

Breda University of Applied Sciences

Tourism

Programme: Tourism Design and Development 3rd year Specialization

Address:

Mgr. Hopmansstraat 2, 4817JS Breda,
The Netherlands

Contact within Academy for Tourism: incomingtourism@buas.nl

1. Important dates

3 February 2025	Kick-off International Students
3 February 2025	Start semester
3 March up to and including 7 March 2025	Spring holiday
17 March up to and including 21 March 2025	Exam week
28 April up to and including 2 May 2025	May holiday
5 May up to and including 9 May 2025	Exam & Resit week
16 June up to and including 20 June 2025	Exam week
23 June up to and including 4 July 2025	Resit weeks
4 July 2025	End of Program semester

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

2. Programme

Designing innovations and approaches for development of sustainable futures.

The world is changing quickly and radically. 'Doing business as usual' no longer seems possible in society where digitalization, social and environmental pressure, disruptive business practices and complicated geo-political realities require rapid, collaborative and innovative business solutions.

In the profile: **Design and Development**, we analyse the challenges and possibilities that are created by the dynamic environment in which tourism destinations, communities, organisations and businesses operate and transform them into innovative, attractive and sustainable developments.

The modules of this specialisation are related and build on each other. The modules can be followed as independent units, but this might imply that some background knowledge needs to be studied to properly follow the modules. We recommend students to follow all modules of this specialisation.

Code	Title	ECTS	Semester
CITM3.RD	Redesigning Destinations	8	2
CITM3.CT	Tourism Controversies	4	2
CITM3.DMTD	Decision Making Processes	4	2
CITM3.DR	Destination Resilience	4	2
CITM3.FMSP	Facilitating Multi Stakeholder Processes	4	2
CITM3.PPD3	Personal and Professional Development	2	2
CITM3.LAEN	English Language	4	2
Total ECTS	Semester 2	30	

Semester 2

COURSE Compulsory	
Course code	CITM3.RD
Course title	Redesigning Destinations
Course coordinator/lecturer	Ben Veenstra / Marian van der Ent / Miguel Bravo Madrid
Mode of delivery	Lectures, workshops, consultancy sessions, websites, company visit(s).
ECTS credits	8 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> - Understanding the internal innovation and process and its complexity - Understanding the influence of innovations on tourism stakeholders (destinations and business) - Gaining insight in the core factors of successful innovation environments - Understanding the factors of success and of failure of innovation and what we can learn from them - Analysing and understanding the role of innovation as a strategy in finding solutions for societal issues - Discovering and applying innovative techniques and instruments able to apply the tools of the innovation process. - Finding creative solutions to a challenge proposed by a commissioner - Developing and testing a prototype - Understanding various business model canvasses and being able to use these as a business development tool - Being able to critically examine sustainable business models - Selecting and applying appropriate design research techniques - Being able to develop realistic, practical and measurable recommendations for improvement of sustainable operations of businesses - Being able to assess the feasibility of a concept

Course Content (incl. planned learning activities and teaching methods)	<p>In our current society in which tangible products are outdated in no time and in which the consumer is used to constantly make use of new products or services, it is of vital importance for companies and destinations to be flexible and creative; to innovate quickly, responsibly and systemically.</p> <p>The module focuses on understanding and applying new design and innovation techniques that are part of the Design Thinking philosophy. By listening, observing, experimenting and learning from customer experiences, students will learn to truly understand the user and his/her underlying choices. These techniques (or instruments) are part of the Design Thinking philosophy, a philosophy based on a human-centred approach: designing solutions in which the user is central in every step of the innovation process.</p> <p>Design thinking requires a proactive attitude, in which curiosity, analytical ability and creativity are decisive in the design of innovative solutions to small problems. Innovations that not only solve problems but give new meaning to product and service development in tourism.</p> <p>Businesses are nowadays challenged to take responsibility for the economic, social and environmental challenges of the 21st century. The question is; How can businesses take these responsibilities practically? And what is the business case of CSR?</p> <p>You will be encouraged and provoked to take in a business perspective on sustainability. The module encourages you to formulate evidence-based practical and creative solutions through applying design research methods.</p> <p>Keywords: Innovation processes and challenges, innovation techniques and instruments, innovation environments, tourism futures, business strategies design thinking, prototyping, co-creation, human centred approach, scrum / agile, prototype. Heritage, sustainable business modules, business case of CSR, minimum viable product, feasibility, lean canvas, online marketing.</p>
LETO Project	<p>Within the Course Redesigning Destinations, a few students are offered to participate in the International Erasmus+ project, called LETO. The Course Content and Learning Outcomes are like the original course Redesigning Destinations. The construction and the time path of the course slightly differ since you will be (online and offline) working on the assignment with 3- & 4-year students of Kempton UAS/GE and Lapland UAS/FI. Participating students will jointly work in mixed international teams. The Finnish and German students and lecturers will finally join you on campus in an intensive week in April for the Practical and Cultural Phase, during which you will work together on a prototype for the commissioners of the industry.</p>
Literature	Various articles
Assessment and criteria	This course is assessed based on the deliverables that must be produced during the 12 weeks.
Prerequisites	None.

