

# Study Manual 2021-2022

## MSc Leisure and Tourism Studies

Academy for Leisure & Events (ALE)

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# 1 Analyzing Leisure Interactions (ALI)

Master of Science Leisure and Tourism Studies, Semester 1

## 1.1 Brief description of contents

This course consists of three parts in which theories and concepts related to leisure, leisure behavior, leisure interactions play an important role: Lectures on practice approaches and core concepts of leisure studies (Part 1), the Individual reading programme (Part 2) and the Landscapes (Part 3).

In the first part of this course, in Term A, students will become familiar with leisure interactions from different theoretical perspectives and how core components of leisure as a concept and as a practice can be analyzed. There will be six lectures before the autumn break, once a week. The first lecture will outline the set-up of the course and will introduce the Leisure Practice Approach and other social practice approaches. The second lecture will discuss related work, namely the theory on interaction rituals of Randal Collins. In the third meeting groups of students will apply the theories discussed so far to construct a research framework for a leisure activity chosen and prepared by themselves. In lectures 4, 5 and 6 we will analyze the role and potential of leisure in postmodern society, several core component concepts (such as freedom, identity, meaningful experiences, and storytelling), and ideas about the future of leisure studies as a discipline. In the lectures linkages will be made with the content of the books of the individual reading programme (i.e. part 2 of the ALI course).

After the autumn break, Term B, students participate in a thematic group or Landscape, which forms Part 3 of the course. You can choose one of three topics: (1) Landscape of New media, (2) Landscape of Authenticity or (3) Landscape of Happiness. The Landscapes include six sessions – once a week - in smaller groups (15 students maximum), with a more intensive working style including students presenting and discussing literature, allowing for a more in-depth exploration of the topic of the landscape. Depending on the number of students, the number and the content of the Landscapes may vary every year. The choice for one of these Landscapes has to be approved before the autumn break.

## 1.2 Learning goals

This course aims to consolidate the knowledge of the theoretical foundations of, and theory development in the academic field of Leisure Studies and leisure sectors such as culture, tourism, sport, wellness, media and theme parks.

On completion of this course, students should have a thorough understanding of:

- The theoretical foundations of and theory development in the academic field of Leisure Studies;
- The role of leisure, leisure practices, interaction rituals and the component concepts of leisure in the network society;
- Theory development in leisure sectors such as culture, tourism, sport, wellness, media and theme parks.

## 1.3 Testing and evaluation

There will be an individual oral examination (60% of the final mark) in January, on the basis of the personal reading list plus the content of the plenary lectures. Another 40% of the mark will be based on the assessment of the presentation in the workshop, contribution to workshop discussions and the paper for the Landscape. The student is not allowed to obtain a mark lower than a 5.5 for a component.

## 1.4 Practical information

Credits: 6 ECTS  
Work load: 168 hours  
Contact hours: 25 hours  
Duration: 14 weeks

# 2 Experience Marketing in Leisure and Tourism (EMLT)

Master of Science Leisure and Tourism Studies, Semester 1

## 2.1 Brief description of contents

This module aims to integrate academic skills (methods and techniques of research) with marketing techniques and market research in the leisure and tourism sector. Society, and particularly the leisure and tourism industry, has transformed into an 'experience economy' with consumers wanting to have special experiences during their spare time. This requires organisations to understand their customers' needs and identify opportunities for creating experiences. Market research can serve as an important tool in collecting data on consumers' wishes. The course will provide an overview of concepts relevant to the experience economy, constructs to measure experiences, survey research techniques, and market research that students will use to conduct empirical research (a web survey) to relate theory and practices with leisure and tourism marketing.

More specifically, groups of 2 students carry out empirical consumer research at an organisation operating in the leisure sector. During this course the entire research process is carried out. The students are responsible for finding a commissioner. Students begin with the translation of the general problem into a theoretically founded research question and subsequently they proceed with the selection of the appropriate survey questions in order to answer the research question.

Collection of data takes place by means of a web survey answered by consumers from the organisation chosen. Subsequently these surveys are analysed on the basis of methodologically sound techniques. The research results need to lead to warranted conclusions and concrete recommendations for management or policy. Contribution to theory is also considered crucial.

