

**Breda University of Applied Sciences**

Tourism

**Programme: Travel Industry**

Address:

 Mgr. Hopmansstraat 2, 4817JS Breda,  
 The Netherlands

**Contact person:**

 Marco van Leeuwen  
[Leeuwen.m@buas.nl](mailto:Leeuwen.m@buas.nl)
**1. Important dates**

February 1 <sup>st</sup> , 2021	Kick-off International Students
February 1 <sup>st</sup> , 2021	Start semester
June 21 <sup>st</sup> , 2021 till June 25 <sup>th</sup> , 2021	Exam week
June 28 <sup>th</sup> , 2021 till July 2 <sup>nd</sup> , 2021	Resit week
July 2 <sup>nd</sup> , 2021	End of Program semester

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

**2. Programme**

Code	Title	ECTS	Semester
CITM2.TITT	Travel Transportation	4	2
CITM2.TIGT	Global Tourism	4	2
CITM2.TITDL	Travel Design Lab	4	2
CITM2.FIN2 (block 4)	Financial Management 2	4	2
CITM2.SMOR-01 (block 5)	Smart Organization	4	2
CITM2.OCBR (block 6)	Online Consumer Behaviour Research	4	2
CITM2.PPDEX	Professional and Personal Development	2	2
CITM2.DCS	Dutch Culture and Society	2	2
CITM2.LADU1EX	Dutch for Beginners 1	2	2
<b>Total ECTS</b>	<b>Semester 2</b>	<b>30</b>	

## Semester 2

<b>COURSE Compulsory</b>	
Course code	CITM2.TITT
Course title	<b>Travel Transportation</b>
Course coordinator/lecturer	Erik Feld
Teaching hours	20
Mode of delivery	Lectures, workshops, (un)guided workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Students are able to distinguish different airline business models.            The 5-force model of Mr. Porter has to be applied to an airline.            Which target groups (consumer) are being served by the airline?            Which modalities compete with an airline and offer (sustainable) alternatives?            Students will be able to verify if the airline works in a sustainable way.</p>
Course Content (incl. planned learning activities and teaching methods)	<p>The course consists of lectures and (scientific) articles as a theoretical basis.            During (un) guided workshops students will work on a weekly based program.            Every week students will have to hand in (upload) parts of the final report.</p>
Literature	(Scientific) articles, selected by course lectures.
Assessment and criteria	<p>Writing a report            Write an analysis about a selected airline about:</p> <ul style="list-style-type: none"> <li>• Their business model</li> <li>• The competition, 5 force model of Porter</li> <li>• Target groups of the airline</li> <li>• Modality and sustainability</li> <li>• The yield strategy of the airline</li> </ul>
Prerequisites	None.

<b>COURSE Compulsory</b>	
Course code	CITM2.TIGT
Course title	<b>Global Tourism</b>
Course coordinator/lecturer	Esther Groenendaal
Teaching hours	20
Mode of delivery	<p>Lectures, creative workshops, tools and techniques for scenario studies, scripting, blogging or vlogging and unsupervised meetings.</p> <p>Integrated fieldwork abroad or in the Netherlands. Students use different research techniques at a destination in order to finalize the module assignment. Fieldwork means one or several days away, or one week or more away from BUAs depending on the choice of fieldwork. Due to COVID-19 we have a limited flexibility in our fieldwork offerings. All fieldwork and visits to travel companies in the Netherlands, in neighboring countries or countries within Europe will be developed according to COVID-19 regulations and as sustainable as possible. Additional costs depend on the fieldwork of choice.</p>
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Knowledge:</p> <p>Understanding: Discover and describe external factors influencing the Chinese, Indian and American travel behaviour.</p> <p>Application: Fieldtrip in Netherlands (short haul) or to China (long haul).</p> <p>Analyses: Compare theory and practice and create scenarios of future global travel behaviour which will influence travel companies in the Travel Industry</p>
Course Content (incl. planned learning activities and teaching methods)	<p>Scenario study, future casting, trend canvas modelling, raising cultural awareness.</p> <p>Teaching methods: lectures, workshops, fieldtrip</p>
Literature	'Tourism, a modern synthesis' Page & Connell
Assessment and criteria	<p>Student can choose their own form of assessment;</p> <p>a) longread (essay/article) writing,  b) storyboard creating (with script),  c) video logbook (vlog) or making a mini documentary (with script).</p> <p>Aim: create a vision on the future travel behaviour of global communities (e.g. Chinese millennials) by creating a longread, storyboard or vlog from the scenario study and fieldtrip outcome.</p> <p>The assessment form shows understanding of emerging middle classes, their travel patterns and travel companies' anticipation to these developments.</p>
Prerequisites	Desk research, analytical skills, scenario studies.

