

Breda University of Applied Sciences

Tourism

Programme: Tourism Design and Development 3rd year Specialisation

Address: Mgr. Hopmansstraat 1, 4817JT
Breda, The Netherlands

Contact person: Mylene van der Donk
Donk.M@buas.nl

1. Important dates (only 2nd semester)

4 February 2019	Kick-off Evening
4 February 2019	Start semester 2
5 July 2019	End of Program semester 2

2. Program

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 a 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.

Module	Code	ECTS	Semester	Block
Design and innovation	CITM3.	4	2	4
Tourism Controversies	CITM3.	4	2	4
Tools and techniques for design and innovation	CITM3.	4	2	5
Decision making	CITM3.	4	2	5
The business case	CITM3.	4	2	6
Facilitating multi stakeholder processes	CITM3.	4	2	6
Personal and Professional Development	CITM3.PPD1	2	2	
English Language		4	2	
Total		30		

COURSE	
Course code	CITM3.
Course title	Design and Innovation
Course coordinator/lecturer	Esther Groenendaal / Celiane Camargo-Borges
Teaching hours	Lectures, workshops, consultancy sessions, video's, websites, company visit(s)
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> - Understanding the internal innovation process and its complexity - Understanding the influence of innovations on tourism stakeholders (destinations and businesses) - 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>To discover and understand innovative techniques and – instruments with the help of theories, practical examples and best-practices in order to transform challenges and opportunities into attractive, sustainable and marketable products and services.</p> <p>Keywords: Innovation processes and challenges, innovation techniques and instruments, innovation environments, tourism futures, business strategies</p>

Literature		Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions, Hannington, Bruce; Martin, Bella, ISBN 9781592537563 Various articles
Assessment and criteria		The course is assessed via an individual test.
Prerequisites		

COURSE	
Course code	CITM3.
Course title	Tourism Controversies
Course coordinator/lecturer	Jorinda Ballering / Harald Buijtendijk
Teaching hours	Lectures and workshops, collective (digital) storytelling, film and video,
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
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.

<p>Course Content (incl. planned learning activities and teaching methods)</p>	<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>
<p>Literature</p>	<p>Various articles and movies</p>
<p>Assessment and criteria</p>	<p>The course is assessed via a group product.</p>
<p>Prerequisites</p>	

<h2 style="color: #0070C0; margin: 0;">COURSE</h2>	
<p>Course code</p>	<p>CITM3.</p>
<p>Course title</p>	<p>Tools and Techniques for Innovation</p>
<p>Course coordinator/lecturer</p>	<p>Marian van der Ent / Ben Veenstra</p>
<p>Teaching hours</p>	<p>Lectures, workshops, out-of-the building-activities</p>
<p>Mode of delivery (face-to-face/distance learning etc.)</p>	<p>Face-to-face</p>
<p>ECTS credits</p>	<p>4 ECTS</p>

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>This module focusses on the understanding and application of new design and innovation techniques that are part of the “Design Thinking” philosophy. This philosophy is based on human centred design.</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	
Course code	CITM3.
Course title	Decision making processes
Course coordinator/lecturer	Pieter Piket, Ellen de Groot
Teaching hours	Lectures, workshops, symposia, interviews
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face

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 Processes 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	

COURSE	
Course code	CITM3.
Course title	The Business Case
Course coordinator/lecturer	Ben Veenstra/ Martijn Smeenge
Teaching hours	Per week lectures and workshops and out-of-the-building activities

Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
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>Businesses 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 constantly 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: sustainable business models, business case of CSR, minimum viable product, feasibility, lean canvas, online marketing</p>
Literature	To be decided
Assessment and criteria	The minimum viable product and it argumentation are assessed
Prerequisites	This module can only be followed when the module Tools and Techniques for Innovation has been followed

COURSE	
Course code	CITM3
Course title	Facilitating multi stakeholder processes
Course coordinator/lecturer	Martijn Smeenge / Erik van Nuland
Teaching hours	Lectures and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
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 • Understanding and applying participatory rural appraisal techniques • Understanding intercultural challenges in communication
Course Content (incl. planned learning activities and teaching methods)	<p>In the module Facilitating Multi Stakeholder Processes groups of students work with stakeholder who hold opposite interests, objectives and opinions with regards to a tourism development project. The objective is to learn and apply skills to facilitate the decision making process in which these stakeholders are involved.</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	

Course title	Personal and Professional Development 3
Course coordinator/lecturer	Sandra Gerrits/Renee Goedhart

Teaching hours	Attending and providing workshops and at least one individual coach meeting
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face Massive Online Open Courses
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 recognise 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, recognising 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 Massive Online Open 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 MOOC's as subject and you really provide the workshop for a selection of your peer students.</p> <p>Keywords: Attending a Massive Online Open Course, independently preparing a workshop on this MOOC, giving your own developed workshop and being assessed by your peers and your coach</p>
Literature	MOOC's to be selected by yourself
Assessment and criteria	The course is assessed through your own developed workshop, an extensive reflection on this process and at least one individual coach meeting
Prerequisites	-

COURSE Optional	
Course code	CITM.LAEN5-01 English 5
Course title	Business Writing
Course coordinator/lecturer	Ray Boland/Suzanne Vollenbronck/Ferdaous Alami

Teaching hours	10 (five sessions/workshops)
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 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>Key words: 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 Optional	
Course code	CITM.LAEN6-01 English 6
Course title	Academic writing
Course coordinator/lecturer	Ray Boland/Suzanne Vollenbronck/Ferdaous Alami
Teaching hours	10 (five sessions/workshops)
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 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)	Key words: writing labs, academic writing, analytical skills, social issues, reading strategies, literature review
Literature	N/A
Assessment and criteria	Written exam
Prerequisites	CEFR B2 level