

Student Handbook First Year Tourism Management 2020-2021



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Yearly schedule 2020-2021

The yearly schedule below is the version of 17 June 2020. No rights can be derived from this version.

ACADEMIC YEAR 2020-2021			
	calendar week	date	TM & ITM year 1
e r s t e s e m e s t e r	36	31/08-04/09	
	37	07/09-11/09	block 1 week 1
	38	14/09-18/09	block 1 week 2
	39	21/09-25/09	block 1 week 3
	40	28/09-02/10	block 1 week 4
	41	05/10-09/10	block 1 week 5
	42	12/10-16/10	exams block 1
	43	19/10-23/10	Autumn holiday
	44	26/10-30/10	block 2 week 1
	45	02/11-06/11	block 2 week 2
	46	09/11-13/11	block 2 week 3
	47	16/11-20/11	block 2 week 4
	48	23/11-27/11	block 2 week 5
	49	30/11-04/12	exams block 2
	50	07/12-11/12	block 3 week 1
	51	14/12-18/12	block 3 week 2
	52	21/12-25/12	Christmas holiday
53	28/12-01/01	Christmas holiday	
t w e e d e s e m e s t e r	1	04/01-08/01	block 3 week 3
	2	11/01-15/01	block 3 week 4
	3	18/01-22/01	block 3 week 5
	4	25/01-29/01	exams block 3
	5	01/02-05/02	
	6	08/02-12/02	block 4 week 1
	7	15/02-19/02	Spring holiday / resits block 1-2-3
	8	22/02-26/02	block 4 week 2
	9	01/03-05/03	block 4 week 3
	10	08/03-12/03	block 4 week 4
	11	15/03-19/03	block 4 week 5
	12	22/03-26/03	exams block 4
	13	29/03-02/04	block 5 week 1
	14	05/04-09/04	block 5 week 2
	15	12/04-16/04	block 5 week 3
	16	19/04-23/04	block 5 week 4
	17	26/04-30/04	block 5 week 5
18	03/05-07/05	May holiday	
19	10/05-14/05	exams block 5	
20	17/05-21/05	block 6 week 1	
21	24/05-28/05	block 6 week 2	
22	31/05-04/06	block 6 week 3	
23	07/06-11/06	block 6 week 4	
24	14/06-18/06	block 6 week 5	
25	21/06-25/06	exams block 6	
26	28/06-02/07	resits block 4-5	
27	05/07-09/07	resits block 6	
28	12/07-16/07	binding recommendation	
29	19/07-23/07	Summer holiday	
30	26/07-30/07	Summer holiday	
31	02/08-06/08	Summer holiday	
32	09/08-13/08	Summer holiday	
33	16/08-20/08	Summer holiday	
34	23/08-27/08		
35	30/08-03/09		
36	06/09-10/09	week 1 Academic year 2021-2022	

1 Content and format of the degree programme

1.1 Introduction

The Tourism Management programme is a higher professional education programme and prepares students for the industry. Upon completion of the programme, students have sufficient baggage for a starter's position in an international field, and conditions should be created for working their way up to higher managerial positions.

1.2 Vision of education: the hybrid model on the basis of core tasks and learning outcomes

The educational vision of the Academy for Tourism is a hybrid one. Physical learning (face-to-face learning) and online, digital or virtual learning are blended. This is called 'blended learning' and can take place both individually and in groups.

The basis

In our academy you will be trained to become a tourism professional in 4 years' time. As an employee of an organisation or as an independent entrepreneur, a tourism professional contributes to facilitating tourism. This requires specific knowledge and skills as well as an open and proactive attitude. The tourism professional has an inquisitive attitude, is broadly oriented, innovative and able to lead; the wishes of the consumer or client are central, in which hospitality and service orientation are of paramount importance.

In a rapidly changing world, the tourism professional is capable of applying new technologies to tourism products and services in a commercial and socially responsible (sustainable) way. National and international cooperation, across the boundaries of one's own sector and with respect for any country or company cultures different from one's own culture, is indispensable in this respect.

Learning environment

The powerful design of the learning environment is based on the fundamentals of professional practice in an international context. The framework used is the concept of a 'learning community'. Learning in the learning community takes place in an active and social process of cooperative learning where students, lecturers and industrial partners are the driving force.

Students will be provided with authentic company assignments, and they will be introduced to the professional field and offered an extensive programme of company visits, visits to trade fairs, work placements and the field trip.

