

## Breda University of Applied Sciences

Tourism

### Programme: Tourism Destinations

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

February 3 <sup>rd</sup> , 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.TDSND (block 4)	Stakeholder Network Dynamics	4	2
CITM2.TDTDA (block 5)	Tourism Destination Analysis	4	2
CITM2.TDCD (block 6)	Changing Destinations	4	2
CITM2.FIN2 (block 4)	Financial Management	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 1	2	2
<b>Total ECTS</b>	<b>Semester 2</b>	<b>30</b>	

## Semester 2

COURSE Compulsory/Optional	
Course code	CITM2.TDSND
Course title	<b>Stakeholder Network Dynamics</b>
Course coordinator/lecturer	Geurt Drost
Teaching hours	6 hrs lectures + 10 hrs workshops = 16 hours in 5 weeks
Mode of delivery (face-to-face/distance learning etc.)	Both face-to-face and distance learning (see course content for further info.
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Knowledge: Recognize the character and structure of relations within the tourism system and the multiple connections of a large variety of actors.</li> <li>• Comprehension: Demonstrate knowledge on developments and factors that have an impact on tourism networks</li> <li>• Application: Construct a stakeholder network map using interviews (and app)</li> <li>• Understanding the concept of SMART cities and shed light on current state of art (trends, related to stakeholders)</li> <li>• Illustrating the drivers of change (political, economic, social and technological) that influence stakeholders</li> <li>• Arguing the implications of drivers of change on destinations</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>Stakeholder networks from business / consumer / government perspective, SMART cities, globalization, power relations, drivers of change, technology.</p> <p>Teaching methods: (guest) lectures, workshops, knowledge / instruction clips, self-study, desk research, watching interview video's with tourism stakeholders.</p>
Literature	<p>Academic articles, selected book chapters, blogs.</p> <p>Book: S. Page, J. Connell, Tourism, a modern synthesis, 4<sup>th</sup> ed.</p>
Assessment and criteria	<p>Stakeholder network maps related to the tourism network of Breda showing:</p> <ul style="list-style-type: none"> <li>• The character and structure of relations within the tourism system and the multiple connections of a large variety of actors.</li> <li>• A demonstration of knowledge on developments and factors that have an impact on tourism networks</li> <li>• Proof of analysed interviews / app</li> <li>• Presentation of analysis and conclusion of network map</li> <li>• Individual reflection on key concepts related to the course content</li> </ul>
Prerequisites	Basic knowledge considering the structure of tourism.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.TDTDA
Course title	<b>Tourism Destination Analysis (fieldwork)</b>
Course coordinator/lecturer	Ben Veenstra
Teaching hours	6 hrs lecture/workshops, 20 hrs desk- and 40 hrs field-research.
Mode of delivery (face-to-face/distance learning etc.)	Both face-to-face and distance learning (see course content for further info)
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Knowledge: basic knowledge and understanding of the different parties and/or actors involved in a tourist destination</li> <li>• Comprehension: The internal dynamics and external forces of a destination.</li> <li>• Understanding the cultural background of others and</li> <li>• Illustrating the changes and developments</li> <li>• Application: a destination analysis in a methodical way</li> <li>• Arguing the different (stakeholder) perspectives on the destination.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>Destination Analysis: stakeholder network / internal dynamics / external factors / contextual situation / changes and developments / cultural perspectives.</p> <p>Individual Human Portrait: describing the world of a person working or living in the area.</p> <p>Teaching methods: (guest) lectures, workshops, self-study, desk research, business visits, excursions, field research (interviewing, app usage), and consults.</p> <p>Part of this course is a compulsory fieldwork period in Asia or in the Netherlands.</p> <ul style="list-style-type: none"> <li>- Estimated costs for Fieldwork in the Netherlands is 180 euro</li> <li>- Estimated costs for Fieldwork abroad is 1150 euro</li> </ul>
Literature	Student will apply and use literature and research tools from earlier Tourism Destination course.
Assessment and criteria	<p>Assessment:</p> <p>Destination Analysis Report (DA) 80%</p> <p>Individual Human Portrait (HP) 20%</p>
Prerequisites	Interview techniques. Knowledge of previous courses of Tourism Destinations

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.TDCD
Course title	<b>Changing Destinations</b>
Course coordinator/lecturer	Ingrid Ruijter
Teaching hours	1 lecture, 3 workshops, 2 times consultancy and presentation
Mode of delivery (face-to-face/distance learning etc.)	Lecture, distant learning, Q&A, consultancy, workshops (see course content for further info).
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Student will be able to:</p> <ul style="list-style-type: none"> <li>• to evaluate the outcomes of the Destination Analysis in a critical manner</li> <li>• to analyse and describe an issue connected to the designated area at the field-work destination</li> <li>• to define criteria as a base for validating ideas</li> <li>• to develop ideas for a new product/service/marketing campaign for the designated area at the destination</li> <li>• to design a concept for a (physical) product, service, marketing campaign for the field-work destination</li> <li>• to research the pre-feasibility of the developed concept</li> <li>• to visualize the process and the result of creating the concept</li> <li>• to present the concept to decision makers (public and private stakeholders) in a convincing way.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>Analysing issues at the destination, creating ideas, designing solution (product / service development, marketing campaign), pre-feasibility.</p> <p>Teaching methods: (guest) lecture, consultancy, workshop, Q&amp;A, knowledge / instruction clips, self-study, desk research, brainstorming.</p>
Literature	Literature from previous modules Tourism Destinations.
Assessment and criteria	<p>In pairs:</p> <p>Convincing presentation about product idea in front of investment agency</p>
Prerequisites	Co-creator of the DA in Tourism destination analysis (semester 2) and knowledge of world of destinations, tourism impacts, destination Image and Identity and Tourism Networks Dynamics.

<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 organisation</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 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 3hours 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 fieldwork of Tourism Destination Analysis
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>Students will perform field research during the fieldwork of Tourism Destination Analysis. Joining the fieldwork of Tourism Destination Analysis 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.