Breda University of Applied Sciences

T o u r i s m

Programme: Tourism Destinations

Address:
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The Netherlands

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1. Important dates

August 26th, 2019	Kick-off International Students
September 2nd, 2019	Start semester
October 14th till 18th 2019	Fall Break
December 23rd 2019 till January 3rd, 2020	Christmas Break
January 20th 2020 till January 24th, 2020	Exam week
January 27th 2020 till January 31st, 2020	Resit week
January 31st, 2020	End of Program semester

2. Programme

Code	Title	ECTS	Semester
CITM2.TDWD (block 1)	World of Destinations	4	1
CITM2.TDTI (block 2)	Tourism Impacts	4	1
CITM2.TDDII (block 3)	Destinations: Identity and Image	4	1
CITM2.EXDE2 (block 1)	Experience Design 2	4	1
CITM2.OMC2 (block 2)	Online Marketing & Communication 2	4	1
CITM2.CHMA (block 3)	Change Management	4	1
CITM2.PPD	Professional and Personal Development	0	1
CITM2.LAEN3 (block 1)	English 3	2	1
CITM2.LAEN4(Block 3)	English 4	2	1
CITM2.LADU1(block 2)	Dutch for Beginners 1	2	1
Total ECTS	**Semester 1**	**30**	

Semester 1

COURSE Compulsory	
Course code	CITM2.TDWD
Course title	**World of Destinations**
Course coordinator/lecturer	Rami Isaac
Teaching hours	6 hrs*1,5 lectures + 5*2 workshops, consultancy session and presentation.
Mode of delivery (face-to-face/distance learning etc.)	Lecture, distance learning, workshops (see for further info: Course Content)
ECTS credits	4 ECTS
Language	English
Learning outcomes	- Define and understand a tourism destination (based on theoretical models and concepts). - Define and understand the context (local, regional, national, and international) and types (urban, rural, coastal, etc.) of tourism destination. - Define and understand the tourism destination hard side (stakeholders, network, etc.) and soft side (contextual influencers: politics, economics, ethics, environment, technology, culture, etc.). - Define and understand tourism destination dynamics (responding to market changes, technological, economic, crisis, current issues, safety, etc.). - Apply the knowledge gained to define and understand the current issues. - Analyse the current issues at tourism destinations
Course Content (incl. planned learning activities and teaching methods)	Teaching methods: lectures, workshops, consultancy session, self-study, desk research for an issue at a destination. Workshops: (Mapping your holiday destination; stakeholder role play; discussion on the context of a destination and issues at stake; discussing an article on 'drivers of change'; Game based on Plog's model).
Literature	Literature from previous articles, cases and chapters of the book Page, S. & J. Connell (2015) Tourism: A Modern Synthesis.
Assessment and criteria	The course is assessed by means of an written exam and a presentation . The criteria of the final assessment are as follows: - An understanding of the destination from the supply and demand side that is underpinned by relevant theoretical insights and models. - History of tourism development; how it started and developed - Rough understanding of the markets, arrivals, and development stage of Butler's Destination-Life Cycle. - Clear understanding of stakeholders, their interest and motivations
Prerequisites	None.

COURSE Compulsory	
Course code	CITM2.TDTI
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	Will be able to: • 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)	**Lectures:** Introduction / Socio-Cultural Impacts / Host-Guest Interactions / Economic Impacts / Environmental Impacts / Literature research. **Tutorials:** Introduction / Socio-Cultural Impacts / Host-Guest Interactions / Economic Impacts / Environmental Impacts / literature research.
Literature	Tourism- a modern synthesis- S. Page and J. Connell fourth edition ISBN 978-1-4080-8843-2 Journal Articles on Tourism Impact case studies Journal Articles on Host-guest relations
Assessment and criteria	Individual Student's Presentation and Discussion on Tourism Impacts and the Host-Guest Interactions (Sufficient / Insufficient). Individual Student's Report on Tourism Impacts and the Host-Guest Interactions / literature review (Grade 0–10).
Prerequisites	None.