<b>COURSE Compulsory</b>	
Course code	CITM.TITDL
Course title	<b>Travel Design Lab</b>
Course coordinator/lecturer	Jorinda Ballering
Teaching hours	<p>Lectures 3 x 1 hr. = 3 hrs.            Guest lectures 3 x 1.5 hrs. = 4.5 hrs.            Workshops 3 x 2 + 2 x 3 = 12 hrs.            Unsupervised meetings 16 hrs.            Techniques through short films: Trend canvas, storyboard, mood board = 3 hrs.            Presentation of Trend canvas, PMC, mood board = 16 hrs. (prep. + activity)            Assessment: storyboard incl. persona's = 2 hrs.            Self-study 55 hrs. (reading, preparing, research, etc.)</p>
Mode of delivery	Lectures, guest lectures, workshops, presentations, trainings
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Knowledge: To define the commissioner's DNA, define a problem analysis.            Understanding: To compose a SWOT analysis based on research,            Application: To apply a trend canvas, demonstrate a mood board &amp; story board related to commissioner's problem. Compare theory and practice and understand roles of persona's in the Travel Industry.            Practice to function in a team with designated roles.            Present the solution to the commissioner's problem.            Analyses: Make an Internal analysis, external analysis (trends), to distinguish the company's DNA.</p>
Course Content (incl. planned learning activities and teaching methods)	<p>Group project for tourism business commissioners            Research, applying persona's for TI            Trend canvas, PMC development, mood board, storytelling            Teaching methods: lectures, workshops, real life case</p>
Literature	<ul style="list-style-type: none"> <li>• Online report Travel Tomorrow, to envision the future of travel</li> <li>• Relevant articles</li> </ul>
Assessment and criteria	<p>Presentation            Reflection on Travel Industry persona's</p>
Prerequisites	Problem analyses, desk research, preferably basic industry knowledge.

<b>COURSE Compulsory</b>	
Course code	CITM2.FIN2
Course title	<b>Financial Management 2</b>
Course coordinator/lecturer	Jalal Atai
Teaching hours	25 direct hours
Mode of delivery	Lectures, tutorials, workshops and knowledge clips.
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• Read, interpret and analyse the financial performance of an organisation</li> <li>• Make relevant financial calculations</li> <li>• Define and analyse a budget</li> <li>• Optimize revenues by means of yield and management techniques</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>In this module the following teaching methods are used:</p> <p><b>Lecture (lc):</b> there will be an introduction lecture</p> <p><b>Tutorial (tut):</b> in the tutorials the following subjects will be discussed:</p> <ul style="list-style-type: none"> <li>- Break Even analysis, calculation and chart including safety margin. (Non-) relevant costs;</li> <li>- Budgeting and basics of yield management;</li> <li>- How to deal with overheads: absorption costs and activity-based costing.</li> </ul> <p><b>Seminar (sem):</b> in the seminars students will work on a practical case about finance in the Tourism Business which will cover all the learning outcomes as mentioned above.</p>
Literature	<ul style="list-style-type: none"> <li>• Basics of Financial Management, R. Brouwers MSc and W. Koetzier MSc, Third edition 2015 Noordhoff Uitgevers BV;</li> <li>• Basics Financial Management Exercises, R. Brouwers Msc and W. Koetzier MSc, Second edition 2015 Noordhoff Uitgevers BV.</li> </ul>
Assessment and criteria	The testing in this module consists of a written exam of 3hours with open questions. A trial exam will be available in the last week of this module and will be discussed in the last seminar
Prerequisites	Basic knowledge of the financial statements.

<b>COURSE Compulsory</b>	
Course code	CITM2.SMOR-01
Course title	<b>Smart Organization</b>
Course coordinator/lecturer	Carl Grefkens
Teaching hours	Per week: lecture (1 hour), tutorial (2 hours), project meeting (3 hours) The assignment of SMOR is included in the study trip + company meeting: 1 week
Mode of delivery	This is a 5-week course including lectures, tutorials, supervised project meetings, a study trip and video clips as part of the self-study program.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Knowledge of lean management principles</li> <li>• Knowledge of processes and different process types</li> <li>• Students can make a visualization of processes (with tools such as IDEF, flowcharts)</li> <li>• Students can formulate (key) performance indicators</li> <li>• Students can analyse processes and can detect bottlenecks in processes. Tools used are value stream mapping, fish bone analysis</li> <li>• Students can measure the impact of bottlenecks in a process (tools used are a.o. Pareto analysis)</li> <li>• Students have learned the basics of process improvement (lean improvement tools)</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Supervised project meetings (teams of 2-3 students)</li> <li>• Tutorials: meetings with 15 students – class assignments</li> <li>• Online clips are used for homework and exam preparation</li> </ul> <p>A study trip is part of this course. Students will perform field research during the study trip. Joining the study trip is a prerequisite for this module!</p>
Literature	
Assessment and criteria	The assessment for this course consists of a written report, made by a team of 3-4 students.
Prerequisites	None.

