

# Tourism Management

Study guide year 1 | 2023-2024

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DISCOVER YOUR WORLD

Academy for Tourism 2023-2024

This study guide is subject to change and gives no guarantees for upcoming years.

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# 1 Modules year 1

The first year of study consists of six blocks of six weeks each; each block consisting of five lecture weeks and an exam week. Two modules are offered every six weeks. In some of these modules important professional skills are integrated. The modules deal with the knowledge domains that constitute the core of the entire study programme. Some projects and modules run over 2 blocks. The project "Research and Design runs in block 3 and 4. The modules E-Lab and Experience Design are offered in blocks 5 and 6.

Apart from these tourism-related modules there are:

- > two modules of English;
- > three modules of another modern foreign language to be elected in block 1.
- > the Personal and Professional Development 1 (PPD1) module, which is the connecting thread throughout the year.
- > Some modules are connected to events, in which you will get to know business practice.

Before the lectures start, you will have been divided into a class consisting of some 18 students. The group will be composed randomly but nationalities will be equally divided and there will be an equal proportion of men and women. Class division will remain unchanged in the first three blocks. After the third block, students can be divided into new groups.

Block 1	Block 2	Block 3	Block 4	Block 5	FIELD TRIP	Block 6
INTRO TOURISM	PROJECT RESEARCH & DESIGN	PROJECT RESEARCH & DESIGN	TRAVEL INDUSTRY PRODUCERS	EXPERIENCE DESIGN		EXPERIENCE DESIGN
PROFESSIONAL ATTITUDE & SKILLS	CONSUMER BEHAVIOR	ONLINE MARKETING & COMMUNICA- TION (Report writing)	FINANCIAL MANAGEMENT	E-LAB (Presentation skills)		E-LAB (Presentation skills)
				TOURISM CONTEXTS		E-BUSINESS FUNDAMENT ALS
	ENGLISH	MODERN FOREIGN LANGUAGE	ENGLISH	MODERN FOREIGN LANGUAGE		MODERN FOREIGN LANGUAGE
PERSONAL AND PROFESSIONAL DEVELOPMENT						

## 1.1 Description of modules year 1

### **Introduction Tourism (4 credits)**

The world of tourism and recreation is in a constant state of flux. Once you start operating as a professional, you will notice just how dynamic things are. This has to do with the international character, but also with the multitude of disciplines in the areas of knowledge, understanding and skills which are needed in order to operate successfully in this world. The Introduction Tourism module is a first introduction to this multifaceted industry.

Not only will tourism and recreation as a phenomenon be dealt with, but the different sectors, organisations, products, and types of consumers will be considered too. This will give you a complete picture of the network of organisations and developments in Tourism and Recreation.

You will acquire this knowledge and understanding by working on assignments, in teams of students and through a structured process. After all, cooperation in this industry is a must, so that's what you will be doing in this module, too.

Furthermore, it is important that as a student in higher professional education you should learn to collect information in a structured way to subsequently look at things critically when judging this information. You will practise this during the seminars on desk research.

And of course, we are going to work in practice. You will work on a practical assignment with your team and develop a programme for a 1-day site visit. To that purpose, you will carry out desk research. Next, you will actually set out on a site inspection to see what the destination has to offer in terms of transport, accommodation and entertainment. Afterwards, you will deliver a presentation and you will be given feedback on the result.

### **Professional Attitude & Skills (4 credits)**

The module Professional Attitude & Skills (PAS) offers you a broad basis of skills that help you to cope with the transition to higher professional education more easily. Attention is also paid to developing a professional attitude. Various topics are addressed, such as communicating, having a meeting, delivering a presentation, critical thinking, conducting research and learning to learn.

### **E-Lab (4 credits)**

E-Lab is a working and learning environment for first-year Tourism students. For a duration of five weeks, you will work two days a week in the E-Lab on assignments focusing on consumers and companies in tourism. In the E-Lab you will set to work with online applications. You will develop a mock-up for a tourism app, discover how algorithms work, build a website, make a 360° film, infographics, and animation videos. You will do research online and analyse social media. You will experience how accessible digital tools are and how important digital tools are in terms of sharing information and making contact with clients.

Issues you will address include: How do you create engagement of tourists and visitors through social media? How to use AI-generated tools in engaging your target audience? How do you inform and convince tourists and visitors online? How do you engage and enthuse tourists and visitors with an app for example? As an institute of higher professional education, we train students to become future employees who have the right knowledge and skills for future jobs in tourism.

