

Breda University of Applied Sciences

Tourism

Year 2 Fall Semester

Address:

Mgr. Hopmansstraat 2, 4817JS Breda,
The Netherlands

Contact within Academy for Tourism: incomingtourism@buas.nl

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

Please note you cannot change courses; this is a fixed programme!

Code	Title	ECTS	Semester
CITM2.TDTI (block 1)	Tourism Impacts	4	1
CITM2.TITT (block 1)	Travel Transportation	4	1
CITM2.TIGEO (block 2)	Travel Geopolitics	4	1
CITM2.RM (block 2)	Revenue Management	4	1
CITM2.TOBU (block 3)	Tourism Business	4	1
CITM2.RHTP (block 2)	Setting in Recreation & Hospitality	4	1
CITM2.LAEN3 (block 1)	English 3	2	1
CITM2.LAEN4 (block 3)	English 4	2	1
CITM2.LADUEX (block 2)	Dutch for Beginners 1	2	1
Total ECTS	Semester 1	30	

** codes, course names and blocks are subject to change*

Full year exchange?

Please note that if you wish to have a full year of exchange, the courses listed under semester 1 would be expanded with the extra course Professional and Personal Development (PPD2). This way the course is spread over the whole academic year and, even more important, it gives you the opportunity to do this with your own class throughout the full year. We refer to the course description under semester 2.

Course code	CITM2.TDTI-01
Course title	Tourism Impacts
Course coordinator/lecturer	Pieter Piket
Teaching hours	25
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Will be able to:</p> <ul style="list-style-type: none"> • Explain in their own words what the difference and relations are between environmental, economic, and socio-cultural impacts of tourism development. • Identify the key elements of environmental, economic, and socio-cultural impacts of tourism development. • Identify the relevant contexts related to the studied impacts • Is able to predict to a certain extent the impacts of identified types of tourism development in an environmental, economic and socio-cultural context for a given destination. • Distinguish different (cultural) perspectives on various impacts and be aware of the power issues involved • Have deeper understanding of discourse host-guest relations • Reflect on different methods of measurement of impacts • Apply a literature research and reflect on different methods of research in papers • Acknowledge sources, use correct references and formulate a reference list via the prescribed methodology. • Search for relevant academic literature and select the most important information from this literature.
Course Content (incl. planned learning activities and teaching methods)	<p>Lectures: Introduction / Socio-Cultural Impacts / Host-Guest Interactions / Economic Impacts / Environmental Impacts / Literature research.</p> <p>Tutorials: Introduction / Socio-Cultural Impacts / Host-Guest Interactions / Economic Impacts / Environmental Impacts / literature research.</p>
Literature	<p>Tourism- a modern synthesis- S. Page and J. Connell Fifth edition ISBN 9780367437367</p> <p>Journal Articles on Tourism Impact case studies</p> <p>Journal Articles on Host-guest relations</p>
Assessment and criteria	<p>Individual Student's Presentation and Discussion on Tourism Impacts and the Host-Guest Interactions (Sufficient / Insufficient).</p> <p>Individual Student's Report on Tourism Impacts and the Host-Guest Interactions / literature review (Grade 0–10).</p> <p>.</p>
Prerequisites	None.

Course code	CITM2.TITT-01
Course title	Travel Transportation
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"> • Their business model • The competition, 5 force model of Porter • Target groups of the airline • Modality and sustainability • The yield strategy of the airline
Prerequisites	None.

