

## Breda University of Applied Sciences

### Tourism

#### Programme: Tourist Experience 3rd year Specialization

##### Address:

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 The Netherlands

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#### 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

The focus in the **Tourist Experience** specialisation is on customer and service orientation and you learn how to really understand your customer. You will gain a broad theoretical basis with the aim of designing innovative memorable experiences based on the wishes and needs of the customer. Then you will deepen yourself in the communication and implementation of these memorable experiences and get to work on how you can excel in service excellence. To achieve this expertise in providing customer experience up-to-date knowledge in consumer psychology, design thinking and service marketing is shared. Throughout this specialisation project-based learning is crucial. You learn to work in scrum teams via agile principles. Students develop their social cultural, creative and management skills. Areas of studies include: applying customer journey analyses, prototyping, visual storytelling, service blueprinting, but also content marketing, customer experience management and service excellence.

Code		ECTS	Semester
CITM3.CUS	Customer Insights	4	2
CITM3.CSI	Company Service Insights	4	2
CITM3.EXP	Experience Design Pro	8	2
CITM3.CEM	Customer Engagement Management	4	2
CITM3.SERV	Service Experience Management	4	2
CITM3.PPD1	Personal and Professional Development	2	2
	Languages (English)	4	2
Total		30	2

**Note: each colour code should be followed together, so for instance CITM3.CUS should be followed with CITM3.CSI and cannot be taken separately.**

## Semester 2

<b>COURSE Compulsory</b>	
Course code	CITM3.CUS
Course title	<b>Customer Insights</b>
Course coordinator/lecturer	Marian van der Ent
Mode of delivery	Per week lectures, workshops and consultancy meetings
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>- The student is knowledgeable about the most important concepts of consumer behaviour in relation to the individual consumer: motivation, needs, values, lifestyle, attitudes, emotions, and personality</li> <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>- Apply design research techniques</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>This module <b>Customer Insights</b> focuses on the perceived gap between customer expectations and experiences (Gap 5). You work with different quantitative and qualitative research tools. Theory focuses on behavioural economics, insights research and social psychology.</p> <p><b>Keywords:</b> customer journey, behavioural economics, insights research, social psychology</p>
Literature	<p>Services Marketing: Integrating Customer Focus Across the Firm by Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2016) ISBN 9780077169312</p> <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>
Assessment and criteria	The course is assessed via an individual report.
Prerequisites	Knowledge about the GAP model from Services Marketing (chapter 5)

<b>COURSE Compulsory</b>	
Course code	CITM3.CSI
Course title	<b>Company Service Insights</b>
Course coordinator/lecturer	Gerd-Jan Vermeulen
Mode of delivery (face-to-face/distance learning etc.)	Per week lectures, workshops and guest lectures
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>- Student is knowledgeable about the meso- and macro-environment, trends, and culture</li> <li>- Can analyse the possible impact on innovation processes on stakeholders and their environment</li> <li>- Acts and thinks from a commercial perspective</li> <li>- 'Cultural awareness / intercultural integrity' within the international context.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>This module <b>Company Service Insights</b> focuses on the service the customer expects and how this is seen by the company (GAP 2). In which way and with what kind of tools can the company innovate and change to excel in their service. Theory focuses on the GAP model.</p> <p><b>Keywords:</b> Service quality, GAP model</p>
Literature	<p>Services Marketing: Integrating Customer Focus Across the Firm by Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne D. Gremler</p> <p>Fourth European Edition! (2020) ISBN: 9781526847805</p>
Assessment and criteria	The course is assessed via a multiple-choice examination in TestVision.
Prerequisites	Knowledge about the GAP model from Services Marketing

<b>COURSE Compulsory</b>	
Course code	CITM3.EXP
Course title	<b>Experience Design Pro</b>
Course coordinator/lecturer	Wesley Put – van den Beemt
Mode of delivery	Per week lectures and workshops
ECTS credits	8 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>- Can set up, manage and implement innovative projects</li> <li>- Demonstrate drive (enthusiasm, creativity, perseverance, initiative, flexibility, independence) to identify and use opportunities and find new solutions.</li> <li>- Create meaningful, customized experiences, with a focus on destination, accommodation, entertainment and storytelling</li> <li>- Can work together, also within a multicultural setting (intercultural sensitivity)</li> <li>- Is able to deliver an online marketing communication plan for a Memorable Tourist Experience</li> <li>- Knows which online channels strengthen the communication and can create a real brand experience</li> <li>- Is able to communicate online in a smart way about new products / services / destinations, entertainment, additional services</li> <li>- Can apply the principles of digital and visual storytelling</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>This module <b>Experience Design Pro</b> focuses on the practice of designing a memorable tourist experience. Based on the see-feel-change approach you design a real-life prototype and will test this. Theory focuses on design thinking. Additional to designing the experience you will learn how to brand and market this experience by means of a marketing communication process. Which communication channels play a role (GAP 4) in service delivery and how can you develop a good storyline via digital storytelling. Theory focuses on online marketing communication, visual storytelling and new technologies.</p> <p><b>Keywords:</b> design thinking, prototyping, co-creation, scrum/agile, tour guiding, visual storytelling, websites, multichannel approach</p>
Literature	<p>Services Marketing: Integrating Customer Focus Across the Firm by Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2016) ISBN 9780077169312</p> <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>Supportive articles</p>
Assessment and criteria	The module is assessed via an individual Prototype report (based on group work).
Prerequisites	None