### **E-Business Fundamentals (4 credits)**

This module addresses the main basic elements from online marketing and e-business. Especially from the viewpoint of commercial operations, we will have a look at online and big data settings. We will pay attention to the main elements of the internet, search, websites, domain names, promotion, security and email. Our special focus will be on measuring, benchmark and online monitoring of consumer behaviour. You will be given knowledge of basic principles of using the internet, big data, and cross-medial tools in a communicative, commercial and operational way. You directly apply knowledge elements with a number of practical e-tools that



you will also encounter in the E-Lab. During the module, you will obtain the Google Digital Garage certificate, the basis of online marketing.

#### **Online Marketing & Communication (4 credits)**

You will be introduced to the fundamental marketing & communication theory and the marketing planning process. Drawing up an (online) tactical marketing plan and putting these products and services on the market digitally and smartly are part of this module. In this module, you will also learn why marketing plans are drawn up. You will learn to think about how a marketing problem is analysed, how it is reformulated into a research problem and how theories and previous research are used.

Apart from marketing classes, classes will be timetabled dealing with written communication skills. These classes link up seamlessly with the knowledge and skills required for drawing up a tactical marketing plan.

#### **Consumer Behaviour (4 credits)**

It is very important to understand consumers these days. This module lays the foundation for the basis of consumer behaviour (terminology, models and processes), which will reappear in later modules during your studies. The module deals with the individual consumer by looking at, among other things, motivation, needs, perception, emotions, attitudes, decision processes and personality. The individual consumer is influenced by his environment by, among other things, trends, developments and reference groups, which will also be highlighted in this module.

#### **Experience Design (4 credits)**

In this module, you will discover what is meant by 'experience economy' and what the importance is of a memorable experience in tourism. Furthermore, the foundation is laid for creating experience value and meaningful concepts and products with attention paid to storytelling. In the skills component emphasis lies on passion, creativity, initiative and flexibility. You will be trained to approach tourism & recreational issues creatively.

#### **Tourism Contexts + field trip (4 credits)**

This module builds on the Introduction Tourism module. It focuses on sustainability and cultural awareness / intercultural integrity within the international context. We will examine what these concepts mean precisely and how the tourism sector deals with them. The field trip is an integral part of this module. You will apply the knowledge gained in the module to your field trip destination.

#### **Travel Industry Producers (4 credits)**

Producers in the travel industry are central to this module. The position of tour operators in the changing landscape of the travel industry and in relation to middle management will be central to this module. Our main focus will be on the content and relation of purchasing versus selling. Apart from the trends in this industry, we will also pay attention to some important recent developments in the travel industry and you will learn how travel organisations calculate travel packages.

We also provide an informative week with various guest speakers from the field of travel organisations. These guest lectures provide an interesting and instructive link between theory and practice in the industry.

#### **Project Research and Design (8 credits)**

Research skills are the central theme of the Research and Design project. In all jobs in the tourism industry, you will have to deal with research to a certain extent. You need research, for instance, to solve a concrete problem such as falling bookings, or when you want to gain an insight into how to reach certain groups of clients, how an organisation can set itself apart from its competitors, or you want to find out how much of your content is being read, or perhaps you want to test some new innovative ideas. The Research and Design project will teach you to adopt an investigative, critical and inquisitive attitude. You will see how research plays a role in developing various professional products. In addition, you will learn to assess and apply the knowledge from other people's research and you will experiment with different research methods and techniques to conduct

your own research. The project lays the foundation for your research skills, which you will further develop and apply in other modules during the rest of your studies.

### Financial Management (4 credits)

In the Financial Management module, introduces you to the basics of financial management. You will understand why financial management is important for a company and you will learn about the different legal forms of companies. Each week a relevant financial statement will be explained: the income statement, the cash flow statement, and the balance sheet. You will learn what these statements entail and will be able to draw them up yourself. You will learn to analyse the relationships between these financial statements. You will be introduced to concepts such as turnover, costs of goods sold, operational costs, depreciation, interest costs, repayments, etc. By using a few simple ratios, you will be able to analyse the financial structure and financial health of a company.

