Breda University of Applied Sciences

T o u r i s m

Programme: E-Tourism 3rd year Specialization

Address:
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The Netherlands

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1. Important dates

26 August 2024 – 30 August 2024	Introduction week
2 September 2024	Start semester
7 October 2024 – 12 October 2024	Exam week block 1
21 October 2024 – 25 October 2024	Fall Break
25 November 2024 – 29 November 2024	Exam & Resit week
23 December 2024 - 3 January 2025	Christmas Break
20 January 2025 - 24 January 2025	Exam & Resit week
31 January 2025	End of Program semester

* dates are subject to change

2. Programme

Plan, implement, and execute digital marketing & management strategies for tourism organizations.

Changes in the industry

Digital technology plays an important role in the (post) pandemic world. From a tourism perspective we see that "while physical tourism has come to a stand-still, past and potential tourists have been busy ruminating about past trips on social media by sharing vacation memories and/or dreaming about future vacations on destination or travel agency websites. Museums have opened virtual doors to their exhibitions and bored wannabe tourists stuck in quarantine are flocking to these and other virtual experiences. Disappointed tourists stranded on trips or at home have been using websites and mobile apps to cancel the trips and make complaints. Residents discuss in forums whether they are delighted or devastated about the disappearance of tourists from their communities and images of the positive effects on nature of the sudden disappearance of tourists from a hotspot like Venice went viral. Airbnb hosts now offer virtual experiences, social media travel influencers continue to produce contents for their audiences, and tourism providers use a multitude of online channels to maintain customer relationships and reassure future tourists. At the same time, tourism providers and their trade associations are engaging in online activism to reveal their dependence on global online platforms." (Gretzel, et al., 2020)

COVID-19 developments aside, the tourism industry has experienced a high degree of turbulence during the past decade. The acceleration in technological developments, the change of consumer behaviour, and the disruptive business models have changed the game and have become the new status quo. Traditional tourism actors and stakeholders have seen their roles and function change as travellers and tourism suppliers alike have started to embrace upcoming and developing technologies to find each other in business and leisure. Traditional tourism businesses like for example Dutch accommodation provider Vacanceselect are rethinking the way they do business and how they are positioned in the market.

"We have changed from a travel business that sells online, to an online e-commerce

company that sells holidays." - Pascal van de Loo (former CIO Vacanceselect)

E-tourism specialisation

E-tourism reflects the immense and ubiquitous technological and digital developments that have unfolded in recent years and which will continue to drive change and innovation in the tourism sector in the foreseeable future.

> Our aim is to stimulate and help you learn to plan, implement, and execute digital marketing & management strategies for tourism organizations.

This requires a broad range of skills and knowledge, as well as an inquisitive mindset towards all things digital. We help you to develop into a well-informed, all-round E-tourism professional and digital hospitality expert with a commercial mindset and excellent communication skills. After graduation you can apply and manage state of the art digital tools from both a practical and a strategic perspective. This will allow you to bridge the gap between the marketing communication and technological teams.

This specialization can be followed as a complete 3rd year program of 24-30 ECTS or in case you require less credits as a set of modules totalling 16-20 ECTS.

The program structure is as follows:

Full 24-30 ECTS program

Code	Course	ECTS	Semester
CITM3.DMP1 (block 2 & 3)	Digital Marketing Project – group report	8	1
CITM3.DMP2 (block 2 & 3)	Digital Marketing Project – individual assessment	8	1
CITM3.SMR (block 1)	Social Media Research	4	1
CITM3.BI (block 1)	Business Intelligence	4	1
CITM3.PPD3 (block 1, 2 & 3)	*Personal and Professional Development (optional)*	*2*	*1*
CITM.LAEN5 (block 1/2)	*English 5 – Business Writing (optional)*	*2*	*1*
CITM.LAEN6 (block 1/2)	*English 6 – Academic Writing (optional)*	*2*	*1*
Total		**24-30**	

* codes, course names and blocks are subject to change

16-20 ECTS program

Course	Code	ECTS	Semester
CITM3.DMP1 (block 2 & 3)	Digital Marketing Project – group report	8	1
CITM3.DMP2 (block 2 & 3)	Digital Marketing Project – individual assessment	8	1
CITM.LAEN5 (block 1/2)	*English 5 – Business Writing (optional)*	*2*	*1*
CITM.LAEN6 (block 1/2)	*English 6 – Academic Writing (optional)*	*2*	*1*
Total		**16-20**	

