

## The structure of the First Year

The first year of study consists of six blocks of six weeks each; each block consisting of five lecture weeks and an exam week. Two modules are offered every six weeks. In some of these modules important professional skills are integrated. The modules deal with the knowledge domains that constitute the core of the entire study programme. Apart from these twelve tourism-related modules there are:

- > two modules of English;
- > three modules of another modern foreign language to be elected in block 1.
- > the Personal and Professional Development (PPD) module, which is the connecting thread throughout the year.

Some modules are connected to events, in which you will get to know business practice.

The next table shows an overview of the division of blocks of the First Year. We work in shifts, so the order can change.

Block 1	Block 2	Block 3	Block 4	Block 5	FIELD TRIP FIRST YEAR	Block 6
INTRO TOURISM (Desk research)	CONSUMER BEHAVIOUR	E-BUSINESS FUNDAMENTALS	FINANCIAL MANAGEMENT	TOURISM CONTEXTS		GO GREEN
TOURISM BUSINESS (Professional skills)	EXPERIENCE DESIGN	ONLINE MARKETING & COMMUNICATION (Problem analysis)	E-LAB (Presentation skills)	QUALITATIVE RESEARCH (report writing)		THE GAME
	ENGLISH	MODERN FOREIGN LANGUAGE	MODERN FOREIGN LANGUAGE	ENGLISH		MODERN FOREIGN LANGUAGE
PERSONAL AND PROFESSIONAL DEVELOPMENT						

## **Description of modules as regards content**

This section outlines the course content of the First Year.

### **Introduction Tourism**

The world of tourism and recreation is in a constant state of flux. Once you start operating as a professional, you will notice just how dynamic things are. This has to do with the international character, but also with the multitude of disciplines in the areas of knowledge, understanding and skills which are needed in order to operate successfully in this world. The Introduction Tourism module is a first introduction to this multifaceted industry.

Not only will Tourism and Recreation as a phenomenon be dealt with, but the different sectors, organisations, products and types of consumers will be considered too. This will give you a complete picture of the network of organisations and developments in Tourism and Recreation.

You will acquire this knowledge and understanding by working on assignments, in teams of students and through a structured process. After all, cooperation in this industry is a must, so that's what you will be doing in this module too. Additionally, it is important for students in higher professional education to learn to gather information in a structured manner and subsequently evaluate this information critically. This is what you will practise in the Desk Research classes. And of course, we will venture into practice outside the boundaries of the classroom. You will work on a practical assignment with your team, and develop a programme for a one-day city trip. To this end, you will also carry out desk research. Next, you will actually set out on a site inspection and you will be given a peek behind the scenes at suppliers in the market of urban tourism and recreation. Afterwards, you will deliver a moodboard presentation and you will be given feedback on the result.

### **Tourism Business**

The central objective in this module is to gain insight into the internal organisation of tourism-recreational companies (strategy, culture, processes, personnel policy and entrepreneurship). You will experience what it means to work in this type of organisations. What's at stake here is what organisational structure and culture, HR tools and style of managing and motivating you could apply as a future manager. When HR tools are discussed, the question will be addressed what requirements need to be set on employees. You could, for instance think of training and developing employees, appraising and remunerating employees. You will also gain insight into several positions in the tourism field. Professional Skills seminars will be offered as an integrated part of this module. At the end of this unit of study you will know the theory of essential basic skills and you can apply them. Basic skills are listening, observing, stating a case, giving and receiving feedback.

### **Financial Management**

In the Financial Management module you will learn to understand and reproduce the most relevant financial statements (balance sheet, profit and loss account, cash flow

statement, etc.) and analyse the relation between these financial statements. You will be introduced to concepts such as turnover, procurement costs, operational costs, depreciation, interest costs, repayments, etc. By means of a few simple ratios, you will learn to analyse the financial structure and financial health of a company.

### **E-Lab**

In this hands-on module you will learn by doing. As an E-Lab employee you will experience how important digital technologies are for tourism.

You will be trying out various methods and equipment, creating 'content', analysing results of digital interaction and assessing, for example user-friendliness of websites or apps. Working for real organisations in the tourism, travel, leisure and hospitality industry is very nice, but it requires a professional attitude. You will work in the E-Lab two days a week. This module also includes three training sessions in presentation skills. These skills will be useful to you throughout your entire study programme as well as after graduation.

### **E-Business Fundamentals**

This module addresses the main basic elements from online marketing and e-business. Especially from the viewpoint of commercial operations, we will have a look at online and big data settings. We will pay attention to the main elements of internet, search, websites, domain names, promotion, security and e-mail. Our special focus will be on measuring, benchmark and online monitoring of consumer behaviour. You will be given knowledge of basic principles of using the internet, big data and cross-medial tools in a communicative, commercial and operational way. You directly apply knowledge elements with a number of practical e-tools that you will also encounter in the E-Lab. You will also be awarded the Google certificate Digital Garage that is related to the module in a broader perspective.