<b>COURSE Compulsory</b>	
Course code	CITM2.OCBR
Course title	<b>Online Consumer Behaviour Research</b>
Course coordinator/lecturer	Jeroen Vinkesteijn
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 social media during the customer journey of festival-visitors, the quantitative data we (can)get from them and the descriptive statistics (via Excel) we can use.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Analyse and interpret market data based on adequate desk research</li> <li>• Understand quantitative data collection methods</li> <li>• Analyse and interpret primary market research data</li> <li>• Gather insight in online tourist behaviour</li> <li>• Analyse and monitor online consumer behaviour (social media monitoring)</li> <li>• Understand the social media landscape</li> <li>• Understand new research methods (Web Analytics, A/B testing, etc.)</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Unsupervised workshops</li> <li>• Supervised workshops: meetings with your class to discuss class assignments</li> </ul>
Literature	Research. This is it! (B. Baarda) second edition Social Media To Go 4 <sup>th</sup> edition, to be published 11-2019 (C. Dijkmans and J. Vinkesteijn) publishes by EduPlaza - Webedu.nl
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.

<b>COURSE Optional</b>	
Course code	CITM2.PPDEX
Course title	<b>Personal and Professional Development</b>
Course coordinator/lecturer	Tessy Verhoeven / Sandra Gerrits
Mode of delivery	Workshops, assignments, DISC online assessment, reflection reports.
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Is able to determine learning goals, and based on this, is able to direct his/her own learning and development process</li> <li>• Is able to look back on and identify learning experiences</li> <li>• Has a realistic view of his/her strengths and weaknesses and is able to substantiate this by means of concrete examples</li> <li>• Works in a targeted and structured manner to accomplish self-formulated points for development</li> <li>• Is open to feedback (on his/her own actions) from others</li> <li>• Is able to compile a portfolio, demonstrating creativity, independence and problem-solving skills</li> <li>• Works in a targeted and structured manner to accomplish self-formulated points for development</li> <li>• Displays a critical attitude towards his/her own performance and actions</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	Student's personal DISC analysis, Personal Branding 1 & 2 and Group Dynamics. Workshops and individual coaching meetings, reflection assignments.
Literature	Managing your competencies, written by Roel Grit, Roelie Guit and Nico van der Sijde. DISC assessment costs are 35 Euro for student's expenses.
Assessment and criteria	Portfolio and/or digital assignment Pass / Fail assessment.
Prerequisites	None.



<b>COURSE Optional</b>	
Course code	CITM2.DCS
Course title	<b>Dutch Culture and Society</b>
Course coordinator/lecturer	Frederike van Ouwerkerk (coordinator) Geurt Drost / Ellen de Groot / Pieter Piket
Teaching hours	10 hours
Mode of delivery	Lectures and excursion
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)	<ul style="list-style-type: none"> <li>• The lectures will discuss various issues related to Dutch culture and society such as geography, history, sociology, tourism, art history and economics.</li> <li>• 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</li> <li>• Students can take part in excursions (optional) (cost approximately €150)</li> </ul>
Literature	No special books required. Suggested books will be available from the BUAs Library.
Assessment and criteria	Report & video.
Prerequisites	None.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM.LADU1EX
Course title	<b>Dutch for beginners</b>
Course coordinator/lecturer	Harm de Vries and Dick van der Wal
Teaching hours	3 hours per week (for 5 weeks)
Mode of delivery	Lectures
ECTS credits	2 ECTS
Language	English: instruction language Dutch: learning goal
Learning outcomes	Speaking / listening / reading / writing: begin level A1.0
Course Content (incl. planned learning activities and teaching methods)	<p>- 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.</p> <p>- 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.</p> <p>- 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.</p>
Literature	Taal Vitaal nieuw Nederlands voor beginners: tekstboek Taal Vitaal nieuw Nederlands voor beginners: werkboek <a href="http://www.dutchgrammar.com">www.dutchgrammar.com</a> <a href="http://www.jufmelis.nl">www.jufmelis.nl</a>
Assessment and criteria	Written exam, containing grammar and communication
Prerequisites	None.