

Breda University of Applied Sciences

Tourism

Programme: Tourism Business 3rd year Specialization

Address:

Mgr. Hopmnsstraat 2, 4817JS Breda,
The Netherlands

Contact person

Mylene van der Donk
Donk.m@buas.nl

1. Important dates

| | |
|--|---------------------------------|
| February 1 st , 2021 | Kick-off International Students |
| February 1 st , 2021 | Start semester |
| June 21 st , 2021 till June 25 th , 2021 | Exam week |
| June 28 th , 2021 till July 2 nd , 2021 | Resit week |
| July 2 nd , 2021 | 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.DI | Design and innovation | 4 | 2 |
| CITM3.CT | Tourism Controversies | 4 | 2 |
| CITM3.TTDI | Tools and techniques for design and innovation | 4 | 2 |
| CITM3.DMTD | Decision Making Processes | 4 | 2 |
| CITM3.BC | The Business Case | 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 1

| COURSE Compulsory | |
|--|---|
| Course code | CITM3.DI |
| Course title | Design and Innovation |
| Course coordinator/lecturer | Jessika Weber / Monique Leijser |
| Mode of delivery | Lectures, workshops, consultancy sessions, websites, company visit(s). |
| ECTS credits | 4 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. |
| 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>This Design and Innovation module offers the opportunity to get acquainted with the fundamentals of design thinking, process design and experience design as well as the fundamentals of innovation. It offers insights in what it takes to be able to innovate a product, a service and/or a place. Furthermore, instruments to initiate innovation processes will be presented with the translation from strategic thinking to strategic design or service innovation.</p> <p>Keywords: Innovation processes and challenges, innovation techniques and instruments, innovation environments, tourism futures, business strategies</p> |
| Literature | <p>Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions, Hannington, Bruce; Martin, Bella, ISBN 9781592537563</p> <p>Various articles</p> |
| Assessment and criteria | The course is assessed via an individual test. |
| Prerequisites | None. |

| COURSE Compulsory | |
|--|---|
| Course code | CITM3.CT |
| Course title | Tourism Controversies |
| Course coordinator/lecturer | Ray Boland / Harald Buijtendijk |
| 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 'intercultural integrity' within the international context. |
| Course Content (incl. planned learning activities and teaching methods) | <p>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 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.TTDI |
| Course title | Tools and Techniques for Design and Innovation |
| Course coordinator/lecturer | Marian van der Ent / Ben Veenstra |
| Mode of delivery | Lectures, workshops, out-of-the-building-activities |
| ECTS credits | 4 ECTS |
| Language | English |
| Learning outcomes | <ul style="list-style-type: none"> - Understanding the principles of design thinking and the human centred approach - Testing and applying design thinking instruments/ methods - Finding creative solutions to a challenge proposed by a commissioner - Developing and testing a prototype - Presenting professionally the outcomes to the commissioner - Gaining experience with scrum methods. |
| Course Content (incl. planned learning activities and teaching methods) | <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 from the student, 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>Keywords: design thinking, prototyping, co-creation, human centred approach, scrum / agile, proto-type.</p> |
| Literature | <p>Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions, Hannington, Bruce; Martin, Bella, ISBN 9781592537563</p> <p>Various articles</p> |
| Assessment and criteria | The module is assessed via a presentation about the tested prototype to the commissioner and an evaluation report. |
| Prerequisites | Understanding the concept of innovation (as in the Module Design and Innovation). |

| COURSE Compulsory | |
|--|--|
| Course code | CITM3.DMTD |
| Course title | Decision making Processes |
| Course coordinator/lecturer | Pieter Piket / Ellen de Groot |
| Teaching hours | |
| 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 a complex tourism reality from various stakeholder perspectives. You will learn about decision making processes, power relation of stakeholders and the (im)possibilities of 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.</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 via a debate and individual open book or a take home exam. |
| Prerequisites | None |

| COURSE Compulsory | |
|--|---|
| Course code | CITM3.BC |
| Course title | The Business Case |
| Course coordinator/lecturer | Ben Veenstra / Martijn Smeenge |
| Teaching hours | |
| Mode of delivery | Per week lectures and workshops and out-of-the-building-activities |
| ECTS credits | 4 ECTS |
| Language | English |
| Learning outcomes | <ul style="list-style-type: none"> - 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 - Being able to advice on online marketing - Performing a convincing sales pitch |
| Course Content (incl. planned learning activities and teaching methods) | <p>Business 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>In the module The Business Case 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: Heritage, sustainable business modules, business case of CSR, minimum viable product, feasibility, lean canvas, online marketing.</p> |
| Literature | To be decided. |
| Assessment and criteria | This minimum viable product and its argumentation are assessed. |
| Prerequisites | This module can only be followed when the module Tools and Techniques for Design and Innovation has been followed. |

| COURSE Compulsory | |
|--|--|
| Course code | CITM3.FMSP |
| Course title | Facilitating Multi Stakeholder Processes |
| Course coordinator/lecturer | Ellen de Groot / Mylène van der Donk |
| 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 / Sandra Gerrits |
| 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 (TEDstudent) for a selection of your peer students.</p> <p>Keywords: Attending Online Course(s), independently preparing a workshop (TEDstudent) on this course(s), giving your own developed workshop and being assessed by your peers and your coach</p> |
| Literature | Online 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 – Academic 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 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. |