Attraction and Theme Park Management

Incoming exchange Spring semester 2019-2020

Key dates

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| **To be decided** | Introduction International students |
| 27 January 2020 | Start Academic Programme |
| 24-28 February 2020 | Spring break |
| 27 April – 4 May 2020 | May holiday |
| 3 July 2020 | End of semester |

Contact person Attraction and Theme Park Management: Ms Margo Askes – Askes.m@buas.nl

Programme Spring Semester 2019-2020

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| **Code** | Title | ECTS | ECTS |
|  |  | Fall | Spring |
| ATPM3.P6MRC-01P | Project Marketing and Communication |  | 10 |
| ATPM3.P6RES-01C | Research project 6 |  | 2 |
| ATPM3.P7MAN-01P | Project Managing Change in Attractions |  | 10 |
| ATPM3.P7RES-01C | Research project 7 |  | 2 |
| ATPM3.PDL2-01C | Professional Development and Leadership |  | 3 |
| ATPM3.ENG7-01C | English 7 |  | 1 |
| ATPM3.ENG8-01C | English 8 |  | 2 |
| **Total ECTS** |  |  | **30** |

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| COURSE – COMPULSORY /OPTIONAL | |
| Course code | ATPM3.P6MRC-01P |
| Course title | Project Marketing and Communication |
| Course organisers | Mr. Klaus Hoven |
| Mode of delivery | Lectures, workshops, group work |
| Language | English |
| Number of EC | 10 |
| Course content | Choosing the right strategy and translate it into the internal objectives and external objectives geared to the guest is one of the most important tasks of the Marketing Manager. This course is related to a few professional competences of which marketing will be put central. In understanding the principles of strategic marketing planning and how to apply quantitative research techniques to gain more insight in consumers to the latest insights in digital marketing tools used for sales promotions and brand engagement. |
| Learning outcomes | To get a good insight in the marketing processes,  the context and market in which attractions and theme parks operate;   strategic marketing planning, and writing a marketing and communications plan;   the development of theme park resorts as tourist destinations;   international marketing of visitor attractions in Europe);   marketing trends and development in the global industry;   online and digital marketing aspects (websites, search engine marketing, social media marketing);   trends in digital and mobile marketing (apps, mobile sites, virtual reality);   to deal with index numbers, macro-economic figures, industry reports. |
| Literature | Kotler, P & John T. Bowen  ***Marketing for Hospitality & Tourism***  Pearson, 2013 ; ISBN10/ 1292020032  ISBN13 /9781292020037  UNWTO  *Handbook on E-marketing for Tourism Destinations* – Fully revised and extended version 3.0 ISBN printed version UNWTO: 378-92-844-1574-8 ISBN electronic version UNWTO: 978-92-844-1575-5 Link to this document is made available in CumLaude |
| Assessment and criteria | 50% individual written exam  50% project report and presentation |

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| COURSE – COMPULSORY /OPTIONAL | |
| Course code | ATPM3.P6RES-01C |
| Course title | Research project 6 |
| Course organisers | Ms Monique Schulte |
| Mode of delivery | Lectures, workshops, group work |
| Language | English |
| Number of EC | 2 |
| Course content | Research will focus on quantitative research design and methodologies. Next to desk research (getting consumer data out of statistical reports, existing marketing reports etc.), it is also important to get reliable consumer insights related to the marketing assignment. During this project you will learn how collect those insights using an online survey. |
| Learning outcomes | To get a good insight into research within the Attraction and Theme Park industry; Furthermore, students will work on insights and skills related to (Marketing) Research:   to gain insights in quantitative research;   to develop a research plan (problem analysis, theoretical framework, research methodology);   to design an online survey using Qualtrics;   to gain knowledge and skills in processing data in SPSS;   to write research factsheets based on the data results of the online survey (using SPSS);   to present and share research factsheets to the group;   to process research results in the marketing plan. |
| Literature | SPSS and Qualtrics |
| Assessment and criteria | Individual assessment  (1): individual SPSS test (50%) and critical research reflection (50%) (min. Grade 4.5, Value 50%)  Group assessment  (2): research factsheet + appendix (min. Grade 4.5, Value 50%) |

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| COURSE – COMPULSORY /OPTIONAL | |
| Course code | ATPM3.P7MAN-01P |
| Course title | Project Managing Change in Attractions |
| Course organisers | Ms Margo Askes/ Mr Bart Stadhouders |
| Mode of delivery | Lectures, workshops, group work |
| Language | English |
| Number of EC | 10 |
| Course content | You will dive deeper into the change process and learn how to manage change. Change has an effect on the stakeholders of the organization. The theories that are provided during the lectures are in close connection with your practical assignment. You are going to work on for a client. |
| Learning outcomes | During this course you will learn what the various steps of a change process are, how to use various business models to make a thorough analysis of the current and desired situation. You will learn how to define change goals, how to write a change management plan of approach. You will gain insight into change transition, the role of leadership  You will learn how to write an advisory report about change management within the Attraction and Theme Park industry |
| Literature | **Making Sense of Change Management, A complete guide to the models, tools**  **& techniques of organizational change**; E. Cameron & M. Green, 4th edition 2015, Kogan Page Limited - ISBN 9780749472580  • **Exploring Strategic Change,** Julia Balogun, Geryy Johnson, ISBN-13: 978-0273708025  • **Learning to change; A Guide for Organization Change Agents,** de Caluwé, L. & Vermaak, H. Kluwer, second edition, June 2006 |
| Assessment and criteria | 50% individual written exam  50% project report and presentation |