Course code	CITM2.TIGEO										
Course title	Travel Industry Geopolitics										
Course coordinator/lecturer	Nicole Disseldorp										
Teaching hours	<p>Activities/hours (approximately):</p> <table> <tr> <td>Assignment including desk and quantitative research</td> <td>65 hours</td> </tr> <tr> <td>Planning and set up assignment</td> <td>3 hours</td> </tr> <tr> <td>Literature (including material to be used to prepare and execute quantitative research)</td> <td>15 hours</td> </tr> <tr> <td>Presence lectures (4 x 1 hour)</td> <td>4 hours</td> </tr> <tr> <td>Seminars (including unsupervised parts and consultancy sessions)</td> <td>21 hours</td> </tr> </table>	Assignment including desk and quantitative research	65 hours	Planning and set up assignment	3 hours	Literature (including material to be used to prepare and execute quantitative research)	15 hours	Presence lectures (4 x 1 hour)	4 hours	Seminars (including unsupervised parts and consultancy sessions)	21 hours
Assignment including desk and quantitative research	65 hours										
Planning and set up assignment	3 hours										
Literature (including material to be used to prepare and execute quantitative research)	15 hours										
Presence lectures (4 x 1 hour)	4 hours										
Seminars (including unsupervised parts and consultancy sessions)	21 hours										
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face, supporting video content and self-study.										
ECTS credits	4 ECTS										
Language	English										
Learning outcomes	In this module you will learn how to map the geopolitical situation of a tourist area and how travellers react to sensitive geopolitical situations. You also learn who important stakeholders from the industry are, and what influence geopolitics has on decision making and management. You learn the basics on how to set up quantitative research to learn about consumer behaviour in regards to travelling towards areas that deal with these sensitive geopolitical situations										
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • Geopolitical analysis through desk research • Influences of geopolitics on consumer travel behaviour – based on quantitative research techniques. You will learn to conduct research, analyse data and draw conclusions from the data gathered from both quantitative and desk research • Describe impact of geopolitical unstable situations on the organization of travel by the Travel Industry <p>Lectures, workshops and guest lecture(s). Fieldwork on research.</p>										
Literature	<ul style="list-style-type: none"> • Online articles • Other literature t.b.a. 										
Assessment and criteria	<p>For this module you deliver a portfolio with the following subtopics:</p> <p>Part 1: An elaborated analysis of the geopolitical situation of a tourist destination.</p> <p>Part 2: Target group research through both desk research and quantitative research; with the most important sub-questions: how do potential customers view your hotspot, how do they see the role of travel organizations when a crisis situation breaks out in your hotspot, and to what extent does the geopolitical situation affect the holiday and booking behaviour?</p> <p>Part 3: Which parties play a role together with a travel organization when the geopolitical situation in your hotspot escalates, putting passengers at risk, requiring immediate action? And which commercial and ethical considerations play a role in (re) offering a hotspot?</p>										
Prerequisites	<ul style="list-style-type: none"> • Preference: experience with desk research and writing a literature review • Basic knowledge of the Travel Industry 										

Course code	CITM2.RM
Course title	Revenue Management
Course coordinator/lecturer	Gerard Gielen
Teaching hours	Contact hours: 20 – 30 hours Self-study (research, reading and writing): 40 – 60 hours Assignments: (games, event, individual assessment): 20 – 30 hours
Mode of delivery	(Guest)lectures, videos, seminars, workshops, gaming and consults (tutorial)
ECTS credits	4 ECTS
Language	English
Learning outcomes	The student develops, analyses and optimizes (suggestions) the pricing policy of a business in the Recreation & Hospitality sector and translates this to an unambiguous, clear free-format report (as a prelude to the assessment).
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • The student is able to analyse the turnover (price * sales) and cost structure (fixed and variable costs, differential calculations) of a business in the Tourism or Hospitality sector (revenue-related); • The student is able to develop and analyse the pricing policy of a business in the Tourism or Hospitality sector and make suggestions for price optimization; • The student is able to act from a commercial perspective for a business in the Tourism or Hospitality sector by applying pricing methods and strategies.
Literature	<ul style="list-style-type: none"> • Bronis en Verhage, Marketing Fundamentals, Noordhoff Uitgevers Groningen (chapter 12);
Assessment and criteria	Assignments (games, team assessment, individual assessment)
Prerequisites	<ul style="list-style-type: none"> • Basic knowledge of the industry (Tourism or Hospitality); • Basic knowledge of experience concepts.

Course code	CITM2.TOBU
Course title	Tourism Business
Course coordinator/lecturer	Margo Askes
Teaching hours	20
Mode of delivery (face-to-face/distance learning etc.)	Flipping the classroom; study at home Lectures recorded & Knowledge Clips In class/ on campus : Seminars - Workshops/ unguided group work / exam training
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>The goal is to gain insight into the types and internal characteristics of and processes in organisations in the broad spectrum of the profession. Characteristics concern the organisational structure and culture, Human Resource (HR) instruments and style of leadership, motivating members of staff and which requirements they should meet (strategy, culture, processes, and HR policy) and intrapreneurship.</p> <p>In this module we are going to take a look behind the scenes, to see what goes on inside an organization. Central to this module is gaining insight into the internal organisation of tourist-recreational companies (strategy, culture, quality and other processes and personnel policy, intrapreneurship). What are daily activities for an employee and how can they be performed faster? You will experience what it means to work in these types of organisations and get some insights in what it means to be the manager in these kinds of organizations. How are these organisations build-up? What's it like to work as an employee or manager in this type of organisation? It concerns the sort of organisational structure and culture, HR instruments and style of leadership and motivating people which you will be able to apply as future manager. HR instruments concerns the question of the requirements members of staff will have to meet. So, e.g. who fits in my company? And how to "retain" the employees, keep them interested in the organisation, so they will stay working for the company. In this you could consider the education and development of members of staff, the evaluation and the way staff is being rewarded.</p>
Course Content (incl. planned learning activities and teaching methods)	<p>Self study: (recorded) Lectures and clips , literature</p> <p>On campus : unguided team work ,</p> <p>In class : Seminars & Workshops; Exam training</p>
Literature	<p>Handbook of Organisation and management, An International Approach; Marcus, J , van Dam, N and Medhurst, K - ISBN 9789001895648, Edition : 4th September 2019 ; Noordhoff</p> <p>Please note! The use of older versions or E-BOOK of the book is allowed. However, the student him/herself is responsible to look up the correct study material.</p>
Assessment and criteria	An individual written examination, consisting of 38 multiple-choice questions and 2 /3 open questions with sub-questions .
Prerequisites	None

