

## Breda University of Applied Sciences

Tourism

### Programme: Recreation & Hospitality

Address:

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The Netherlands

#### Contact person Recreation & Hospitality (R&H):

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### 1. Important dates (subject to change)

February 3rd, 2020	Kick-off International Students
February 3 <sup>rd</sup> , 2020	Start semester
June 22 <sup>nd</sup> , 2020 till June 26 <sup>th</sup> , 2020	Exam week
June 29 <sup>th</sup> , 2020 till July 3 <sup>rd</sup> , 2020	Resit week
July 3 <sup>rd</sup> , 2020	End of Program semester

### 2. Programme

Code	Title	ECTS	Semester
CITM2.RHTSP (block 4)	Touchpoints Setting and Process Recreation & Hospitality	4	2
CITM2.RHPS (block 5)	Pricing & Capacity in Recreation and Hospitality	4	2
CITM2.RHSA (block 6)	Create your own company in Recreation and Hospitality	4	2
CITM2.FIN2 (block 4)	Financial Management 2	4	2
CITM2.SMOR-01 (block 5)	Smart Organization	4	2
CITM2.OCBR (block 6)	Online Consumer Behaviour Research	4	2
CITM2.PPDEX	Professional and Personal Development	2	2
CITM2.DCS	Dutch Culture and Society	2	2
CITM2. LADU1EX	Dutch for Beginners	2	2
<b>Total ECTS</b>	<b>Semester 2</b>	<b>30</b>	

## Semester 2

COURSE Compulsory/Optional				
Course code	CITM2.RHTSP			
Course title	Touchpoints Setting and Process in Recreation & Hospitality			
Course coordinator/lecturer	Corné Kops			
Teaching hours	Contact hours: 30 hours Self-study / working on assignments: 60-80 hours			
Mode of delivery (face-to-face/distance learning etc.)	(Guest)lectures, workshops, fieldwork			
ECTS credits	4 ECTS			
Language	English			
Learning outcomes	The student will be able to: <ul style="list-style-type: none"><li>Describe, understand and visualize (the importance of) facility and lay-out management in the industry (linked to the guest experience model).</li></ul>			
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"><li>Facility realization &amp; management (target group exploration, special planning, lay out management, security &amp; maintenance).</li></ul>			
	Week	Teaching method	Teaching contents	Preparation
	1	Lecture 1.1. Lecture 1.2 Guest lecture 1.3  Tutorial 1.1  Tutorial 1.2	Kick off Pre-phase Intro Campervan Tourism Programme of requirements Analysis of location	Read manual Read NKC report Assignment 1.1 camper van case Assignment 2.1 camper van case
	2	Guestlecture 2.1 Guestlecture 2.2 Tutorial 2.1 Tutorial 2.2	Municipal policy Spacial planning Visualisation skills Analysis of location	Gather examples Gather examples Assignment 2.1 camper van case
	3	Lecture 3.1 Tutorial 3.1 Tutorial 3.2	Planning Legislation Composition of grounds	Assignment 3.1 camper van case Assignment 3.2 camper van case
	4	Lecture 4.1 Guest lecture 4.1 Tutorials 4.1 and 4.2	Settling Settling Guest journey	Assignment 4.1 camper van case
	5	Lecture 5.1  Tutorials 5.1 and 5.2	Maintenance & Management Maintenance Management plan and regulations	Assignment 5.1 camper van case

Literature	<ul style="list-style-type: none"> <li>All articles, clips and materials provided on Cum Laude, provided during seminars, tutorials, (Guest)lectures</li> </ul>
Assessment and criteria	<ul style="list-style-type: none"> <li>Oral assessment final assignment</li> <li>Advisory Report</li> </ul>
Prerequisites	<ul style="list-style-type: none"> <li>Basic knowledge of the industry (Recreation &amp; Hospitality).</li> <li>Basic knowledge of experience concepts.</li> </ul>