* codes, course names and blocks are subject to change

Semester 1

COURSE Compulsory	
Course code	CITM3.DMP1, CITM3.DMP2
Course title	**Digital Marketing Project**
Course coordinator/lecturer	Ingrid Ruijter
Teaching hours	Working with SCRUM methodology. Weekly group SCRUM meetings and a workshop with an expert consultancy meeting. Additional skills workshops are scheduled for 'report writing' and 'advisory talks'.
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	8 ECTS + 8 ECTS, 16 in total.
Language	English
Learning outcomes	- knows about online strategy: goals, KPI's, and related actions. - knows about business models. - knows what skills are needed in the internal organization in relation to e-commerce. - knows about payment models. - can use (website) data analytics & conduct analysis to measure results. - can develop customer profiles (CRM) - can execute a thorough target group analysis, keyword analysis, and develop a persona. - can formulate marketing communication objectives and strategy. - can design and manage an effective website in WordPress. - can develop and evaluate a digital marketing communication campaign with relevant and up-to-date digital tools. - can develop relevant and personal marketing communication in the form of online content for website and related communication tools. - can apply neuro marketing and persuasion techniques. - can apply and evaluate the success of conversion optimization on a website. - can apply and evaluate the principles of website usability. - can analyse the customer journey related to a website. - can set up a budget for the digital marketing communication campaign and can make ROI calculations on the long & short term. - can create a feasible schedule/ planning for the chosen cross media marketing channels. - can write a professional report. - can orally advise stakeholders convincing manner. - can apply the most important principles of the SCRUM working method. - can evaluate his own performance in the project.

Course Content (incl. planned learning activities and teaching methods)	The objective of the digital marketing project is to develop an inspirational travel website concept for a specific target group. This concept is then worked out in real-life by building a hosted WordPress website on a purchased domain name and with the task to implement a range of digital marketing communication tools.
	- The module kicks off with a first phase of theoretical foundation, team building and concept and strategy development.
	- In the second phase the concepts come to life and the website gains shape in both form and content.
	- In the third phase the students learn about topics such as usability, conversion optimisation and testing. These principles are applied on a case-company and can be practiced in the project.
	- In the fourth phase the outgoing marketing communication tools such as social media, online advertising, influencer marketing and email marketing are applied.
	Keywords: e-commerce, digital marketing, KPI's, CSF, communication objectives, target group analysis, keyword research, content marketing, persuasion techniques, neuro marketing, search engine optimization, online advertising, affiliate marketing, visual communication, social media marketing, influencer marketing, link building, email marketing, real-time marketing, usability, user-experience, user testing, a-b testing, conversion optimisation, website and online analytics.
Literature	Throughout the course we will use books and per sprint (phase) a range of supportive e-books, journal articles and websites;
	- Visser, M.; Sikkenga, B.; Berry, M.; Digital Marketing Fundamentals 2nd ed., 2021, ISBN: 9789001749842
	Advised reading:
	- Cialdini, R. B.; Influence; The psychology of persuasion, 2007, ISBN; 978-0-06-124189-5
	- Cialdini, R. B.; Pre-Suasion; A revolutionary way to influence and persuade, 2016, ISBN; 978-1-50-115205-4
	- Krug S.; Don´t make me think / revisited, 2014, ISBN-13; 978-0-321-96551-6
Assessment and criteria	DMP1: The module is assessed via a group report. (8 ECTS) DMP2: The module is assessed via an individual oral examination. (8 ECTS)
Prerequisites	Basic knowledge of E-business and Online Marketing Communication is expected.