## 2.2 Learning goals

On completion of this course, students should be able to

- write a theoretical paper about leisure experience marketing concepts
- set up a study (formulate research questions, describe a research methodology, know how to operationalize constructs)
- carry out a study (know how to conduct a web survey)
- report about a study (analyse data, show their academic skills and critical capacities by interpreting the results, by writing a conclusion about the results, and by discussing the results)

## 2.3 Testing and evaluation

The research results are reported in an academic paper. This paper contains the following parts: introduction (including research questions), literature review (theoretical background, hypotheses), research method (including data-collection, measures), data-analysis and description results, conclusion and discussion, references. The paper consists of a maximum of 5.000 words (excluding references).

Although the students work together in their study, the paper contains some separate parts which are written on an individual basis: (1) each student describes a specific theoretical background related to one or more specific research questions, (2) each student describes the results related to one or more specific research questions. The individual components contribute to 50% of the mark. The other parts form the other 50% of the mark. In order to pass the course, the minimum final grade is 5.5.

## 2.4 Practical information

Credits:	6 ECTS
Work load:	168 hours
Contact hours:	25 hours
Duration:	14 weeks

# 3 Imagineering as Strategic Design of Leisure Organizations (ISDLO)

Master of Science Leisure and Tourism Studies, Semester 1

## 3.1 Brief description of contents

According to Whipp (1996:273) “narrow conceptions of strategy have been allowed to dominate” the strategy discourse, projecting strategy as rational and calculable. However, a growing group of researchers argue that strategy is “elusive” and “complex”. This clearly applies to leisure organizations as they are intrinsically complex and embedded in wider historical, political and economic contexts (Critchler et al., 1996). As growing complexity in society requires reconceptualization of the role of strategy in organizations from strategic planning to strategic design (Montuori, 2003), studying the complexity of strategy in leisure organizations is an interesting perspective to unravel the elusiveness and complexity of strategy in general.

The purpose of this course is to develop a ‘complex’ understanding of strategy and to present and argumentatively criticize Imagineering as a method of strategic design in leisure organizations. In the first part of the course we will discuss theoretical perspectives on strategy and its evolution as a phenomenon and in the second part we will unravel practice through empirical hermeneutic investigation (individual) of the understanding of strategy-making by leisure managers in the Netherlands and/or worldwide.

## 3.2 Learning goals

On completion of this course, students should be able to:

- Show a deep understanding of complexity science, Imagineering, management strategies and business implications in a complex context which is typical for the leisure & creative industries.
- Critically evaluate strategies in leisure organisations in practice and to advise strategists on the value, opportunities and implications of strategic design and the method of Imagineering.
- Critically reflect on leadership approaches for strategic management and the increasing importance of leading people and organisations in the corporate world.
- Conduct self-directed design research in a chosen leisure organisation in order to identify the use of Imagineering as a strategic managerial approach and provide recommendations to implement Imagineering as a strategic entity to address complexity in leisure & creative industries.

## 3.3 Testing and evaluation

There will be an individual take home test at the end of part 1 (50%) and an individual report (30%) and an individual presentation (20%) at the end of part 2 based on the research implemented (as described above). The student is not allowed to obtain a mark lower than a 5.5 for a component. No compensation is allowed.

## 3.4 Practical information

Credits: 6 ECTS  
Work load: 168 hours  
Contact hours: 21 hours  
Duration: 14 weeks

# 4 Leisure, Creativity and Space (LCS)

## Master of Science Leisure and Tourism Studies, Semester 1

### 4.1 Brief description of contents

This course deals with the interlinkages between leisure, creativity and space. Within the framework of the leisure triangle, attention is paid to the interactions and relationships between content (leisure, culture, creativity) and context (cities, public space, events, tourism). The course aims to build awareness and a deep understanding of the changing role of leisure/cultural facilities in shaping the sustainable quality and identity of spaces and places.

The course will involve students with theories concerning notions of space and place in the 'informational' or 'network' society. In addition, students will familiarize themselves with theories concerning the changing role of leisure in the formation of urban spaces and the role therein of types of policy coalitions (e.g. urban regime theory).

### 4.2 Learning goals

On completion of this module, students should be able to:

- show an in depth appreciation of the role of contexts of leisure (enjoyment, entertainment, play, consumption, creativity) in the development/transformation of spaces and places in the current network society;
- have a deep understanding of theories concerning place making processes and the role of leisure and creativity therein;
- show an awareness of the development of the global/transnational leisure/cultural industries and the network dynamics responsible for their interdependencies;
- exhibit a broad knowledge of theory and research concerning the comparative role of policy making in mediating between global developments in the leisure/cultural industries and the local distribution/creation of leisure/cultural functions.