<b>COURSE Compulsory</b>	
Course code	CITM3.CEM
Course title	<b>Customer Engagement Management</b>
Course coordinator/lecturer	Marcel Bultink
Mode of delivery	Per week lectures and workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>- The student describes how customer engagement management is related to the tourist experience</li> <li>- The student correctly applies the core concepts of Customer Engagement Management to the tourism industry (customer knowledge, relationship policy, co-creation, customer proposition, personalized communication, engagement, customer centricity, customer care) taking the ROI in consideration.</li> <li>- The student uses the customer pyramid and the relationship pyramid as tools for analysis and as fundament for relationship policies</li> <li>- The student suggests effective methods to achieve customer growth</li> <li>- The student suggests effective methods to achieve customer loyalty, resulting in customer retention and engagement</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>The module <b>Customer Engagement Management</b> focuses on the development of long term, mutual beneficial relationships with customers. To be able to deliver a memorable tourist experience, companies strive to engage via different channels with their customers. By means of customer knowledge, offerings are tailored to their needs and value. You will deepen your knowledge on how to structurally engage your customers, how to make them buy more and become loyal to your company or brand. Theory focuses on customer relationship management, networking and data intelligence.</p> <p><b>Keywords:</b> customer relationship management, relationship policy, networking, data intelligence</p>
Literature	<p>Peelen, Ed, &amp; Beltman, Rob. (2013). Customer relationship management (2nd Edition). Harlow, England: Pearson. ISBN 978-0-273-77495-2</p> <p>Visser, M. &amp; Sikkenga (2018, Digital Marketing Fundamentals, From Strategy to ROI, Groningen, The Netherlands: Noordhoff Uitgevers (or Basisboek Online Marketing 3rd edition).</p>
Assessment and criteria	This module is assessed via group blogs and an individual written exam
Prerequisites	None.

<b>COURSE Compulsory</b>	
Course code	CITM3.SER
Course title	<b>Service Experience Management</b>
Course coordinator/lecturer	Marcel Bultink
Mode of delivery	Per week lectures and workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>- Can set up, manage and implement innovative projects</li> <li>- Demonstrate drive (enthusiasm, creativity, perseverance, initiative, flexibility, independence) to identify and use opportunities and find new solutions.</li> <li>- Know what is needed to deliver an excellent service experience</li> <li>- Can motivate employees to deliver an excellent service experience</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>The module <b>Service Experience Management</b> focuses on the service blueprint of a company. How to develop customer driven service design standards, by blending DNA and best practices of Disney and KLM, in order to enable excellent customer service? What principles will lead to the desired performance of staff according to these standards? How can research help you to discover a 'GAP 3'? And how to make the desired changes in the staff's behaviour the topic of a staff training session, for which you will design the program and training materials?</p> <p>Theory focusses on employees' roles, demand and capacity, staff support through process design and service recovery. Methodology focusses on observation research, review analysis and on transforming staff performance data into intelligence dashboards.</p> <p><b>Keywords:</b> role requirements, emotional labour, empowerment, service recovery, observation research, review analysis, performance intelligence and staff training</p>
Literature	<p>Wilson, A., Zeithaml, V., Bitner, M. J., &amp; Gremler, D. Services Marketing: Integrating Customer Focus Across the Firm. Maidenhead, UK: McGraw-Hill Education.</p> <p>You can use the following editions:          (2016) (3rd European ed.) ISBN: 978 0077 169 312          (2021) (Fourth Edition) ISBN: 978 1526 847 805</p> <p>Supportive articles</p>
Assessment and criteria	The module is assessed via an "Employee training" group report and an individual "Letter to the President".
Prerequisites	None.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM3.PPD3
Course title	<b>Personal and Professional Development 3</b>
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"> <li>• Reflective ability: reflecting on one's own actions with attention for individual style and ethical principles</li> <li>• Displays a drive (enthusiasm, creativity, perseverance, initiative, flexibility, independence) to recognize and use opportunities and find new solutions</li> <li>• 'Cultural awareness/ intercultural integrity within the international context</li> <li>• Lifelong learner – has learned how to learn</li> <li>• Critical thinking ability (philosophical thinking, recognizing several perspectives)</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>This module <b>Personal and Professional Development 3</b> 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><b>Keywords:</b> 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.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM3.LAEN5
Course title	<b>English 5 – Business Writing</b>
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"> <li>• Students will read texts about different issues in the tourism industry</li> <li>• Students will learn (formal) business vocabulary and study useful collocations</li> <li>• Students will lead a discussion about one of the issues addressed in this course</li> <li>• Students will learn about summary and note-taking strategies</li> <li>• Students will be able to produce well-structured briefing notes about a current issue in the tourism industry)</li> </ul>
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><b>Keywords:</b> 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.



<b>COURSE Compulsory/Optional</b>	
Course code	CITM3.LAEN6
Course title	<b>English 6 – Argumentative Essay Presentation</b>
Course coordinator/lecturer	Rose de Vrieze McBean / Ray Boland / Michael Tait
Mode of delivery	Lectures / workshops
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Students will use several reading strategies to deal with different types of texts on social /cultural issues in the tourism industry.</li> <li>• 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.</li> <li>• Students will demonstrate the use of evidence when constructing an argument.</li> <li>• Students will present their on the topic set and ultimately answer questions on their presentation.</li> <li>•</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<b>Keywords:</b> 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.