Course code	CITM2.RHTP-01
Course title	Setting in Recreation and Hospitality
Course coordinator/lecturer	Corné Kops
Teaching hours	Contact hours: 30 hours Self-study / working on assignments: 60-80 hours
Mode of delivery	(Guest)lectures, workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	The student plans and sets up a small-scaled recreation & hospitality facility.
Course Content (incl. planned learning activities and teaching methods)	<p>With regard to the realization and management of a recreation & hospitality facility</p> <ul style="list-style-type: none"> • market research • location determination • spatial planning, local policy and regulations • layout and design • security & maintenance. • Investment & operation budget. <p>You practice this on a life real case. Your delivery is an advice.</p>
Literature	<ul style="list-style-type: none"> • All articles, clips and materials provided on Teams, (guest)lectures
Assessment and criteria	<ul style="list-style-type: none"> • Advisory Report • Oral assessment final assignment
Prerequisites	<ul style="list-style-type: none"> • Basic knowledge of the industry (Recreation & Hospitality). • Basic knowledge of experience concepts.

Course code	CITM2.LAEN3
Course title	English 3
Course coordinator/lecturer	Goksel Gocer/ Ferdaous Alami
Teaching hours	10
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> > Students gain insight into the job/internship application process > Students are able to write an original and powerful letter of application, and a professional cv. > Students are able to give constructive feedback on letters of applications, CVs and presentations. > Students are able to develop awareness about international business standards in the job application process through group presentations. > Students are able to give a formal interview presentation in which they convince the interviewer they are the ideal candidate for a specific post.
Course Content (incl. planned learning activities and teaching methods)	Workshops & feedback sessions (peer and teacher)
Literature	N/A
Assessment and criteria	The course will be assessed by means of an interview presentation in which you will present yourself as the ideal candidate for an entry-level or internship position in the tourism industry. Hiring companies may require candidates to deliver an interview presentation, either face-to-face or online, because it will give evidence of, among other things, 1) their suitability for the job 2) their verbal and non-verbal communication skills 3) their organisational skills 4) their diligence in having done thorough research into the vacancy and the hiring company 5) their enthusiasm for the job.
Prerequisites	CEFR B2 level.

Course code	CITM2.LAEN4
Course title	English 4
Course coordinator/lecturer	Goksel Gocer / Ferdaous Alami
Teaching hours	10
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	2 ECTS
Language	English
Learning outcomes	<p>Students will be able to</p> <ul style="list-style-type: none"> • raise their awareness, knowledge and understanding of business proposals, centred around innovative tourism or recreation trends (for example, culinary/food tourism, educational tourism, accessible tourism, sports tourism and music tourism). • write a well-structured, grammatically correct and coherent business proposal discussing an innovative idea for the tourism/recreation industry. • ask and answer specific questions about the content, organization, style, referencing and use of language about their business proposals. • identify the essential qualities of a good business proposal. • give a formal pitch about their innovative tourism/recreation idea covered in their business proposal using correct and appropriate English.
Course Content (incl. planned learning activities and teaching methods)	Workshops & feedback session (peer and teacher)
Literature	<p>Recommended reading: Academic writing – a handbook for international students. FIFTH EDITION ISBN paperback 9781138048744, ISBN e-book 9781315169996 Author: Stephen Bailey Publisher: Routledge</p>
Assessment and criteria	Written assignment (business proposal) & oral component (elevator pitch)
Prerequisites	CEFR B2 level.

Course code	CITM.LADU1EX
Course title	Dutch for beginners
Course coordinator/lecturer	Harm de Vries and Cindy Winters
Teaching hours	3 hours per week (for 5 weeks)
Mode of delivery	Seminars
ECTS credits	2 ECTS
Language	As much as possible in Dutch. English when needed.
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	<p>Taal Vitaal nieuw Nederlands voor beginners: tekstboek Taal Vitaal nieuw Nederlands voor beginners: werkboek www.dutchgrammar.com www.jufmelis.nl</p>
Assessment and criteria	Written exam, containing grammar and communication
Prerequisites	None.