

# Breda University of Applied Sciences

Tourism

Programme: Tourist Experience 3<sup>rd</sup> year Specialisation

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## 1. Important dates (only 2<sup>nd</sup> semester)

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

## 2. Program

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.

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

<b>COURSE</b>	
Course code	CITM3.CUS
Course title	Customer Insights
Course coordinator/lecturer	Marian van der Ent / Jeroen Nawijn
Teaching hours	Per week lectures, workshops and consultancy meetings
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"> <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</b>	
Course code	CITM3.CSI
Course title	Company Service Insights
Course coordinator/lecturer	Gerd Jan Vermeulen / Esther Groenendaal
Teaching hours	Per week 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"> <li>• Student is knowledgeable about the 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 1). 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	Services Marketing: Integrating Customer Focus Across the Firm by Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2016) ISBN 9780077169312
Assessment and criteria	The course is assessed via a multiple choice examination.
Prerequisites	Knowledge about the GAP model from Services Marketing (chapter 5)

<b>COURSE</b>	
Course code	CITM3.EXP
Course title	Experience Design Pro
Course coordinator/lecturer	Monique Leijser / Miranda Cornelisse / Brigitte Ars
Teaching hours	Per week 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"> <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> </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.</p> <p><b>Keywords:</b> design thinking, prototyping, co-creation, scrum/agile, tour guiding</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 course is assessed via an individual Prototype report (base on group work)
Prerequisites	

<b>COURSE</b>	
Course code	CITM3.OBE
Course title	Online Brand Experience
Course coordinator/lecturer	Miranda Cornelisse / Brigitte Ars
Teaching hours	Per week 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"> <li>• Is able to deliver an online marketing communication plan for a Tourism Business</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>Online Brand Experience</b> focuses on the marketing communication process of your memorable tourist experience. 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> 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>Online Marketing, Marjolein Visser, Berend Sikkenga</p> <p>Supportive articles</p>
Assessment and criteria	The course is assessed via an online marketing communications plan and e-commerce website
Prerequisites	

<b>COURSE</b>	
Course code	CITM3.CEM
Course title	Customer Engagement Management
Course coordinator/lecturer	Marcel Bultink / Marjolein Visser
Teaching hours	Per week 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"> <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 suggest 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>This module <b>Customer Engagement Management</b> focuses on the long term relationship with your customers. To be able to deliver a memorable tourist experience every company strives to engage via different channels with their customers. You will learn how you make sure that a tourism company delivers what it promises. In this module you will deepen your knowledge on how to build long term relationships with customers: how to structurally engage them, 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, networking, data intelligence</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>Supportive articles</p>
Assessment and criteria	The course is assessed via group blogs and an individual exam

Prerequisites	
<b>COURSE</b>	
Course code	CITM3.SERV
Course title	Service Experience Management
Course coordinator/lecturer	Marcel Bultink / Harm Ijben
Teaching hours	Per week 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"> <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>This module <b>Service Experience Management</b> focuses on the service blueprint of a company. What are the customer driven service design standards to be able to deliver excellent customer service (GAP 3). Companies like Disney and KLM are inspiring best-practices. Theory focuses on mystery shopping, employee empowerment and social media monitoring.</p> <p><b>Keywords:</b> mystery shopping, employee empowerment, social media monitoring</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>Supportive articles</p>
Assessment and criteria	The course is assessed via an HR training and letter to the President
Prerequisites	

<b>COURSE</b>	
Course code	CITM.LAEN5-01 English 5
Course title	<b>Personal and Professional Development 3</b>
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"> <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 recognise 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, recognising 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 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><b>Keywords:</b> 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"> <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>Key words:</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 Optional</b>	
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"> <li>• Students will use several reading strategies to deal with different types of texts on social issues in the tourism industry</li> <li>• Students will develop their analytical skills</li> <li>• Students will review different types of written sources</li> <li>• Students will write an academic paper about one of the social issues discussed in the course</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<b>Key words:</b> writing labs, academic writing, analytical skills, social issues, reading strategies, literature review
Literature	N/A
Assessment and criteria	Written exam
Prerequisites	CEFR B2 level