COURSE Compulsory/Optional	
Course code	CITM3.SMR
Course title	**Social Media Research**
Course coordinator/lecturer	Jeroen Vinkesteijn
Teaching hours	Per week lectures and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	After successfully completing this module, the student: • Has a general overview of social media-/ big data analysis and research techniques; • Has learned how to deal with social media monitoring tools; • Is able to analyse and report the findings from a social media data set; • Has basic knowledge of the importance and impact of semantics, semiotics and sentiment in social media, and how to deal with this; • Has knowledge of the ethical aspects of (social media) data usage: truth, fake, privacy. (GDPR); • Has knowledge of the legal aspects of (social media) data usage: truth, fake, privacy. (GDPR); • Knows how to calculate standard KPI's and metrics related to social media data; • Is able to work with benchmarks and ROI connected with social media.
Course Content (incl. planned learning activities and teaching methods)	Social media not only provides marketers with a means of communicating with their customers, but also a way to better understand their customers. Viewing consumers' social media activity as the "voice of the consumer", this module exposes students to the analytic methods that can be used to convert the big data from social media to useful marketing insights. In this SMRA module, students will be exposed to both the benefits and limitations of relying on social media data compared to traditional methods of marketing research. Students practice the foundational skills of social media monitoring/analysis including the creation of reports and common social media metrics. Moving beyond social media monitoring, this module shows students how social media data can be used to provide insights into markets and consumers' perceptions. Students will have the opportunity to assess social media data and discern how to analyse and present the data. Additionally, there is a strong link to semantics, semiotics and sentiment. We connect with earlier covered concepts such as KPI's, ROI and benchmarking. Also, attention will be paid to the ethical and legal aspects of company social media use, such as privacy, true and fake information. **Keywords**: social media research, big data, semantics, semiotics, sentiment, truth/fake, privacy, ethics, legislation, social media monitoring, metrics, ROI, benchmarks, graphical presentation

Literature	*Compulsory and recommended (both categories to be established later):*
	Batrinca, B., & Treleaven, P. C. (2015). Social media analytics: A survey of techniques, tools and platforms. AI & SOCIETY, 30(1), 89–116. https://doi.org/10.1007/s00146-014-0549-4
	Hemann, C., & Burbary, K. (2013). Digital marketing analytics: Making sense of consumer data in a digital world (1 edition). Indianapolis, Ind: Que Publishing.
	Lazer, D., & Radford, J. (2017). Data ex machina: Introduction to big data. Annual Review of Sociology, 43(1), 19–39. https://doi.org/10.1146/annurev-soc-060116-053457
	Misirlis, N., & Vlachopoulou, M. (2018). Social media metrics and analytics in marketing – S3M: a mapping literature review. International Journal of Information Management, 38(1), 270–276. https://doi.org/10.1016/j.ijinfomgt.2017.10.005
	Oosterveer, D. (n.d.). Basisboek digital analytics. See: http://www.noordhoffuitgevers.nl/product/-/webshop/hoger-onderwijs/marketing/basisboek-digital-analytics/9789001878191
	Townsend, L., & Wallace, C. (n.d.). Social media research: A guide to ethics. University of Aberdeen.
	Verhoef, P. C., Kooge, E., & Walk, N. (2016). Creating value with big data analytics: Making smarter marketing decisions. Routledge.
Assessment and criteria	Although parts of the assignment during the workshops consist of teamwork, ultimately the module is assessed by an individual report (partly based on the teamwork).
Prerequisites	Knowledge of Excel, knowledge of basics in e-business, social media and online marketing communication is expected.

COURSE Compulsory/Optional	
Course code	CITM3.BI
Course title	**Business Intelligence**
Course coordinator/lecturer	Sebastiaan Straatman
Teaching hours	Per week lectures and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English

Learning outcomes	Upon successful completion of this course, you should be able to: • Explain the challenges present in making (big) data understandable • Prepare data for analysis using Tableau • Analyse and interpret quantitative and qualitative data using Tableau • Identify design principles that make good data visualizations effective • Design an interactive visualization using Tableau • Communicate persuasive, data-driven business insights • Formulate implications based on the business insights
Course Content (incl. planned learning activities and teaching methods)	*"The journey you are embarking on involves a route along a design workflow where you will be faced with a wide range of different conceptual, practical and technical challenges. The start of this journey will be triggered by curiosity, which you will need to define in order to accomplish your goals. From this origin you will move forward to initiating and planning your work, defining the dimensions of your challenge. Next, you will begin the heavy lifting of working with data, determining what qualities it contains and how you might share these with others. Only then will you be ready to take on the design stage. Here you will be faced with the prospect of handling a spectrum of different design options that will require creative and rational thinking to resolve most effectively".* (Kirk, Andy. Data Visualisation. Sage Publications Ltd (UK) In short… during this module you will explore the possibilities of (big) data and data analysis, develop the ability to ask the right questions, and look for business insights in (existing) data sets with the goal to formulate a strategy or policy advice. We will facilitate you by introducing you to key concepts and practices of business intelligence and by providing you with a project-based opportunity to prepare and analyse data using software tools to create business insights.
Literature	Suggested readings (not required): - Verhoef, P. C., Kooge, E., & Walk, N. (2016). Creating value with big data analytics: Making smarter marketing decisions. Routledge. - Kirk, A. (2016). Data visualisation: a handbook for data driven design. Sage.
Assessment and criteria	The module is evaluated by means of the following assessment portfolio: Discussion Assignments (individual assessment | weight 20%). Data Analysis Project; Tableau workbook (group assessment | weight 65%) Management advice (individual assessment | weight 15%)
Prerequisites	There are no compulsory preceding modules.