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.RHPS
Course title	<b>Pricing &amp; Capacity in Recreation and Hospitality</b>
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 (face-to-face/distance learning etc.)	(Guest)lectures, videos, seminars, workshops, gaming, fieldtrip and consults (tutorial) Additional costs for the fieldtrip will apply, amount estimated to be € 175 (3-day trip to The Netherlands) or € 1400 (10-day trip USA)
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"> <li>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);</li> <li>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;</li> <li>The student is able to act from a commercial perspective for a business in the Recreation &amp; Hospitality sector by applying pricing methods and strategies.</li> </ul>
Literature	<ul style="list-style-type: none"> <li>Bronis en Verhage, Marketing Fundamentals, Noordhoff Uitgevers Groningen (chapter 12);</li> <li>Brouwers en Koetzier, Basics of Financial Management, Noordhoff Uitgevers Groningen (content modules Financial Management 1 and 2).</li> </ul>
Assessment and criteria	Assignments (games, team assessment)
Prerequisites	<ul style="list-style-type: none"> <li>Basic knowledge of Financial Management;</li> <li>Basic knowledge of the industry (Recreation &amp; Hospitality);</li> <li>Basic knowledge of experience concepts.</li> </ul>

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.RHSA
Course title	<b>Create your own Company in Recreation and Hospitality</b>
Course coordinator/lecturer	Ben Offringa
Teaching hours	Contact hours: 30 hours Self-study (research, reading and writing): 30 hours Assignment: 50 hours
Mode of delivery (face-to-face/distance learning etc.)	(Guest)lectures, seminars, workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	The student will be able to: <ul style="list-style-type: none"> <li>• Describe the dynamics in the industry;</li> <li>• Understand and define the different characteristics of organizations in the industry;</li> <li>• Design an innovative product/concept for the industry;</li> <li>• Present this concept before a group of investors;</li> <li>• Reflect on the desired professional entrepreneurial attitude.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> <li>• Dynamics in the industry;</li> <li>• Characteristics (of organizations) in the industry;</li> <li>• Professional entrepreneurial attitude;</li> <li>• Personal Development.</li> </ul>
Literature	To be determined
Assessment and criteria	Assignments (report & Dragons' Den).
Prerequisites	<ul style="list-style-type: none"> <li>• Knowledge from the course 'Touchpoints Setting and Process in Recreation &amp; Hospitality';</li> <li>• Knowledge from the course Pricing in Recreation and Hospitality;</li> <li>• Basic knowledge of the industry;</li> <li>• Basic knowledge of experience concepts.</li> </ul>

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.FIN2
Course title	<b>Financial Management 2</b>
Course coordinator/lecturer	Jalal Atai
Teaching hours	25 direct hours
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face lecture, tutorials, workshops and knowledge clips
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• Read, interpret and analyse the financial performance of an organization;</li> <li>• Make relevant financial calculations;</li> <li>• Define and analyse a budget;</li> <li>• Optimize revenues by means of yield and management techniques.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>In this module the following teaching methods are used:</p> <p><b>Lecture (lc):</b> there will be an introduction lecture</p> <p><b>Tutorial (tut):</b> in the tutorials the following subjects will be discussed:</p> <ul style="list-style-type: none"> <li>- Break Even analysis, calculation and chart including safety margin. (Non-) relevant costs;</li> <li>- Budgeting and basics of yield management;</li> <li>- How to deal with overheads: absorption costs and activity-based costing.</li> </ul> <p><b>Seminar (sem):</b> in the seminars students will work on a practical case about finance in the Tourism Business which will cover all the learning outcomes as mentioned above.</p>
Literature	<ul style="list-style-type: none"> <li>• Basics of Financial Management, R. Brouwers MSc and W. Koetzier MSc, Third edition 2015 Noordhoff Uitgevers BV;</li> <li>• Basics of Financial Management Exercises, R. Brouwers Msc and W. Koetzier MSc, Second edition 2015 Noordhoff Uitgevers BV.</li> </ul>
Assessment and criteria	The testing in this module consists of a written exam of 3 hours with open questions. A trial exam will be available in the last week of this module and will be discussed in the last seminar.
Prerequisites	Basic knowledge of the financial statements.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.SMOR-01
Course title	<b>Smart Organization</b>
Course coordinator/lecturer	Carl Grefkens
Teaching hours	Per week: lecture (1 hour), tutorial (2 hours), project meeting (3 hours) The assignment of SMOR is included in the fieldtrip
Mode of delivery (face-to-face/distance learning etc.)	This is a 5-week course including lectures, tutorials, supervised project meetings, a study trip and video clips as part of the self-study program.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Knowledge of lean management principles</li> <li>• Knowledge of processes and different process types</li> <li>• Students can make a visualization of processes (with tools such as IDEF, flowcharts)</li> <li>• Students can formulate (key) performance indicators</li> <li>• Students can analyse processes and can detect bottlenecks in processes. Tools used are value stream mapping, fish bone analysis</li> <li>• Students can measure the impact of bottlenecks in a process (tools used are a.o. Pareto analysis)</li> <li>• Students have learned the basics of process improvement (lean improvement tools)</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Supervised project meetings (teams of 2-3 students)</li> <li>• Tutorials: meetings with 15 students – class assignments</li> <li>• Online clips are used for homework and exam preparation</li> </ul> <p>A study trip is part of this course. Students will perform field research during the study trip. Joining the study trip is a prerequisite for this module!</p>
Literature	
Assessment and criteria	The assessment for this course consists of a written report, made by a team of 3-4 students.
Prerequisites	None.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.OCBR
Course title	<b>Online Consumer Behaviour Research</b>
Course coordinator/lecturer	Jeroen Vinkesteijn
Teaching hours	Per week: Lecture (2 hours), tutorial (2 hours)
Mode of delivery (face-to-face/distance learning etc.)	This is a 5-week course, including, lectures, workshops, unsupervised workshops and video clips as part of the self-study programme. The course focusses on social media during the customer journey of festival-visitors, the quantitative data we (can)get from them and the descriptive statistics (via Excel) we can use.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> <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>• Gather insight in online tourist behaviour</li> <li>• Analyse and monitor online consumer behaviour (social media monitoring)</li> <li>• Understand the social media landscape</li> <li>• Understand new research methods (Web Analytics, A/B testing, etc.)</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Unsupervised workshops</li> <li>• Supervised workshops: meetings with your class to discuss class assignments</li> </ul>
Literature	Research. This is it! (B. Baarda) second edition Social Media To Go 4 <sup>th</sup> edition, to be published 11-2019 (C. Dijkmans and J. Vinkesteijn) publishes by EduPlaza - Webedu.nl
Assessment and criteria	The assessment for this course consists of a written report: first part with a small group, as a result of the tasks in the tutorials - workshops, and an individual part.
Prerequisites	None.