COURSE Compulsory	
Course code	CITM3.CT
Course title	Tourism Controversies
Course coordinator/lecturer	Ray Boland / Miguel Bravo Madrid
Mode of delivery	Lectures and workshops, collective (digital) storytelling, film and video.
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> - Appraise tourism controversies by identifying different narratives and perspectives that collectively constitute tourism phenomena - Apply (digital) storytelling as method to analyse tourism phenomena - Use creativity to explore and discuss innovation challenges in an international group setting - Apply qualitative data analysis techniques to examine text - Integrate empirical materials and theory in a written discussion - Construct implications for the organization of (future) tourism innovations based on research outcomes and 'intercultural integrity' within the international context.
Course Content (incl. planned learning activities and teaching methods)	<p>Alongside this Tourism is increasingly controversial. Its contributions to climate change, overconsumption and inequality are well reported. To effectively and structurally address these challenges and others, broader, more imaginary problem framings are required to shape unconventional directions for solutions, and the subsequent design of innovations. Therefore, this course helps you analyse and understand tourism as a controversial global phenomenon.</p> <p>The module Tourism Controversies introduces an alternative analytical frame for understanding complex tourism realities. We will then use this frame to discuss three global tourism controversies in depth. Alongside, you will learn how to apply storytelling as method to imagine radically different tourism futures. With the help of this method, you will conclude the course with developing and reflecting on alternative directions for future tourism development.</p> <p>Keywords: Tourism controversies, collective (digital) storytelling, qualitative data analysis techniques.</p>
Literature	Various articles and movies.
Assessment and criteria	The course is assessed via a group product.
Prerequisites	None.

COURSE Compulsory	
Course code	CITM3.DR
Course title	Destination resilience
Course coordinator/lecturer	Rami K. Isaac / Esther Groenendaal
Mode of delivery	Lectures, workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Being able to strategically advise a destination on decisions for sustainable development based on a well-supported scenario planning process that includes:</p> <ul style="list-style-type: none"> - Collecting knowledge of relevant trends in environment, developments, relations, networks and chains of the tourism work field - Conducting a destination analysis - Methodological approach of the analysis of scenario's, SWOT-analysis and other policy analysis <ul style="list-style-type: none"> • Interpret the impacts of trends; produce and interpret a probability-impact diagram • Based on analytical and critical abilities student is able to identify key trends and name axes of scenario matrix • Analytical ability: formulate scenarios based on prior analyses - Being able to analyse the possible impacts of processes of change on stakeholders and the environment. - Being able to use tools of Business Intelligence to analyse data at destination level to support the formulation of future scenarios.
Course Content (incl. planned learning activities and teaching methods)	<p>Beyond the control of the Tourism Industry are a range of variables that will have a major impact on the future of tourism like geopolitical situations, climate change, technological innovations and the rise of the Middle Class. Isolating one development or trend from another is unrealistic since changes in one variable might very well affect another variable. Besides uncontrollable changes there are also changes within the control of the Tourism Industry such as product development, identification of consumer behaviour and distribution issues. Tourism businesses can pro-actively anticipate re-shape markets instead of merely react to changing conditions.</p> <p>Yet, the question where tourism will be in 20 years from now remains a challenging one since it includes a high variety of issues. By applying a scenario study insight in the possible futures is gained. Scenarios are crucial for tourism industry players at destinations in order to pro-actively face and anticipate on future developments and remain resilient in a fast-changing environment.</p>
Literature	Articles
Assessment and criteria	The module is assessed by a group report
Prerequisites	None

