

Breda University of Applied Sciences

Tourism

Year 2 Fall Semester

Address:

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The Netherlands

Contact person

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1. Important dates

25 August 2022	Kick-off International Students
29 August 2022 – 2 September 2022	Introduction week
5 September 2022	Start semester
24 October 2022 – 28 October 2022	Fall Break
23 December 2022 - 6 January 2023	Christmas Break
23 January 2023 till 27 January 2023	Exam & Resit week
27 January 2023	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.RHP (block 2)	Pricing & Capacity	4	1
CITM2.TIP (block 3)	Travel Industry Producers	4	1
CITM2.RHTP (block 2)	Touchpoint Setting and Process	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 and course names 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 fourth edition ISBN 978-1-4080-8843-2</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 Compulsory	
Course code	CITM2.TIGEO
Course title	Travel Industry Geopolitics
Course coordinator/lecturer	Nicole Disseldorp
Teaching hours	Activities/hours (approximately): Assignment including desk and qualitative research 65 hours Planning and set up assignment 3 hours Literature (including material to be used to prepare and execute qualitative research) 15 hours Presence lectures (4 x 1 hour) 4 hours Seminars (including unsupervised parts and consultancy sessions) 21 hours Editing and uploading portfolio 4 hours TOTAL 4 ECTS 112 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.
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 qualitative research techniques. You will learn to conduct research, analyse data and draw conclusions from the data gathered from both qualitative 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 qualitative 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 qualitative research • Basic knowledge of the Travel Industry

Course code	CITM2.RHP-02
Course title	Pricing & Capacity
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 Recreation and Hospitality sector (revenue-related); • The student is able to develop and analyse the pricing policy of a business in the Recreation and Hospitality sector and make suggestions for price optimization; • The student is able to act from a commercial perspective for a business in the Recreation & 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); • Brouwers en Koetzier, Basics of Financial Management, Noordhoff Uitgevers Groningen (content modules Financial Management 1 and 2).
Assessment and criteria	Assignments (games, team assessment)
Prerequisites	<ul style="list-style-type: none"> • Basic knowledge of Financial Management; • Basic knowledge of the industry (Recreation & Hospitality); • Basic knowledge of experience concepts.

Course code	CITM2.TIP-01
Course title	Travel Producers
Course coordinator/lecturer	Bartjan de Keijzer
Teaching hours	20
Mode of delivery (face-to-face/distance learning etc.)	Lectures, workshops, calculations Face-to-face, (un)guided workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Students are able to distinguish the market for tour operators and travel companies (the PRODUCERS of holiday packages) in the Travel Industry. The focus will be on the business activities of the different intermediaries.</p> <p>For the PRODUCERS we will take a closer look at the International Market, Dynamic Packaging, Law issues (EU directive package tours), contracting and calculations for holiday and travel packages.</p>
Course Content (incl. planned learning activities and teaching methods)	<p>The course consists of lectures as a theoretical basis.</p> <p>During the different workshops (guided and unguided) students will work on a weekly based program. Every week students will have to hand in (upload) parts of the final report.</p>
Literature	<p>‘Tourism, a modern synthesis’</p> <p>Content from relevant websites.</p>
Assessment and criteria	Written exam with open general questions & package deal calculations
Prerequisites	None

Course code	CITM2.RHTP-01
Course title	Touchpoints Setting and Process
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 recreation & hospitality facility (linked to the guest experience model).
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 and regulations • layout and design • security & maintenance. <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 Cum Laude, provided during seminars, tutorials, (guest)lectures
Assessment and criteria	<ul style="list-style-type: none"> • Oral assessment final assignment • Advisory Report
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/ Suzanne Vollenbronck
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 / Suzanne Vollenbronck
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 Compulsory/Optional	
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	Taal Vitaal nieuw Nederlands voor beginners: tekstboek Taal Vitaal nieuw Nederlands voor beginners: werkboek www.dutchgrammar.com www.jufmelis.nl
Assessment and criteria	Written exam, containing grammar and communication
Prerequisites	None.