:00 - 15:00 CITM2LAEN3 Hn1.008 (20)* Classes: 2CITM-S3-01 GOC (Gocer, Goksel)			
14:00		14:00 - 16:00 CITM2TDI lc 3 Economic Impacts Fe1.016 (106)* LH Auditorium streaming equipment Classes: 2CITM-S3-01, 2CITM-S3-02, 2CITM-S3-03, 2CITM-S3-04, 2CITM-S3-05 KLY (Kijls, Jeroen)	15:00 - 16:00 CITM2TITT ws 3 Hn1.008 (20)* Classes: 2CITM-S3-01		15:00 - 16:30 CITM2TITT ws 4 Hn1.008 (20)* Classes: 2CITM-S3-01 FEL (Feld, Erik) KEY (Keijzer, Barljan de)			
15:00		16:00 - 18:00 CITM2TITT uws Classes: 2CITM-S3-01						
16:00								
17:00								

week 43	Monday, 23 October 2023 - Sunday, 29 October 2023					<	Today	>
	Mon 23 Oct	Tue 24 Oct	Wed 25 Oct	Thu 26 Oct	Fri 27 Oct			
9:00		09:00 - 10:30 CITM2LADUEX (WIN) Hn1.003 (20)* Classes: 2CITM-S3-01, 2CITM-S3-02	09:00 - 10:30 CITM2LASP14A (ARE) Hn2.018 (40)* streaming equipment Classes: 2CITM-S3-01, 2CITM-S3-02	09:00 - 10:30 CITM2LASP4B group 1 (ORT) Hn1.008 (20)* Classes: 2CITM-S3-01, 2CITM-S3-02 ORT (Ortega, Agata)				
10:00			10:30 - 12:00 CITM2TIGEO lc guest Fe1.036 (88)* LH streaming equipment Classes: 2CITM-S3-01, 2CITM-S3-02, 2CITM-S3-03, 2CITM-S3-04, 2CITM-S3-05 BUL (Bullink, Marcel)	11:00 - 12:00 CITM2TIGEO ws 1.2a Destination Fe1.020 (20)* Classes: 2CITM-S3-01				
11:00	11:00 - 12:30 CITM2TIGEO lc 1 kick off / geopolitics Fe1.036 (88)* LH streaming equipment Classes: 2CITM-S3-01, 2CITM-S3-02, 2CITM-S3-03, 2CITM-S3-04, 2CITM-S3-05 BUL (Bullink, Marcel)	11:00 - 12:30 CITM2RHP lc 2 guest Hn0.022 (250)* LH Chapel Classes: 2CITM-S3-01, 2CITM-S3-02, 2CITM-S3-03, 2CITM-S3-04, 2CITM-S3-05 GIE (Gielen, Gerard)		12:00 - 13:30 CITM2TIGEO uws 1.2b Destination Classes: 2CITM-S3-01				
12:00								
13:00	13:30 - 15:00 CITM2RHP lc 1 intro + guest Fe1.036 (88)* LH streaming equipment Classes: 2CITM-S3-01, 2CITM-S3-02, 2CITM-S3-03, 2CITM-S3-04, 2CITM-S3-05 GIE (Gielen, Gerard)	13:30 - 14:30 CITM2TIGEO ws 1.1 introduction Hn0.006 (50)* Classes: 2CITM-S3-01	13:00 - 14:30 CITM2RHP ws 1 Hn1.008 (20)* Classes: 2CITM-S3-01 HEV (Heuvel van de-Droll, Elisa)	13:30 - 14:30 CITM2TIGEO ws 1.2c Destination Fe1.019 (20)* Classes: 2CITM-S3-01				
14:00				14:30 - 16:00 CITM2LADUEX (WIN) Fe1.030 (20)* Classes: 2CITM-S3-01, 2CITM-S3-02	14:30 - 16:00 CITM2LASP14A (ARE) Hn2.010 (30)* E-Lab streaming equipment Classes: 2CITM-S3-01, 2CITM-S3-02			
15:00	15:00 - 16:30 CITM2LASP4B group 1 (ORT) Fe1.038 (20)* Classes: 2CITM-S3-01, 2CITM-S3-02 ORT (Ortega, Agata)			16:00 - 18:00 CITM2 roundtable block 1 - only for invited students Fe1.030 (20)* Classes: 2CITM-S3-01, 2CITM-S3-02, 2CITM-S3-03, 2CITM-S3-04, 2CITM-S3-05 RID (Ridderhof, Joyce) WER (Werff, Anan van der)				
16:00								
17:00								
18:00								

3 Important authorities

Students will or may have to deal with all sorts of regulations and authorities. This chapter gives a brief overview.