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| COURSE – COMPULSORY /OPTIONAL | |
| Course code | ATPM3.P7RES-01C |
| Course title | Research project 7 |
| Course organisers | Ms Monique Schulte |
| Mode of delivery | Lectures, workshops, group work |
| Language | English |
| Number of EC | 2 |
| Course content | The lectures and workshops aim to introduce students into mainly Design Research and next to that Qualitative Research. Students will learn what design research is, what advantages and strengths of  design research are, and they learn to choose and use the best possible method for the assignment. |
| Learning outcomes | After the course students will:  • understand the different concepts and process of design research  • be able to design qualitative research and/or design research  • be able to identify weak and strong points of the different methods  • be able to execute the desired research  • be able to analyse the outcomes of the research  • present ideas/outcomes in a creative way (ACTIVE) |
| Literature | Rooijackers, Marée, Camago-Borges, Weber (2016) Toolkit for Design Research & Interventions. Breda, Raalte: Veldhuis Media.  2. Website: http://nhtv.libguides.com/designresearch  3. Lecture slides |
| Assessment and criteria | Individual assignment: 100%  No structure, apply what you’ve learnt!  Present the research (why, how, what) in a creative way.You can think of a knowledge clip, website, vlog, blog, pictures, movie….  • It should take 5 minutes max (in case of a vlog, movie, clip).• You need to show or tell about:  A. Why (e.g.: relevance, understanding of the challenge, background, management problem)  B. How (show how you did the (design) research: give proof of the TWO methods) (most important!)  C. What (show the results and/or analysis and/or conclusions and/or your advice |

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| COURSE – COMPULSORY /OPTIONAL | |
| Course code | ATPM3.PDL2-01C |
| Course title | Professional Development and Leadership |
| Course organisers | Margo Askes & Bart Stadhouders |
| Mode of delivery | Lectures, Expert lectures, Workshops, Coach meetings, Study trip ( during Project 6) |
| Language | English |
| Number of EC | 3 |
| Course content | During the year, you will work on your personal portfolio which was already started in year 2. The  Portfolio consists of a number of parts and is a helpful tool to track your personal development during the  track. In PDL, an interview must be conducted with a manager in the industry on how to act as a  leader, what skills are needed and what does the daily work consist of.  At the end of Project 6, there is a study trip scheduled. This study trip is part of PDL year 3 which means that you have to conduct assignments during the study trip and add these to your portfolio. |
| Learning outcomes | In PDL year 3 you will gain insight on:   Trends and developments and knowledge of the industry   The importance of group dynamics   Professional job roles in the industry   The importance of intercultural communication in the industry   Networking in the European industry   Define a personal vision on a future role in the industry   Learning goals for year 4 |
| Literature | Given during the workshops |
| Assessment and criteria | The portfolio .  The competency exam ( 30 min) sees to it that you will not only master the separate competences within the  ATPM curriculum, but that you can also understand their use in the profession of an Attractions or Theme  Parks manager.  Each exam is divided into three elements on the basis of:  - Your knowledge of the field of ATPM  - Your view on ATPM and your own performance in  the field relating to the competences  - Developing your long-term vision in the field of  ATPM |

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| COURSE – COMPULSORY /OPTIONAL | |
| Course code | ATPM3.ENG7-01C |
| Course title | English 7 |
| Course organisers | Ms Maaike van de Sande |
| Mode of delivery | Lessons, practice in class, self-study |
| Language | English |
| Number of EC | 1 |
| Course content | English Business Meetings |
| Learning outcomes | Students can hold a marketing meeting based on the input provided by the project. |
| Literature | Available on Cum Laude, online learning system. |
| Assessment and criteria | 5.5 is passing grade. No compensation possible. C1 level of English. |

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| COURSE – COMPULSORY /OPTIONAL | |
| Course code | ATPM3.ENG8-01C |
| Course title | English 8 |
| Course organisers | Ms Maaike van de Sande |
| Mode of delivery |  |
| Language | English |
| Number of EC | 2 |
| Course content | English Business Proposal |
| Learning outcomes | Student can write a professional, engaging business proposal to acquire a job from fellow professionals in the ATPM field. |
| Literature | Available on Cum Laude, online learning system. |
| Assessment and criteria | 5.5 is passing grade. No compensation possible. C1 level of English. |