COURSE Compulsory	
Course code	CITM3.DMP
Course title	Decision Making Processes
Course coordinator/lecturer	Nadia Carreira Oliveira
Mode of delivery	Lectures, workshops, symposia, interviews
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> - Analyse a complex tourism reality from various stakeholder perspectives - Apply stakeholder analysis (and mapping) techniques and theories - Understand the policy cycle and the decision-making process of complex tourism developments - Understand international and intercultural challenges in policy making in tourism development - Gain skills in interviewing techniques and debating
Course Content (incl. planned learning activities and teaching methods)	<p>The module Decision Making provides you with a set of skills and knowledge to analyse the decision-making process of a complex tourism reality. You will learn about decision making processes, power relations, stakeholder salience, good governance and the (limitations and opportunities of policy, legislation and policies.</p> <p>During this module we will work on a real-life case of a complex tourism development. We invite a wide range of stakeholders to symposia and for interviews to illustrate the different perspectives. On this case you will apply the learned theory.</p> <p>Keywords: Stakeholder analysis and mapping theories, policy cycle, decision making processes, power relations, intercultural dynamics, debating and interviewing techniques.</p>
Literature	To be decided
Assessment and criteria	The module is assessed by an individual position paper.
Prerequisites	None

COURSE Compulsory	
Course code	CITM3.FMSP
Course title	Facilitating Multi Stakeholder Processes
Course coordinator/lecturer	Jeroen Hol
Mode of delivery	Lectures and workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> - Being able to derive different viewpoints from interviews and discussions - Apply negotiating, lobbying and influencing techniques - Understand the basics of mediation / facilitating multi stakeholder processes - Applying stakeholder mapping - Tools and techniques to influence public opinion through visuals - Understanding and applying participatory rural appraisal techniques - Understanding intercultural challenges in communication
Course Content (incl. planned learning activities and teaching methods)	<p>This module aims to familiarise you with the process of negotiation. You will gain knowledge and learn skills to facilitate effective and goal-oriented decision making. We want you to learn how one can create integrated agreements to solve complicated problems related multi stakeholder decision processes in tourism development.</p> <p>Keywords: negotiating, mediation, lobbying, viewpoints, participatory rural appraisal techniques, intercultural communication.</p>
Literature	To be decided.
Assessment and criteria	The module is assessed via a portfolio of assignments that is build up during the weeks this module runs.
Prerequisites	None.

COURSE Compulsory/Optional	
Course code	CITM3.PPD3
Course title	Personal and Professional Development 3
Course coordinator/lecturer	Tessy Verhoeven
Mode of delivery	Workshops, online courses and at least one individual coach meeting
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> • 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)	<p>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 (Mini Lecture) for a selection of your peer students.</p> <p>Keywords: Attending online or offline Course(s), independently preparing a workshop (Mini Lecture) on this course(s), giving your own developed workshop and being assessed by your peers and your coach</p>
Literature	Online or offline Course(s) to be selected by yourself.
Assessment and criteria	<p>The course is assessed through your own developed workshop, an extensive reflection on this process and at least one individual coach meeting.</p> <p>Pass / Fail assessment.</p>
Prerequisites	None.

COURSE Compulsory/Optional	
Course code	CITM3.LAEN5
Course title	English 5 – Business Writing
Course coordinator/lecturer	Ray Boland / Suzanne Vollenbronck / Ferdaous Alami
Mode of delivery	Lectures / workshops
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> • 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)	<p>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.</p> <p>Keywords: writing labs, business vocabulary and collocations, formal English, summary writing/briefing notes, minutes, note-taking strategies</p>
Literature	n.a.
Assessment and criteria	Written assignment.
Prerequisites	CEFR B2 level.

COURSE Compulsory/Optional	
Course code	CITM3.LAEN6
Course title	English 6 – Argumentative Essay Presentation
Course coordinator/lecturer	Ray Boland / Michael Tait
Mode of delivery	Lectures / workshops
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> • Students will use several reading strategies to deal with different types of texts on social /cultural issues in the tourism industry. • Students will be able to write a well-structured, grammatically correct, and coherent summary, discussing one of the types of tourism studied in this course. • Students will demonstrate the use of evidence when constructing an argument. • Students will present their on the topic set and ultimately answer questions on their presentation.
Course Content (incl. planned learning activities and teaching methods)	Keywords: writing labs, critical thinking, reflecting on controversial tourism issues, presentation, social/cultural issues, reading strategies.
Literature	n.a.
Assessment and criteria	Oral Examination
Prerequisites	CEFR B2 level.