Activating education

The vision of the academy is that for activating education all students' senses should be stimulated as much as possible. Within the curriculum, innovative resources will be used to activate students and let them learn. To this purpose, digital didactics will be used that fits in with learning objectives and study activities.

Flipped-classroom model

In the flipped-classroom model students prepare for physical contact moments, so that the lecturer can focus on applying and processing the course material more deeply during contact hours. Students can also further internalise the course material afterwards. This is the reversed order (hence, the name 'flipped') of the traditional educational model, in which students are firstly introduced to the course material during contact hours and afterwards, digest it.

1.3 First-year Curriculum of Tourism Management 2020-2021

	Modules / Languages / PPD	Osiris codes	Credits (ECTS)
CLUSTER MODULES	Intro Tourism	CITM1.INTO-01	4
	Tourism Business	CITM1.TOBU-01	4
	Financial Management	CITM1.FIN-01	4
	E-Lab	CITM1.ELAB-02	4
	E-Business Fundamentals	CITM1.EBFU-01	4
	Online Marketing & Communication	CITM1.OMC-02	4
	Consumer Behaviour	CITM1.COBE-02	4
	Experience Design	CITM1.EXDE-01	4
	Tourism Contexts	CITM1.TOCO-01	4
	Project Research and Design 1	CITM1.PRD1-01	4
	Project Research and Design 2	CITM1.PRD2-01	4
	The Game	CITM1.GAME-01	4
CLUSTER LANGUAGES	English 1	CITM.LAEN1-01	2
	English 2	CITM.LAEN2-02	2
	Modern foreign language	Diverse codes*	2
	Modern foreign language	Diverse codes*	2
	Modern foreign language	Diverse codes*	2
PPD	Personal and Professional Development 1	CITM1.PPD1-03	2
TOTAL			60

Language modules	Osiris codes
Spanish beginner	
Spanish-1	CITM.LASP1B-01
Spanish-2	CITM.LASP2B-01
Spanish-3	CITM.LASP3B-01
Spanish advanced	
Spanish-11	CITM.LASP11A-01
Spanish-12	CITM.LASP12A-01
Spanish-13	CITM.LASP13A-01
French advanced	
French-3	CITM.LAFR3A-01
French-4	CITM.LAFR4A-01
French-5	CITM.LAFR5A-01
German advanced	
German-4	CITM.LAGE4A-01
German-5	CITM.LAGE5A-01
German-6	CITM.LAGE6A-01
Dutch regular	
Dutch regular-1	CITM.LADUR1-01
Dutch regular-2	CITM.LADUR2-01
Dutch regular-3	CITM.LADUR3-01

1.4 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. The project "Research and Design 1 & 2" runs in block 5 and 6.

Apart from these 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 1 (PPD1) module, which is the connecting thread throughout the year.

Before the lectures start, you will have been divided into a class consisting of some 18 students. The group will be composed randomly but nationalities will be equally divided and there will be an equal proportion of men and women. Class division will remain unchanged in the first three blocks. After the third block, students can be divided into new groups.

The next table shows an overview of the division of blocks of the first year.

Block 1	Block 2	Block 3	Block 4	Block 5		Block 6
INTRO TOURISM (Desk research)	CONSUMER BEHAVIOUR	E-BUSINESS FUNDAMENTALS	FINANCIAL MANAGEMENT	TOURISM CONTEXTS	F I E L D T R I P	THE GAME
TOURISM BUSINESS (Professio- nal skills)	EXPERIENCE DESIGN	ONLINE MARKETING & COMMUNICA- TION (Report writing)	E-LAB (Presentation skills)	PROJECT Research and Design 1		PROJECT Research and Design 2
	ENGLISH	MODERN FOREIGN LANGUAGE	ENGLISH	MODERN FOREIGN LANGUAGE		MODERN FOREIGN LANGUAGE
PERSONAL AND PROFESSIONAL DEVELOPMENT						

1.5 Description of modules as regards content

This section outlines the course content of the First Year. Every module description states the number of credits (ECTS).

Introduction Tourism (4 credits)

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 (4 credits)

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 (4 credits)

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 (4 credits)

E-Lab is a working and learning environment for first-year Tourism students. For a duration of five weeks, you will work two days a week in the E-Lab on assignments focusing on consumers and companies in tourism.

In the E-Lab you will set to work with online applications. You will develop a mock-up for a tourism app, discover how algorithms work, build a website, make a 360° film, infographics and animation videos. You will do research online and analyse social media. You will experience how accessible digital tools are and also how important digital tools are in terms of sharing information and making contact with clients. Issues you will address include: How do you inform tourists digitally? How do tourists perceive online tools? How do you create engagement via games and social media? How do you learn more about tourists using online tools?

