



NHTV Breda University of Applied Sciences

Academy: Academy of Tourism

Programme: International Tourism Management and Consultancy (ITMC)

Address: Mgr. hopmanstraat 1 Breda

Contact person:
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1. Important dates

25 August – 26 August 2016	Introduction International students
29 August till 2 September 2016	Introduction Academy
5 September 2016	Start Academic Programme
22 October – 30 October 2016	Autumn Break
31 October – 4 November 2016	Exam week A
26 December – 6 January 2017	Christmas Break
9 January – 13 January 2017	Exam week B
23 January – 27 January 2017	Re-sit week
30 January 2017	End of programme

2. Programme

		Number of ECTS	
		Fall Semester	Spring semester
2016/17	ITMC year 2	Semester 1	Semester 2
		Tourism and Development	The Destination
CITM2TPD	Tourism Planning & Development	6	
CITM2TMP	The Market Perspective	3	
CITM2TIS	Tourism Impact Studies	3	
CITM2UTC	Understanding the Tourism Consumer	3	
CITM2COS	Commercial Skills	2	
CITM2RST	Researching Tourism	3	
CITM2QRT	Quantitative Research in Tourism	3	
CITM2EN1	English I-1	3	
CITM2NLB	Language: Dutch ***	3	
CITM2DCS	Dutch Culture & Society	3	
CITM2GDY	Group Dynamics	1	

CITM2TCC	Tourism Context and Culture		6
CITM2ATM	Analysing Tourism Markets		4
CITM2TND	Tourism Networks Dynamics		3
CITM2PFS	Pre Feasibility Study		3
CITM2MAC	Management Accounting		3
CITM2FRP	Field Research Project**		1
CITM2EN2	English I-2		3
CITM2NLB	Language: Dutch ***		3
CITM2DCS	Dutch Culture & Society		3
Total		33	29

		Number of ECTS	
		Fall Semester	Spring semester
2016/2017	ITMC year 3*	Semester 1 Business Planning	Semester 2 (placements)
CITM3FAC	Financial Accounting	3	
CITM3FES	Feasibility Study	3	
CITM3PJD	Project Development	2	
CITM3MMG	Marketing Management Game	2	
CITM3PEL	Politics Economics and Law	3	
CITM3MNG	Management I	3	
CITM3IMC	Integrated Marketing Communication	2	
CITM3ARC	Argumentative communication	3	

IMPORTANT COMMENTS:

* In principle exchange students are placed in second year classes. Please, contact the ITMC coordinators if you would like to follow third year subjects in order to check the consequences and your level: Ellen de Groot via groot.e@nhtv.nl or Maike van Breda via breda.m@nhtv.nl

** The Field Research Project in the second semester is compulsory for all (exchange) students because TCC, ATM, TND, PFS and FES are interwoven with the field research.

*** Incoming ITMC exchange students will be offered English and Dutch (beginners). Other languages are unfortunately not possible within the ITMC program.

Description per subject (may be slightly subject to change)

Second year courses semester 1

CITM2TPD - Tourism Planning and Development

After successful completion the student has knowledge and understanding of theory and practice of tourism planning and development in different socio-economic and political contexts. Attention will be given to describing and analyzing tourism products and development processes in term of phases, to the role of the involved public and private stakeholders, and to the role of tourism planning in achieving development objectives.

CITM2TMP-The Market Perspective

Tourists are of capital importance in the management and development of destinations but they are also the least understood. It remains a challenge for tourism practitioners to understand and anticipate their current and potential markets. The process of discovering, researching and describing profiles of consumers in meaning full constellations (segments) is one of the main topics of this course. The second main topic is to develop a concept for a tourism product that fits this profile.

CITM2TIS- Tourism Impact Studies

The process of tourism development results in several significant positive and negative impacts upon destination areas. Economic, environmental and socio-cultural impacts and their cohesion are discussed related to the specific destination and its population.

CITM2UTC- Understanding the tourism consumer

In this course, the behavior of the consumer is studied from the first almost unrecognizable desire until the moment the product or service is bought, used and evaluated. Consumer behavior is broader than just buying things, it is also about how (not) having things affects our lives and emotions. Furthermore, attention is given to consumers as decision –makers. Finally, differences between nationalities matter as well in this analysis of the consumer. The course is contextualized by means of a number powerful models that show insight into this heart of consumer behaviour.