<b>COURSE Optional</b>	
Course code	CITM2.PPDEX
Course title	<b>Personal and Professional Development</b>
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	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Is able to determine learning goals, and based on this, is able to direct his/her own learning and development process</li> <li>• Is able to look back on and identify learning experiences</li> <li>• Has a realistic view of his/her strengths and weaknesses and is able to substantiate this by means of concrete examples</li> <li>• Works in a targeted and structured manner to accomplish self-formulated points for development</li> <li>• Is open to feedback (on his/her own actions) from others</li> <li>• Is able to compile a portfolio, demonstrating creativity, independence and problem-solving skills</li> <li>• Works in a targeted and structured manner to accomplish self-formulated points for development</li> <li>• Displays a critical attitude towards his/her own performance and actions</li> </ul>
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 costs are 35 Euro for student's expenses.
Assessment and criteria	Portfolio and/or digital assignment Pass / Fail assessment.
Prerequisites	None.



<b>COURSE Optional</b>	
Course code	CITM2.DCS
Course title	<b>Dutch Culture and Society</b>
Course coordinator/lecturer	Frederike van Ouwerkerk (coordinator) Geurt Drost / Ellen de Groot / Pieter Piket
Teaching hours	10 hours
Mode of delivery (face-to-face/distance learning etc.)	Lectures and excursion
ECTS credits	2 ECTS
Language	English
Learning outcomes	To apply the knowledge and understanding of Dutch culture and society and tourism obtained in the Dutch Culture and Society course as well as reflect on your own experience of living abroad in the Netherlands.
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> <li>• The lectures will discuss various issues related to Dutch culture and society such as geography, history, sociology, tourism, art history and economics.</li> <li>• Students will individually write a 10-page paper about their view on Dutch Culture and Society and make a video illustrating their view, also used to inform the home front / university about exchange possibilities to the Netherlands</li> <li>• Students can take part in excursions (optional) (cost approximately €150)</li> </ul>
Literature	No special books required. Suggested books will be available from the BUas Library.
Assessment and criteria	Report & video.
Prerequisites	None.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM.LADU1EX
Course title	<b>Dutch for beginners</b>
Course coordinator/lecturer	Harm de Vries and Dick van der Wal
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)	<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 <a href="http://www.dutchgrammar.com">www.dutchgrammar.com</a> <a href="http://www.jufmelis.nl">www.jufmelis.nl</a>
Assessment and criteria	Written exam, containing grammar and communication
Prerequisites	None.