### 4.3 Testing and evaluation

The assessment of the course will take place through a take-home exam. In order to pass, the minimum grade per component should be 5.5.

### 4.4 Practical information

Credits: 6 ECTS  
Work load: 168 hours  
Contact hours: 26 hours  
Duration: 14 weeks

# 5 Understanding Leisure and Tourism Attractions and Events (ULTAE)

Master of Science Leisure and Tourism Studies, Semester 1

## 5.1 Brief description of contents

Events and attractions are important mechanisms for embedding leisure content and processes in specific places. The embedding of content, and the process by which it is designed (e.g. Imagineering or service design) form important elements in the distinction of places. For example the Eiffel Tower or Disneyland both add to the distinctiveness of Paris as a place, helping to anchor flows of people, images and investment. While attractions often have an important spatial dimension (location, size, accessibility), events also add a temporal dimension to place; as mechanisms for concentrating attention, drawing people or providing a creative space.

Events and attractions acquire meaning through their consumption and reproduction. Edensor has argued that attractions are effectively 'performed' by their visitors, an echo of the earlier thoughts of MacCannell, who saw visiting attractions as part of a modern pilgrimage, a modern ritual. Because they are usually specifically designed for leisure and tourism consumption, their authenticity has been an important discussion in the leisure and tourism literature.

These observations underline the fact that events and attractions are far more than facilities to be managed: they are social constructions that both reflect and influence how contemporary society functions. Understanding events and attractions therefore involves a range of basic social theory that helps us to conceptualise and analyse the relationships between events, attractions and the society that creates and consumes them.

This course will therefore cover a range of fundamental themes in the study of attractions and events, such as: Interaction Ritual Chains, Network society, Relational aesthetics, Authenticity, Performance, Stakeholder theory and Storytelling. These issues will be explored in a range of different contexts, including: cities, regions, theme parks, heritage attractions, museums and events.

## 5.2 Learning goals

This course is designed to familiarize students with the role of leisure and tourism attractions and events as essential nodes in the network society. Students will attain an understanding of how attractions and events order and re-order the spatial and temporal dimensions of networks, and the practices that are associated with the function of attractions and events within networks. By the end of the course students should be able to analyse the role of individual attraction and events, as well as attraction and event clusters, in producing a range of economic, social and cultural outputs for the contexts in which they are organized. These learning objectives will be tested through a duo assignment and a written examination.

On completion of this course, students should be able to:

- show a thorough understanding of the challenges leisure and tourism organisations are confronted with in today's global and fast changing environment;
- show a thorough understanding of theories of relating to attractions, events and networks, and their applicability in the leisure and tourism sectors;
- critically reflect on the role of networks in leisure and tourism attractions and events through the development and execution of a qualitative empirical research, using methods such as online ethnography and network analysis, and provide sound conclusions and recommendations.

### 5.3 Testing and evaluation

The assessment of the course will take place through a written examination (50%) and an individual assignment (50%). The student is not allowed to obtain a mark lower than a 5.5 for a component.

### 5.4 Practical information

Credits:	6 ECTS
Work load:	168 hours
Contact hours:	30 hours
Duration:	14 weeks

# 6 Seminar Leisure Studies (SEM) & Master's thesis (THESIS)

## Master of Science Leisure and Tourism Studies, Semester 1 & 2

### 6.1 Brief description of contents

In the thesis trajectory, students develop their individual research project. With the individual research project, resulting in a research report, students finish the master's programme. The thesis provides proof that students have reached the expected end level as formulated in the exit qualifications. The trajectory starts in autumn with reflecting about possible topics, involves the writing of a research proposal, and results in a research report. The topics connect with research done by staff members, that is, in the fields of Storytelling and Consumer experience, Imagineering, Placemaking and Events.