### Modern foreign languages (in total 10 credits)

Apart from English, you will opt for one other modern foreign language. You can choose from Dutch (non-Dutch students only), French, German and Spanish. You will have 2 blocks of English and 3 blocks of your elective. Spanish is offered at beginners and advanced level, German and French at advanced level. Further details about electives will be provided in the first block. The languages offered will be shown in the table below.

We may decide to combine TM and ITM groups for delivering these language modules or not offer the module if student numbers induce us to do so.

Moreover, a certain language level will not be offered if we do not have enough students (less than 18).

You can change a language (level) on strict conditions:

- in the first two weeks of block 3\*.
- by submitting a request to the board of examiners.

When your request is being considered, the board of examiners will ask the language coordinator for advice. The request will only be complied with if changing the language (level) will not result in an expected study delay and if there is a place available in the class of the language to be chosen.

\*This may be deviated from only in exceptional cases if there are compelling personal circumstances and a supporting statement from the student counsellor.

Languages	Levels	Entry requirements
English	Advanced	Final exam
German	Advanced	Final exam <i>havo/vwo/mbo</i>
French	Advanced	Final exam <i>havo/vwo/mbo</i>
Spanish	Beginner	No previous knowledge required
Spanish	Advanced	At least 1 year of Spanish or Final exam <i>havo/vwo</i>

The level of *mbo* graduates is heterogeneous, so tailor-made courses are offered.

## **Personal and Professional Development 1 (2 credits)**

In the PPD1 module, you will learn to have a critical look at yourself and ask yourself who you are, what you can do, what you want to do and where you are going to and what you need for that. You learn to put yourself in somebody else's position, in another culture and in other situations (empathic skills). You will develop your learning ability. You will develop a critical basic attitude and make well-founded choices and further develop your adaptability and problem-solving skills.

Important elements of PPD1 are self-direction, self-responsibility and reflection. Reflection has to do with thinking about and gaining insight into oneself. The PPD1 programme consists of workshops and individual talks with your coach. Your coach guides you in your personal and professional development, but as your studies progress, you will take over more and more responsibility yourself.

Your coach is the first point of contact if you have any questions or problems relating to your study programme, for example when making study choices or study progress, and if you have any questions or problems of a personal nature.

### **1.2 Exchange**

Breda University of Applied Sciences offers students the opportunity to attend an exchange programme at a partner university either in or outside Europe. Depending on the outcome of a thorough selection procedure, students can study abroad for one semester in Year 2 or 3. Information about exchange can be found on student portal > Education > Going Abroad. In block 2, information sessions on exchange possibilities will be offered. You will be given information about opportunities for exchange, and you can ask specific questions. If you have any questions, please contact [exchange@buas.nl](mailto:exchange@buas.nl).

### **1.3 Extra opportunities**

#### **BUas Start-up Support**

BUas start-up support inspires you to develop your skills in entrepreneurship and offers you the possibility to start your own company.

Students of all academies within BUas, regardless of their year of study, can participate. It provides support in starting one's own enterprise. Important elements are individual and group coaching by experienced lecturers/entrepreneurs and learning from local, successful entrepreneurs/alumni and other student entrepreneurs. The programme offers the possibility to participate in a range of activities, among other things, workshops, inspiration sessions and network meetings.

#### **Academic Bachelor of Science**

This 3-year English-taught interdisciplinary academic bachelor's programme is jointly offered by Breda University of Applied Sciences and Wageningen University & Research. You will study in Breda in Years 1 and 2 and in Wageningen in Year 3.

You can enrol if you are a *wvo* graduate (including Mathematics A, B, or C) or have passed Year 1 of a professional bachelor's programme (including Mathematics A, B, or C at *wvo*-6 level).

#### **Pre-master's Strategic Business Management (SBM)**

In the last year of study, you will be given the opportunity to attend the English-taught academic pre-master's SBM. After obtaining this certificate, you can directly be admitted to certain Master of Science degree programmes at the university partners our institute cooperates with, and there will be no need for you to attend an extra one-year pre-master's programme at university. In this way, you could obtain an academic master's degree in five years' time. Moreover, our SBM pre-master's students score above average marks at these universities, and so, it is the best preparation for a university education.

## 2 Timetable

Below are some examples of timetables from year 1. Timetables vary by week and are available a few weeks before the new block. There may be timetable changes during the block.