COURSE Compulsory	
Course code	CITM2.TDDII
Course title	**Destinations: Identity & Image**
Course coordinator/lecturer	Martijn Smeenge
Teaching hours	25 hours in five weeks.
Mode of delivery (face-to-face/distance learning)	Face-to-face (see for further info: Course content)
ECTS credits	4 ECTS
Language	English
Learning outcomes	• Gain insight in identity and image of a destination (e.g. DNA. USP's, ESP's, culture). • Ability to find rich information online (by using netnography) as well as in reality (by using in-depth interviewing techniques) • Collect knowledge about the cultural identity and differences of a destination. • Gain insight in tacit knowledge, the cultural identity and differences within or of a destination. • Become acquainted with customer behaviour in their decision-making process regarding image of a destination. • Ability to share responsibility, cope with setbacks and enlarge empathic ability. • Add different perspectives, able to apply self-reflection.
Course Content (incl. planned learning activities and teaching methods)	• Destination identity & image, DNA, USP's, ESP's, values, intercultural sensitivity • Teaching methods: (guest) lectures, workshops, knowledge clips, self-study, desk research, field research
Literature	Articles, book chapters, blogs, etc. about the course content mentioned above
Assessment and criteria	• Assessment: presentation + portfolio • Criteria will be formulated in the study guide
Prerequisites	Basic knowledge about tourism and qualitative research

COURSE Compulsory	
Course code	CITM2.EXDE2
Course title	**Experience Design 2**
Course coordinator/lecturer	Monique Leijser / Francis Neijenhof
Teaching hours	20 hrs
Mode of delivery (face-to-face/distance learning etc)	2 guest lectures 4 lectures 4 seminars 2 feedback sessions: 1 consultancy and 1 website presentation (fair).
ECTS credits	4 ECTS
Language	English and Dutch
Learning outcomes	The student will be able to: • Recognize leading macro trends. • Analyze valuable trends as input for future tourism vision. • Create a personal vision based on values. • Translate a vision in a tourism concept. • Visualize the vision and the concept into a website. • Add tools for co creation to the website.
Course Content (incl. planned learning activities and teaching methods)	The end product will be the visualisation of a tourism-recreational experience concept on an unique homepage. The concept is based on a personal vision which will be retrieved from an extended trend analysis.
Literature	- Articles - Webinars - Boswijk A., Peelen, E. and Olthof, S. *Economy of experiences, 2015*
Assessment and criteria	Individual build website that represents the future vision on tourism (based on values) and a meaningful tourism related experience concept. Criteria will be formulated in the study guide
Prerequisites	None

COURSE Compulsory	
Course code	CITM2.OMC2
Course title	**Online Marketing & Communication 2**
Course coordinator/lecturer	Sebastiaan Straatman
Teaching hours	Contact hours: 26 hours Self-study (research, reading and writing): 36 hours Assignments / game: 50 hours
Mode of delivery (face-to-face/distance learning etc)	Marketing Game, lectures, workshops.
ECTS credits	4 ECTS
Language	English
Learning outcomes	The student will be able to: • Know Strategic Marketing theory ; • Understand and define the different marketing models; Internal and External Environment the SWOT analysis and the Confrontation Matrix • Develop a marketing strategy
Course Content (incl. planned learning activities and teaching methods)	A marketing game will be played in different rounds. Students should make strategic choices based on the information they receive from their industry. They have to develop a strategy and reflect on the effect of the strategy. Besides the game student will get a board meeting in which they explain their strategy and get additional lectures and workshops that prepare them in defining a strategy.
Literature	Book Verhage // Marketing Fundamentals (Guest) Lectures & seminars
Assessment and criteria	• Results of Strategic Marketing Game • Written exam
Prerequisites	Basic marketing knowledge.

COURSE Compulsory	
Course code	CITM2.CHMA
Course title	**Change Management**
Course coordinator/lecturer	Margo Askes
Teaching hours	Per week: Lectures (1 hour), Workshops (2 hours) , tutorial (30 min per team) and 2 to 3 Guest lectures
Mode of delivery (face-to-face/distance learning etc)	This is a 5 week course, including, (guest) lectures, tutorials , seminars and workshops used as practical training, focus on communication written and oral , and applying theory. Part of the program is a case study to be worked out in groups based on an interview with a company of choice.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	• Knowledge of change projects, how to manage and implement change • Able to set up a change plan and advise (consultancy) • Students learned the basics of how to manage (change) processes • Students learned the basics of how to create an optimal work environment with motivated, productive employees. • Able to analyse the possible impact of change processes for stakeholders and the environment (of the organization) • Able to analyse and improve the HRM policy by using the HR instruments and the HRM cycle (recruitment /selection/appraisal/training) • Knowledge of relevant HR legislation (Health and Safety Executive, terms of employment) • Able to see into the organisational culture and the effects of organisational change on personnel. 'Cultural awareness / intercultural integrity' within the international context. • Students learned how to apply written and oral communicative (intercultural) skills in a change situation
Course Content (incl. planned learning activities and teaching methods)	The course Change Management focuses on the internal changes of a company. Five themes will be worked out: - WHAT is Change Management and WHY to change? - WHAT will change in the organization and HOW to realize these changes (change approach) ? - WHO will lead and WHO will need to change? And HOW will the change be communicated? - Resistance to change. WHY do employees resist? - HOW does Organizational Culture effects the change ? • Lectures / Workshops. Workshops subjects are connected to the themes above.