#### Process

The thesis trajectory is divided into a seminar (semester 1) and the actual thesis writing (semester 2). The trajectory starts in autumn with presentations of research themes of staff members, who will supervise a thesis in their field of expertise. Before the supervision (in seminar groups) starts and to facilitate the choice of the students for a thesis subject, in September/October the staff members introduce the students into a variety of themes. The themes are research areas of the lecturers and/or themes the lecturers have a particular knowledge of or have a particular interest in. These themes are linked to the content of the master's courses. Taken together, these themes provide the students with an overview of recent developments in leisure theory and research and represent the range of subjects on which students can write their master's thesis. After the speed date sessions, matches are made between students and supervisors.

After determining the topic and supervisor, students will work towards their Individual Thesis Proposal (ITP). This process is guided by the supervisor. The aim of the supervision after the Autumn break is to provide a context to start, stimulate, structure and discuss the individual thesis projects. Students read relevant literature, initially suggested by the lecturer. However, during the process the students can introduce new texts or ask the lecturer to provide literature on specific theories or perspectives regarding the topic. If possible group discussions are meant to lead to a more profound understanding of the topic and an overview of the relevant literature, theories, research findings and perspectives regarding the theme. This stage thus prepares the students for their master's thesis, by focusing on their own, independent contribution to one of the themes of the Leisure and Tourism Studies' research programme. In addition, the students' methodological knowledge and skills will be refreshed, focusing on the merits of the various research methods in relation to the research topic.

Students are relatively free to choose how to elaborate the core theme, which theoretical perspective to use, and also which methods to apply. However, acceptance of proposed themes/theories/methods will depend on both the existing knowledge and expertise of the student, as well as on the availability of qualified staff to supervise the project.

After the completion and approval of their Individual Thesis Proposal students start working on their thesis in the second semester. The Master's Thesis Leisure Studies offers students the opportunity to prove that they are able to conduct academic research independently and have the skills to produce a scholarly text that is transparent and fruitful for the development of academic knowledge and strategic policy-making in the field of Leisure and Tourism Studies. The thesis meets the academic criteria of literature search, theory processing and development, implementing research, either quantitative or qualitative, preferably with a cross- or transnational dimension, drawing conclusions, a critical attitude towards one's own work and the work of others, writing and communicating about one's project and its (policy) implications.

## 6.2 Learning goals

### Seminar Leisure Studies

On completion of this course, students should be able to:

- Show an active and in depth appreciation of the international and current state of the art in theory and research with regard to a specific leisure and tourism studies' research topic (derived from the central theme of the Leisure in the Network Society research programme, in which the research groups of Storytelling, Imagineering and Place-making come together, related to the content, context and process of leisure practices);
- Develop a critical, well-founded and well-documented standpoint with regard to scientific and social issues in the field of leisure research, possibly on the basis of incomplete data and an incomplete theory development, and present and defend that standpoint both orally and in writing, and if necessary change it;
- Translate an evaluation of developments in the field of leisure and tourism theory and research with regard to a pre-formulated research question into a concrete, both scientifically and socially relevant Individual Thesis Proposal (including a choice of relevant theories, the development of a conceptual framework with sub questions or hypotheses, the choice of adequate research methods and techniques).

### Master's Thesis Leisure Studies

On completion of their thesis work, students should be able to:

- Design and carry out an empirical research project in the field of leisure and tourism studies, in the first place developed on the basis of an evaluation of developments in theory and research, but possibly also relevant to practical leisure-related issues, and the strategic decision-making process related;
- On the basis of that write a research report, giving a well-documented and reflexive account of the research done, both in terms of the theories and the methods used, and of the scientific and strategic results arrived at;
- Accurately and reflexively present and reflect on the research findings, conclusions and recommendations in their master's thesis.

## 6.3 Testing and evaluation

### Seminar Leisure Studies

The Individual Thesis Proposal should be handed in at the beginning of the second semester. It will be assessed by the supervisor of the thematic seminar group, the second assessor and a methodologist. The Individual Thesis Proposal has to be marked as sufficient before the student is allowed to start the (work for the) master's thesis.

### Master's Thesis Leisure Studies

There will be two dates to hand in the thesis, in June and August. The master thesis will be assessed by the supervisor and second assessor. The student is not allowed to obtain a mark lower than a 5.5 for the master's thesis.

## 6.4 Practical information

### Seminar Leisure Studies

Credits:	6 ECTS
Work load:	168 hours
Contact hours:	9 hours
Duration:	24 weeks

### Master's Thesis

Credits:	24 ECTS
Work load:	666 hours
Contact hours:	6 hours
Duration:	20 weeks





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