### Abbreviations

lecture	lc
guest lecture	gl
workshop	ws
unsupervised seminar	uws
inspection	inspection

week 37	Monday, 11 September 2023 - Sunday, 17 September 2023					<	Today	>
	Mon 11 Sep	Tue 12 Sep	Wed 13 Sep	Thu 14 Sep	Fri 15 Sep			
8:00								
9:00				09:00 - 10:00 CITM1 walk-in session for students with all kinds of questions about year 1 Fe1.036 (88)* LH streaming equipment				
10:00	10:00 - 11:30 CITM1PAS ws 2.1 Desk Research 1 Fe1.020 (20)* Classes: 1CITM-S1-01	10:00 - 11:00 CITM1 info session languages Hn0.022 (250)* LH Chapel Classes: 1CITM-S1-01, 1CITM-S1-02, 1CITM-S1-03, 1CITM-S1-04, 1CITM-S1-05, and 1		10:00 - 11:00 CITM1PAS lc 2 Desk Research Fe1.016 (186)* LH Auditorium streaming equipment				
11:00	BRE (Breda, Maïke van)	11:00 - 12:00 CITM1 info session per language Hn0.002 (40)* streaming equipment Hn1.001 (20)*		11:00 - 13:00 CITM1PAS ws 2.2 Critical Thinking Fe1.020 (20)* Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)				
12:00	12:00 - 13:30 CITM1INTO lc 2.1 Fe1.016 (186)* LH Auditorium streaming equipment Classes: 1CITM-S1-01, 1CITM-S1-02, 1CITM-S1-03, 1CITM-S1-04, 1CITM-S1-05, and 1	12:30 - 14:00 CITM1INTO lc 2.2 Fe1.016 (186)* LH Auditorium streaming equipment Classes: 1CITM-S1-01, 1CITM-S1-02, 1CITM-S1-03, 1CITM-S1-04, 1CITM-S1-05, and 1						
13:00	13:30 - 14:30 CITM1 optional consultation moment Brightspace (Digital Learning Environment) Fe1.036 (88)* LH streaming equipment	14:00 - 15:00 CITM1INTO uws Classes: 1CITM-S1-01		13:30 - 15:00 CITM1INTO ws 2 Fe1.019 (20)* Classes: 1CITM-S1-01 GRE (Grefkens, Carl)				
14:00	14:30 - 16:00 CITM1PPD1 ind. coachm. Hn0.007 (11)* closed project room Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)			15:00 - 16:30 CITM1PPD1 ind. coachm. Hn1.003 (20)* Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)				
15:00								
16:00								

week 39	Monday, 25 September 2023 - Sunday, 1 October 2023					<	Today	>
	Mon 25 Sep	Tue 26 Sep	Wed 27 Sep	Thu 28 Sep	Fri 29 Sep			
9:00			09:00 - 11:00 CITM1INTO uws Classes: 1CITM-S1-01					
10:00				10:30 - 12:00 CITM1PAS ws 4.2 Brain and Learning Hn1.003 (20)* Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)				
11:00	11:30 - 13:00 CITM1INTO lc 4.1 Fe1.016 (186)* LH Auditorium streaming equipment Classes: 1CITM-S1-01, 1CITM-S1-02, 1CITM-S1-03, 1CITM-S1-04, 1CITM-S1-05, and 1		11:00 - 12:00 CITM1PAS Q&A Site Inspection Fe1.016 (186)* LH Auditorium streaming equipment					
12:00			12:00 - 13:00 CITM1 walk-in session for students with all kinds of questions about year 1 Fe1.036 (88)* LH streaming equipment	12:30 - 14:00 CITM1PPD1 ws Reflection Fe1.038 (20)* Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)				
13:00	13:30 - 15:00 CITM1PAS ws 4.1 Meetings Hn0.015 (50)* Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)		13:00 - 14:30 CITM1INTO ws 4 Hn1.003 (20)* Classes: 1CITM-S1-01 GRE (Grefkens, Carl)	14:00 - 15:30 CITM1PPD1 ind. coachm. Fe2.010 (8)* closed project room Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)	13:00 - 17:00 CITM1PAS Fieldwork: Ind. Destination Research: Site Inspection Classes: 1CITM-S1-01, 1CITM-S1-02, 1CITM-S1-03, 1CITM-S1-04, 1CITM-S1-05, and 1 other...			
14:00								
15:00	15:00 - 16:30 CITM1PPD1 ind. coachm. Hn1.006 (8)* closed project room Classes: 1CITM-S1-01 ARE (Aalten-van Arentshals, Celia)							
16:00								
17:00								



## 3 Important authorities

Students will or may have to deal with all sorts of regulations and authorities. This chapter gives a brief overview.