Literature	- Articles, Handout & book Making Sense of Change management (Cameron & Green) are obtained via Cum Laude/mail - Book : Organization and Management an international approach , Nick van Dam, Jos Marcus, Keith Medhurst; ISBN 978-90-01-85022-7, 3rd Edition 2015; Noordhoff Uitgevers B.V.
Assessment and criteria	The assessment for this course consists of a written exam based on a practical case.
Prerequisites	Basic knowledge of Management & Organization. See Module Tourism Business year 1.

COURSE Optional	
Course code	CITM2.PPD
Course title	**Personal and Professional Development**
Course coordinator/lecturer	Tessy Verhoeven / Sandra Gerrits
Teaching hours	12 Face-to-face hours (whole year)
Mode of delivery (face-to-face/distance learning etc)	Face-to-face, workshops, assignments, DISC online assessment, reflection reports.
ECTS credits	0 ECTS for semester 1 (ECTS acknowledged after whole year)
Language	English
Learning outcomes	- Is able to determine learning goals, and based on this, is able to direct his/her own learning and development process - Is able to look back on and identify learning experiences - Has a realistic view of his/her strengths and weaknesses and is able to substantiate this by means of concrete examples - Works in a targeted and structured manner to accomplish self-formulated points for development - Is open to feedback (on his/her own actions) from others - Is able to compile a portfolio, demonstrating creativity, independence and problem-solving skills - Works in a targeted and structured manner to accomplish self-formulated points for development - Displays a critical attitude towards his/her own performance and actions
Course Content (incl. planned learning activities and teaching methods)	Student's personal DISC analysis, Personal Branding 1 & 2 and Group Dynamics. Workshops and individual coaching meetings, reflection assignments.
Literature	Managing your competencies, written by Roel Grit, Roelie Guit and Nico van der Sijde. DISC assessment 35 Euro for student's expenses.
Assessment and criteria	Portfolio and/or digital assignment
Prerequisites	None.

COURSE Optional	
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	Face-to-face
ECTS credits	2 ECTS
Language	English
Learning outcomes	- Students gain insight into the job/internship application process - Students are aware of different rules and norms in international business - 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 and CVs. - Students are able to conduct a formal job interview both as an interviewer and an interviewee.
Course Content (incl. planned learning activities and teaching methods)	Workshops & feedback session (peer and teacher)
Literature	Academic writing – a handbook for international students. THIRD EDITION. ISBN-13: 978-0415595810 ISBN-10: 0415595819 Author: Stephen Bailey Publisher: Routledge
Assessment and criteria	Written assignment (letter of application) and oral component (job interview).
Prerequisites	CEFR B2 level.

COURSE Compulsory	
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	Face-to-face
ECTS credits	2 ECTS
Language	English

Learning outcomes	• Students will be able to increase their awareness, knowledge and understanding of business proposals, centred around different types of tourism. They will be able to
	    o write a well-structured, grammatically correct and coherent business proposal discussing an innovative idea for the tourism industry.
	    o ask and answer specific questions about the content, organization, style, referencing and use of language about their business proposals.
	    o identify the essential qualities of a good/ bad business proposal
	• Students will be able to give a formal pitch about their innovative tourism 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	Academic writing – a handbook for international students. THIRD EDITION. ISBN-13: 978-0415595810 ISBN-10: 0415595819 Author: Stephen Bailey Publisher: Routledge
Assessment and criteria	Written assignment (business proposal) & oral component (business pitch)
Prerequisites	CEFR B2 level.

COURSE Compulsory	
Course code	CITM2.LADU1
Course title	**Dutch for beginners**
Course coordinator/lecturer	Harm de Vries
Teaching hours	3 hours per week (for 5 weeks)
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	2 ECTS
Language	English: instruction language Dutch: learning goal
Learning outcomes	Speaking / listening / reading / writing: begin level A1.0
Course Content (incl. planned learning activities and teaching methods)	- 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. - 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. - 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.
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.