

**Breda University of Applied Sciences**

Tourism

**Programme: Tourism Management**

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 The Netherlands

**Contact person**

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

February 7 <sup>th</sup> , 2022	Kick-off International Students
February 7 <sup>th</sup> , 2022	Start semester
February 28 <sup>th</sup> till March 4 <sup>th</sup> 2022	Spring holiday
May 2 <sup>nd</sup> till May 6 <sup>th</sup> 2022	May holiday
June 20 <sup>th</sup> till June 24 <sup>th</sup> 2022	Exam week
June 27 <sup>th</sup> till July 8 <sup>th</sup> 2022	Resit weeks
July 8 <sup>th</sup> 2022	End of Program semester

*Please note dates can be subject to change, depending on the year planning*

**2. Programme**

Code	Title	ECTS	Semester
CITM2.SOTA (block 4)	State of the Art	4	2
CITM2.OCBR (block 4)	Online Consumer Behaviour Research	4	2
CITM2.LC (block 5 & 6)	Learning Community: Fieldwork & Project	8	2
CITM2.SMOR-01 (block 5)	Smart Organization	4	2
CITM2.TDDII (block 6)			
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

<b>COURSE Compulsory/Optional</b>	
Course code	CITM2.SOTA
Course title	<b>State of the Art</b>
Course coordinator/lecturer	Rob Simons
Teaching hours	Per week (guest)lectures and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>After successfully completing this module the student:</p> <ul style="list-style-type: none"> <li>• has knowledge about relevant trends and developments in the areas of technological and digital innovation.</li> <li>• has insight in how these trends and developments have an impact on the organisation and marketing strategy.</li> <li>• is able to write a literature study.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>We live in a time in which technological developments are not just continuously developing, but they are speeding up. Perhaps even at a mind-boggling pace (Cap Gemini, 2015). The proliferation of (mobile) internet access and the emerging cognification of all objects around us (Bates Ramirez, 2017) are just a few examples of how the world around us is changing. It is therefore crucial to develop a general awareness of some of these possibilities and understand how they might influence society as a whole and the tourism industry in particular. The next generation of tourism professionals will be faced with these developments and it is their task to turn them into opportunities for the businesses and organizations they work for. In the module <b>State of the Art</b> we explore a broad range of state of the art topics that cover the areas of tourism, marketing, and technology.</p> <p><b>Keywords:</b> trends &amp; developments, block chain, artificial intelligence, chatbots, machine learning, Internet of Things, biometrics. wearables, games in tourism</p>
Literature	A mix of articles and online materials such as blogposts and videos is provided per weekly topic.
Assessment and criteria	The course is assessed via a portfolio consisting of the weekly individual and group assignments.
Prerequisites	n.a.

<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	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 Compulsory/Optional</b>	
Course code	CITM2.LC
Course title	<b>Learning Community: Fieldwork &amp; Project</b>
Course coordinator/lecturer	Marco van Leeuwen
Teaching hours	t.b.d.
Mode of delivery	Blended learning
ECTS credits	8 ECTS
Language	English
Learning outcomes	<p>In the Learning Community (LC) blended learning will be firmly embedded, the learning outcomes of the LC is based on doing Fieldwork at a certain destination.</p> <p>Key elements of the LC are;</p> <ul style="list-style-type: none"> <li>- creativity,</li> <li>- research skills,</li> <li>- scenario studies,</li> <li>- consumer travel behaviour and</li> <li>- the changing environment of destinations and travel and leisure businesses.</li> </ul> <p>Fieldwork and the accompanying tourism partners and stakeholders from our tourism industry network are aligned to the LC. The assignment of this learning community is a product.</p> <p>The LC is developed around our tourism industries from the field of destinations, travel industry and recreation &amp; hospitality.</p> <p>Possible company visits during the fieldwork and visits to partner universities will be offered, when possible.</p> <p>Based on the fieldwork of your choice the expected costs for the fieldwork experience will be around €300 to €1200. More information will be provided directly at the start of semester 2.</p>
Course Content (incl. planned learning activities and teaching methods)	t.b.d.
Literature	t.b.d.
Assessment and criteria	t.b.d., most likely a written report and/or presentation
Prerequisites	

<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	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.

COURSE Compulsory	
Course code	CITM2.TDDII
Course title	<b>Destinations: Identity &amp; Image</b>
Course coordinator/lecturer	Martijn Smeenge
Teaching hours	25 hours in five weeks.
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face (see for further info: Course content)
ECTS credits	4 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Gain insight in identity and image of a destination (e.g. DNA. USP's, ESP's, culture).</li> <li>• Ability to find rich information online (by using netnography) as well as in reality (by using in-depth interviewing techniques)</li> <li>• Collect knowledge about the cultural identity and differences of a destination.</li> <li>• Gain insight in tacit knowledge, the cultural identity and differences within or of a destination.</li> <li>• Become acquainted with customer behaviour in their decision-making process regarding image of a destination.</li> <li>• Ability to share responsibility, cope with setbacks and enlarge empathic ability.</li> <li>• Add different perspectives, able to apply self-reflection.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> <li>• Destination identity &amp; image, DNA, USP's, ESP's, values, intercultural sensitivity</li> <li>• Teaching methods: (guest) lectures, workshops, knowledge clips, self-study, desk research, field research</li> </ul>
Literature	Articles, book chapters, blogs, etc. about the course content mentioned above
Assessment and criteria	<ul style="list-style-type: none"> <li>• Assessment: presentation + portfolio</li> <li>• Criteria will be formulated in the study guide</li> </ul>
Prerequisites	Basic knowledge about tourism and qualitative research

<b>COURSE Optional</b>	
Course code	CITM2.PPDEX
Course title	<b>Personal and Professional Development</b>
Course coordinator/lecturer	Tessy Verhoeven / Sandra Gerrits
Mode of delivery	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 36 Euro for student's expenses, to be completed and paid before the start of the course.
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	Lectures
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> </ul>
Literature	No special books required. Suggested books will be available from the BUAs Library.
Assessment and criteria	Presentation, report & a short 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 Cindy Winters
Teaching hours	3 hours per week (for 5 weeks)
Mode of delivery	Seminars
ECTS credits	2 ECTS
Language	As much as possible in Dutch. English when needed.
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.