### 3.1 Student counsellor and psychologist

All departments of Breda University of Applied Sciences employ one or more student counsellors. They can help students, for example when circumstances may occur that hinder your study progress.

Your coach will be your first point of contact. He or she can refer you to a student counsellor. Also, you could directly make an appointment with a student counsellor via the portal which you can access once you're a student.

#### **Some issues that can be discussed with a student counsellor:**

- > personal questions or problems such as special (family) circumstances, psychic complaints
- > dealing with Dutch culture, the Dutch educational system, group work, cross-cultural communication, being homesick;
- > a functional limitation, for example dyslexia, AD(H)D, physical and sensory disabilities, a chronic disease;
- > coaching in the field of study skills;
- > student finance, among other things, student basic grant, student loan system, performance-related grant, student public transport pass, requests filed to DUO;
- > Profiling Fund in the case of a study delay owing to personal circumstances, committee positions and top talent;
- > laws and legislations regarding enrolment and de-enrolment and appeal proceedings.

If the contacts with the student counsellor show that guidance from the BUAs student psychologist is desired and useful, you can make use of this support. The student psychologist offers short-term guidance in the case of simple psychological problems that hamper study progress.

The student counsellors and student psychologist also work closely together with the BEST training programme (BEtter STudying) which comprises training courses on topics such as fear of failure, assertiveness, study planning, study discipline, study stress, and presenting without fear.

More information about the student counsellors, the student psychologist or the BEST training courses can be found on the portal which you can access once you're a student.

### 3.2 Board of examiners

The Academy for Tourism has a board of examiners, who has the following tasks:

- > to determine if a student fulfills all requirements set by the Teaching and Examination Regulations (TER) for obtaining the first-year certificate. It has been mandated by the Executive Board to issue the binding recommendation regarding the continuation of studies.
- > to guarantee the quality of exams.
- > to allow students to deviate from the programme.
- > to exempt students from one or more examinations.
- > to exclude a student or 'extraneus' student committing fraud from one or more interim exams or examinations to be decided on by the board of examiners during a period of max. one year to be decided on by the board of examiners. In case of serious fraud, the Executive Board – on the recommendation of the board of examiners – can terminate enrolment for the study programme the relevant student attends.

- > to be a party on behalf of the department or group of departments if a student lodges an objection/appeal to the Examination Appeals Committee of Breda University of Applied Sciences.

If a student wants to issue a complaint or request with the board of examiners, he can use the form available on the portal which you can access once you're a student.

### 3.3 Degree programme committee

The International Tourism Management programme has a degree programme committee. This committee consists of lecturers and students. The tasks of the degree programme committee is to safeguard the quality of education and represent the interests of both students and lecturers.

The committee issues an annual recommendation regarding the Teaching and Examination Regulations (TER) and regarding the way these rules are implemented. The Teaching and Examination Regulations is a document in which the rights and duties of students and lecturers are laid down. If you would like to make some comments or suggestions about these topics, you could contact them by e-mail:

[ATdegreeprogramcommittee@buas.nl](mailto:ATdegreeprogramcommittee@buas.nl)

### 3.4 Confidential counsellor

BUas strives to offer a safe and pleasant working and study environment for all staff and students. It may not always be experienced that way. Harassment has many faces: aggression of any type, sexual intimidation, or discrimination. It always involves one-way, undesired attention. The confidential counsellors are there to support you in matters of harassment. You can tell them your story and do so anonymously if you prefer.

You can rely on the confidential counsellors to always take you seriously. They are there to listen to you, to support and inform you and to look for solutions together with you. These talks are confidential.

They are only allowed to come into action when you explicitly ask them to do so. The confidential counsellors can be contacted by letter, e-mail, phone or direct. For the International Tourism Management programme, you can contact: Monique Leijser [leijser.m@buas.nl](mailto:leijser.m@buas.nl)

Aggression, sexual intimidation, or discrimination might sometimes lead to filing a complaint to the Complaints Committee. You can find more information about it and about external confidential counsellors via the portal.



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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