### **Online Marketing & Communication**

You will be introduced to the fundamental marketing & communication theory and the marketing planning process. A part of this module is drawing up an online tactical marketing plan and putting new products and services on the market smartly and online. This module will also teach you why you are drawing up a marketing plan. You will learn to think about how you analyse a management problem, how you reformulate it into a research problem and how you use theories and previous research to arrive at a clear research objective and research questions. In doing so, you will lay the foundation for each research project you will be doing and you will learn to take steps taking you from a complex management problem to a clear conceptual framework.

### **Consumer Behaviour**

It is very important to understand consumers these days. This module lays the foundation for the basis of consumer behaviour (terminology, models and processes), which will reappear in later modules during your studies. The module deals with the individual consumer by looking at, among other things, motivation, needs, perception, emotions, attitudes, decision processes and personality. The individual consumer is

influenced by his environment by, among other things, trends, developments and reference groups, which will also be highlighted in this module.

### **Experience Design**

In this module, you will discover what is meant by 'experience economy' and what the importance is of a memorable experience in tourism. Furthermore, the foundation is laid for creating experience value and meaningful concepts and products with attention paid to storytelling. In the skills component emphasis lies on passion, creativity, initiative and flexibility. You will be trained to approach tourism & recreational issues creatively.

### **Tourism Contexts + field trip**

This module builds on the Introduction Tourism module. It focuses on sustainability and cultural awareness / intercultural integrity within the international context. We will examine what these concepts mean precisely and how the tourism sector deals with them. The study trip is an integral part of this module. You will apply the knowledge gained in the module to your field trip destination.

### **Qualitative Research**

This module introduces students to all aspects of qualitative research and interviewing. You will often deal with qualitative research as a future manager. You could think of research into experiences of theme park visitors, or a city's image among visitors making city trips. This module will teach you how you can collect, process and analyse qualitative data responsibly, and of course how you can interpret and report this data. On the basis of exercises and role-plays your lecturer will help to familiarise yourself in their lectures and seminars with this fascinating but difficult form of research.

### **The Game**

In this module you will play a management game confronting you with what entrepreneurship actually means in reality. The module centres around the question asked by entrepreneurs like 'How do I make sure that my company will still exist tomorrow?' Things can get really tough in the real world – in short, it's all about the 'cards', not about the game!

It's about running a real-life business. During this game, you will see who responds the best to unexpected events and changes in the market, which team makes the right decisions, and in the end, which team is the most successful in achieving its objectives.

### **Go Green**

After completing the Go Green module, you will understand that sustainability is not just a matter of implementing a set of technical standards, but primarily requires serious mind-set changes. You will also be able to indicate where tensions (resistance) will occur in change management processes, and how you can overcome these (what's 'done' and 'not done'). You will gain knowledge of and experience in improving a company's sustainability, and learn about (the principles of) sustainability. What's more, you will acquire insights into the whys of corporate social responsibility. You will learn how to specify a problem in concrete blocks, formulate your information need based on

that, and gather information – in a targeted manner – to which you attach relevant conclusions and recommendations. You will report on all these actions in the correct manner. At the end of the module, you – together with the team of your hotel – will deliver a convincing, professional, and formal presentation.

### **Modern foreign languages**

Apart from English, you will opt for one other modern foreign language. You can choose from Dutch (non-Dutch students only), French, German, Spanish, Italian and Chinese. You will have 2 blocks of English and 3 blocks of your elective. In many cases, it will be possible to choose the language at false beginners or advanced level depending on your entry level. Further details about electives will be provided in the first block. The languages offered will be shown in the table below.

We may decide to combine TM and ITM groups for delivering these language modules or not offer the module if student numbers induce us to do so.

### **Personal and Professional Development**

In the PPD module, you will learn to have a critical look at yourself and ask yourself who you are, what you can do, what you want to do and where you are going to. You learn to put yourself in somebody else's position, in another culture and in other situations (empathic skills). You will develop a critical basic attitude and make well-founded choices and further develop your adaptability and problem-solving skills.

Important elements of PPD are self-direction, self-responsibility and reflection.

Reflection has to do with thinking about and gaining insight into oneself.

The PPD programme consists of workshops and individual talks with your coach. Your coach guides you in your personal and professional development, but as your studies progress, you will take over more and more responsibility yourself.

Your coach is the first point of contact if you have any questions or problems relating to your study programme, for example when making study choices or study progress, and if you have any questions or problems of a personal nature.