3.1 Student counsellor and psychologist

All departments of Breda University of Applied Sciences employ one or more student counsellors. They can help students, for example when circumstances may occur that hinder your study progress.

Your coach will be your first point of contact. He or she can refer you to a student counsellor. Also, you could directly make an appointment with a student counsellor via the portal which you can access once you're a student.

Some issues that can be discussed with a student counsellor:

- > personal questions or problems such as special (family) circumstances, psychic complaints
- > dealing with Dutch culture, the Dutch educational system, group work, cross-cultural communication, being homesick;
- > a functional limitation, for example dyslexia, AD(H)D, physical and sensory disabilities, a chronic disease;
- > coaching in the field of study skills;
- > student finance, among other things, student basic grant, student loan system, performance-related grant, student public transport pass, requests filed to DUO;
- > Profiling Fund in the case of a study delay owing to personal circumstances, committee positions and top talent;
- > laws and legislations regarding enrolment and de-enrolment and appeal proceedings.

If the contacts with the student counsellor show that guidance from the BUas student psychologist is desired and useful, you can make use of this support. The student psychologist offers short-term guidance in the case of simple psychological problems that hamper study progress.

The student counsellors and student psychologist also work closely together with the BEST training programme (BEtter STudying) which comprises training courses on topics such as fear of failure, assertiveness, study planning, study discipline, study stress, and presenting without fear.

More information about the student counsellors, the student psychologist or the BEST training courses can be found on the portal which you can access once you're a student.

3.2 Board of examiners

The Academy for Tourism has a board of examiners, who has the following tasks:

- > to determine if a student fulfills all requirements set by the Teaching and Examination Regulations (TER) for obtaining the first-year certificate. It has been mandated by the Executive Board to issue the binding recommendation regarding the continuation of studies.
- > to guarantee the quality of exams.
- > to allow students to deviate from the programme.
- > to exempt students from one or more examinations.
- > to exclude a student or 'extraneus' student committing fraud from one or more interim exams or examinations to be decided on by the board of examiners during a period of max. one year to be decided on by the board of examiners. In case of serious fraud, the Executive Board – on the recommendation of the board of examiners – can terminate enrolment for the study programme the relevant student attends.

- > to be a party on behalf of the department or group of departments if a student lodges an objection/appeal to the Examination Appeals Committee of Breda University of Applied Sciences.

If a student wants to issue a complaint or request with the board of examiners, he can use the form available on the portal which you can access once you're a student.

3.3 Degree programme committee

The International Tourism Management programme has a degree programme committee. This committee consists of lecturers and students. The tasks of the degree programme committee is to safeguard the quality of education and represent the interests of both students and lecturers.

The committee issues an annual recommendation regarding the Teaching and Examination Regulations (TER) and regarding the way these rules are implemented. The Teaching and Examination Regulations is a document in which the rights and duties of students and lecturers are laid down. If you would like to make some comments or suggestions about these topics, you could contact them by e-mail:

ATdegreeprogramcommittee@buas.nl

3.4 Confidential counsellor

BUas strives to offer a safe and pleasant working and study environment for all staff and students. It may not always be experienced that way. Harassment has many faces: aggression of any type, sexual intimidation, or discrimination. It always involves one-way, undesired attention. The confidential counsellors are there to support you in matters of harassment. You can tell them your story and do so anonymously if you prefer.

You can rely on the confidential counsellors to always take you seriously. They are there to listen to you, to support and inform you and to look for solutions together with you. These talks are confidential.

They are only allowed to come into action when you explicitly ask them to do so. The confidential counsellors can be contacted by letter, e-mail, phone or direct. For the International Tourism Management programme, you can contact: Monique Leijser leijser.m@buas.nl

Aggression, sexual intimidation, or discrimination might sometimes lead to filing a complaint to the Complaints Committee. You can find more information about it and about external confidential counsellors via the portal.



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Mgr. Hopmansstraat 2
4817 JS Breda

P.O. Box 3917
4800 DX Breda
The Netherlands

PHONE
+31 76 533 22 03

E-MAIL
communications@buas.nl

WEBSITE
www.BUas.nl

DISCOVER YOUR WORLD