CITM2COS- Commercial skills

This is a training to practice commercial skills. Students practice various commercial situations, like sales meetings, writing quotations and negotiation. These exercises and role-plays will help the student to evaluate and improve their personal commercial capacities.

CITM2RST- Researching Tourism

A basic course about research and qualitative research methods. The starting point will be a research problem, from there on students will work on the problem analysis and research objectives, continue by making a research plan and design a research with different qualitative research methods.

CITM2QRT- Quantitative research techniques

A basic course about quantitative research methods and statistics, including data collection, designing and distributing a survey and data analysis (statistics and SPSS).

CIM2EN1 English 1: the world of work

This module examines three aspects, first of all to analyse aspects of English as a language of international communication and to discuss the consequences of this, especially in term of business English. The second aspect encourages students to evaluate the requirements of good written English and put these into practice. The third

helps students to become aware of the role of professional English and aspects of job applications.

CITM2NLB- Dutch for foreign students

Students will gain basic knowledge of the Dutch language and will be able to speak, listen to, read and write basic Dutch. This course is available in three levels.

CITM2DCS- Dutch Culture and Society

Students acquire a better knowledge and understanding of the Dutch culture and society. Different points of departure will be taken; history, geography, sociology, economy and art history. These perspectives will also be linked to tourism in the Netherlands and/or international relations, and will be illustrated by various excursions (costs will be announced during the lecture).

CITM2GDY- Group Dynamics

From birth to death, our behavior is influenced by groups. Our first group, usually the family, is of utmost importance for who we become. Also our other group memberships, whether these are with friends, classmates or colleagues, determine for an important part our development as social beings. As individuals in the group we may believe we are independent of group processes. To a certain extent this is true. In this course the somewhat tense relation between the individual and the group will be a central topic. Further, you will learn about group dynamics, the study of behavior in groups. This knowledge may lead to more effective behavior being a part of a group as well as leading it.

Second year second semester

CITM2TCC- Tourism, Context and Culture

This course will challenge you to get a deeper understanding of 'the other' and oneself, which is relevant since tourism can be seen as the 'business of otherness'. 'The other' is not necessarily the exotic other, it could be your neighbor, your fellow student or the manager at your placement company or the inhabitants of a destination. The course gives you a chance to experiment by 'real life research' and uses methods like narrative analysis or human portraits, which eventually lead to an essay paper. Lectures will give you a methodological framework and illustrations on how culture and context relates to understanding the other.

CITM2TND- Tourism Network Dynamics

The main topics of this course are the structure and the relationships of different stakeholders at a destination and the latest developments in the tourism sector. Different entrepreneurs in the tourism industry are linked together in forming tourism products for different markets or in developing tourism policies and strategies at a certain destination. However, other actors like local people, the government and suppliers from other sectors also play their role, and of course, not to be forgotten, the tourist. Therefore the destination can be seen as collaborating networks of complementary organizations that can be approached as a system. This course aims at understanding and analysing this dynamic system.

CITM2ATM- Analyzing Tourism Markets

Tourism Market orientation is a way of seeing, thinking and working. It provides a key approach to understanding the tourism destination. Taking a consumer market perspective provides you with a source of ideas and strategies for tourism innovations at destinations. This course expects students to already possess skills regarding the design and implementation of research as well as knowledge about consumer behaviour. It continues

with exploration, observation and analysis of 'tourists at the destination'.

The course allows students to develop an overall sensitivity regarding (potential) markets, and to gain deeper insight into tourists' images, expectations, decision-making processes, purchase behaviours, experiences and stories.

CITM2PFS- Pre-feasibility Study

This Pre-feasibility study is a follow-up on the fieldwork research that resulted in a Destination Analysis report. While working on the DA, students have identified directions for future developments, based on market and area studies. During the PFS, students use this information to generate actual business ideas. Working on a PFS is a hands-on exercise. Students will work towards 3 proposals for new and preferably innovative products and/or concepts that the developments of their previous fieldwork area.