E-Business Fundamentals (4 credits)

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 (4 credits)

You will be introduced to the fundamental marketing and communication theory and the marketing planning process. You will draw up an (online) tactical marketing plan in a team and acquire knowledge in smart and online marketing of new products and services. You will learn why you draw up a marketing plan. You will be confronted with a management problem and learn how to collect market research and marketing information for this.

Consumer Behaviour (4 credits)

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 (4 credits)

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 (4 credits)

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 field trip is an integral part of this module. You will apply the knowledge gained in the module to your field trip destination.

Project Research and Design 1 & 2 (2 x 4 credits)

Research skills are the central theme of the Research and Design 1 & 2 project. In all jobs in the tourism industry, you will have to deal with research to a certain extent. You need research, for instance, to solve a concrete problem such as falling bookings, or when you want to gain an insight into how to reach certain groups of clients, how an organisation can set itself apart from its competitors, or you want to find out how much of your content is being read, or perhaps you want to test some new innovative ideas. The Research and Design 1 & 2 project will teach you to adopt an investigative, critical and inquisitive attitude. You will see how research plays a role in developing various professional products. In addition, you will learn to assess and apply the knowledge from other people's research and you will experiment with different research methods and techniques to conduct your own research. The project lays the foundation for your research skills, which you will further develop and apply in other modules during the rest of your studies.

The Game (4 credits)

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.

Modern foreign languages (in total 10 credits)

Apart from English, you will opt for one other modern foreign language. You can choose from Dutch (non-Dutch students only), French, German and Spanish. You will have 2 blocks of English and 3 blocks of your elective. Spanish is offered at beginners and advanced level, German and French at advanced 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 (NL) and TM groups for delivering these language modules or not offer the module if student numbers induce us to do so.

Languages	Levels	Entry requirements
English	Advanced	Final exam
German	Advanced	Final exam <i>havo/vwo/mbo</i>
French	Advanced	Final exam <i>havo/vwo/mbo</i>
Spanish	Beginner	No previous knowledge required
Spanish	Advanced	At least 1 year of Spanish or Final exam <i>havo/vwo</i>

The level of *mbo* graduates is heterogeneous, so tailor-made courses are offered.

Personal and Professional Development 1 (2 credits)

In the PPD1 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 and what you need for that. You learn to put yourself in somebody else's position, in another culture and in other situations (empathic skills). You will develop your learning ability. You will develop a critical basic attitude and make well-founded choices and further develop your adaptability and problem-solving skills.

Important elements of PPD1 are self-direction, self-responsibility and reflection. Reflection has to do with thinking about and gaining insight into oneself.

The PPD1 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.

2 Marking scheme

2.1 General

Students can obtain 60 credits in the First Year. How these credits are divided over the various units of study is stated in the curriculum.

The curriculum in section 1.3 will show how the various modules are clustered.

2.2 Pass mark: requirements to obtain your first-year certificate

You will earn your first-year certificate if you have obtained 60 credits. The following conditions apply:

- > A maximum of 10 credits may be compensated; a maximum of two units of study from the cluster Modules and one unit of study from the cluster Languages;
- > The following applies to compensating credits: you have obtained a final mark between 4.5 and 5.4 for a module. You may compensate this final mark with another module within the same cluster for which you have obtained a final mark 6.5 or higher. You will be awarded your credits by this compensation rule. These credits will only be awarded in Osiris if you have passed all units of study of the First Year;
- > An insufficiency for the Personal and Professional Development module cannot be compensated;
- > All other units of study must be completed with sufficiencies.

The curriculum in Section 2.4 will show how the various modules are clustered.

2.3 When will you NOT be allowed to pass to Year 2 (Negative Binding Recommendation)?

You will be given a negative binding recommendation regarding the continuation of studies if you have not obtained your first-year certificate in the round-off week (July 2021) and there are no personal circumstances.

Being given the negative binding recommendation means that you are no longer allowed to continue your course of studies in Tourism Management and that you are no longer allowed to register again for the same programme nor its Dutch-taught equivalent.



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



Mgr. Hopmansstraat 2
4817 JS Breda

P.O. Box 3917
4800 DX Breda
The Netherlands

PHONE
+31 76 533 22 03

WEBSITE
www.buas.nl

DISCOVER YOUR WORLD