COURSE Optional	
Course code	CITM3.PPD
Course title	**Personal and Professional Development 3**
Course coordinator	Tessy Verhoeven
Teaching hours	Attending and providing workshops and at least one individual coach meeting
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face Online Courses (40 hrs.)
ECTS credits	2 ECTS
Language	English
Learning outcomes	• Reflective ability: reflecting on one's own actions with attention for individual style and ethical principles • Displays a drive (enthusiasm, creativity, perseverance, initiative, flexibility, independence) to recognize and use opportunities and find new solutions • 'Cultural awareness/ intercultural integrity within the international context • Lifelong learner – has learned how to learn • Critical thinking ability (philosophical thinking, recognizing several perspectives)
Course Content (incl. planned learning activities and teaching methods)	This module **Personal and Professional Development 3** focuses on the expansion of your 21st-century skills, i.e. learning and innovation skills; digital literacy skills and life and career skills. You have to "attend" one of more Online Courses with a subject of your choice that preferably broadens your skills and knowledge as a base for the subject of your graduation project or to start in the professional setting you picture yourself in. It might also prepare you to move on to further study. You organize a workshop with the Online Courses as subject and you really provide the workshop (MiniLecture) for a selection of your peer students. **Keywords**: Attending Online Course(s), independently preparing a workshop (MiniLecture) on this course(s), giving your own developed workshop and being assessed by your peers and your coach.
Literature	Online Course(s) to be selected by yourself.
Assessment and criteria	The course is assessed through your own developed workshop, an extensive reflection on this process and at least one individual coach meeting. Pass / Fail assessment.
Prerequisites	There are no compulsory preceding modules.

COURSE Optional	
Course code	CITM3.LAEN5
Course title	**English 5 – Business Writing**
Course coordinator/lecturer	Ray Boland / Rose de Vrieze
Teaching hours	10 (five sessions / workshops)
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	2 ECTS
Language	English
Learning outcomes	• Students will read texts about different issues in the tourism industry • Students will learn (formal) business vocabulary and study useful collocations • Students will lead a discussion about one of the issues addressed in this course • Students will learn about summary and note-taking strategies • Students will be able to produce well-structured briefing notes about a current issue in the tourism industry)
Course Content (incl. planned learning activities and teaching methods)	Briefing notes are used to quickly and effectively inform a decision-maker about an issue. A useful briefing note distils often complex information into a short, concise, reliable and well-structured document. **Keywords**: writing labs, business vocabulary and collocations, formal English, summary writing/briefing notes, minutes, note-taking strategies
Literature	n.a.
Assessment and criteria	Written assignment.
Prerequisites	CEFR B2 level.

COURSE Optional	
Course code	CITM3.LAEN6
Course title	**English 6 – Academic Writing**
Course coordinator/lecturer	Ray Boland / Rose de Vrieze
Teaching hours	10 (five sessions / workshops)
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	2 ECTS
Language	English
Learning outcomes	• Students will use several reading strategies to deal with different types of texts on social issues in the tourism industry. • Students will develop their analytical skills • Students will review different types of written sources. • Students will write an academic paper about one of the social issues discussed in the course.
Course Content (incl. planned learning activities and teaching methods)	**Keywords**: writing labs, academic writing, analytical skills, social issues, reading strategies, literature review.
Literature	n.a.
Assessment and criteria	Written exam.
Prerequisites	CEFR B2 level.