CITM2MAC- Management accounting

Management accounting is concerned with providing managers (internal users) with the information they require for the day to day operation of their organization. The course introduces finance and accounting without going into a lot of technical details. Students will learn amongst others about identifying and quantifying costs, deducing break-even points, deducing (absorption) cost, discussing nature and practicalities of activity-based costing, defining a budget and explaining the budgeting process and finally, undertake variance analysis.

CITM2FRP- Fieldwork

At the beginning of this semester students are assigned an area (in Asia or The Netherlands) to study and report on. This area is defined as a geographical area. Your study area is part of a tourist's destination, for example: study area Chaweng, being part of the destination Koh Samui. As a team of to-be professionals, students are to focus on this area and give us their findings. Students have a three week period in the field where they are to gather impressions and facts, they have tasks and desk research to do in relation to this, this study will lead to your destination analysis report.

CITM2EN2- English 2

The main of this course is to focus on the requirements for excellent academic essay and business proposal writing. Furthermore, the course introduces a number of reading and note-making strategies to facilitate more effective reading. Professional academic and business English writing depends on an awareness of a number of vocabulary, register and grammatical issues, which this course also covers.

CITM2NLB- Dutch for foreign students

Students will gain basic knowledge of the Dutch language and will be able to speak, listen to, read and write basic Dutch. This course is available in three levels.

CITM2DCS- Dutch Culture and Society

Students acquire a better knowledge and understanding of the Dutch culture and society. Different points of departure will be taken; history, geography, sociology, economy and art history. These perspectives will also be linked to tourism in the Netherlands and/or international relations, and will be illustrated by various excursions (costs will be announced during the lecture).

Third year courses

CITM3FAC- Financial Accounting

Financial Accounting is concerned with providing the other (mainly external) users with information they find useful. Like management accounting this course seeks to introduce finance and accounting without going into a lot of technical details. Students learn to compose, understand and interpret major financial statements and the relation between them, furthermore they learn to identify, calculate and discuss the use of key ratios and investment appraisal methods and finally to identify sources of finance available to a business.

CITM3FES- Feasibility studies

Feasibility studies tackles theory and practice of technical, financial and market feasibility of concept of tourism management at destination level. You are expected to develop an analysis and come to a judgement on the feasibility of a business concept to be developed in a tourism destination. You will do this on the basis of theory and prior information collected on markets, costs and revenues of businesses in a specific tourism destination .

CITM3PJD- Project development

What happens between the 'go'moment (feasibility stage or conception of the first and idea) and the concrete product or result (implementation phase)? After the feasibility study this is an exercise to complete the cycle of realization of a project. Attention will be paid to the different phases in project development, all the actors involved in the process and how they are organized. Besides this, the different control aspects and planning concepts are explained.

CITM3MMG Marketing Management Game

During this course students will run their own company as part of a simulation game. In the marketing management game there will be an emphasis on issues such as competitive analysis, product portfolio, market segmentation and product positioning. (This course demands an additional fee for software)

CITM3PEL – Politics, economics, Law

Tourism as a phenomenon and as a business does not exist in a vacuum. Numerous external factors limit the possibilities for tourism and tourism businesses to develop along particular lines but these also stimulate tourism and tourism businesses to develop along other lines. Three of the main external factors which set the context for tourism are politics, economics and law: politics as a system of local, national, regional and international decision making; economics as a set of principles which govern and explain how businesses and individuals act; law as rules and regulations which determine the limits of individual and business behavior.

CITM3MNG- Management I

A wide range of organizations are involved in the development, marketing and management of international destinations. All these organizations are managed in a specific way. In this course students learn to understand the fundamental concepts of management and organisational behaviour, to determine and value the complexity of organizational phenomena and to identify managerial and behavioural concepts in organisational contexts.

CITM3IMC- Integrated marketing communications

Marketing communications deals with the issue that all organisations face: how to reach the target audience and communicate the message in a comprehensible, attractive and effective way. The course pays attention to the relation of IMC with the corporate strategy of a company, integrated communications, branding strategies, defining target groups and objectives, and of course various marketing communication tools.

CITM3ARC- Argumentative communication

This module will focus on spoken and written argumentative communication. The ability to give advice which is well supported with valid argumentation is an important business and academic skill. This module aims to help students develop this skill and to provide them with an understanding of the main theories of argumentation.