

Implementation Regulations CER HZ

Associate Degree

TOURISM MANAGEMENT

Full-time

ISAT 80009

2022-2023



INDEX

CHAPTER 1 GENERAL PROVISIONS	2
1.1 <i>General</i>	2
1.2 <i>Establishment and evaluation</i>	2
CHAPTER 2 IMPLEMENTATION REGULATIONS HZ CER.....	3
2.1 <i>Registration, prior educational requirements, and admission policy.....</i>	3
2.1.2 Deficiency investigation	3
2.2 <i>Programme and education structure</i>	5
2.2.1 Programme profile (article 3.2 CER HZ AD)	5
2.2.2 Learning outcomes (article 3.2 CER HZ AD).....	5
2.2.3 Programme structure (article 3.3, 3.7 and 3.11 CER HZ AD).....	7
2.2.3a Transfer with an Associate Degree certificate (article 3.3 paragraph 4 sub k CER HZ AD).....	8
2.2.4 Courses first year (article 3.4 and 3.11 CER HZ AD).....	9
2.2.5 Courses second year (article 3.4, 3.11 CER HZ AD).....	17
2.2.6 HZ Personality (article 3.8 CER HZ AD).....	22
2.2.7 Specialisations (article 3.6 CER HZ AD)	22
2.2.8 Internship (article 3.5 CER HZ AD).....	22
2.2.9 Participation in international exchange programme (article 4.4 CER HZ AD).....	22
2.2.10 Graduation (article 3.5 CER HZ AD)	22
2.2.11 Transition arrangement (article 6.2 paragraph 8 CER HZ AD).....	22
2.3 <i>Study recommendation</i>	23
2.3.1. Conditions for registration for programme after NBSA (article 8.1, paragraph 6 HZ CER AD) ...	23
2.4 <i>Experiment (article 9.4 CER HZ AD)</i>	23
CHAPTER 3 ESTABLISHMENT.....	24

CHAPTER 1 GENERAL PROVISIONS

1.1 General

- 1.1.1 The HZ Course and Examination Regulations Associate Degree programme full-time (hereinafter: HZ CER AD ft) cover the core of education within the HZ. This document provides a general overview of all programmes taught at the HZ. The HZ CER AD contains institution-specific provisions, i.e. those that apply to the entire HZ. A programme-specific HZ CER Implementation Regulation (hereinafter: Implementation Regulation) is determined for each programme by the executive board each year.
- 1.1.2 The HZ Course and Examination Regulations Associate Degree programme full-time applies to this HZ CER Implementation Regulation Associate Degree programme full-time.
- 1.1.3 The Dutch Higher Education and Research Act (WHW) as well as the HZ CER AD mention study credits. These Implementation Regulations, in addition to the term credits, also refer to ECTS (European Credits Transfer System), where 1 ECTS is equal to 1 credit and thus a study load of 28 hours (article 7.4 paragraph 1 of WHW).

1.2 Establishment and evaluation

- 1.2.1 The process of establishment and evaluation of this Implementation Regulation is described in article 1.3.4 CER HZ AD.
- 1.2.2 The programme committee evaluates the manner of implementation of the education and examination regulations and the Implementation Regulations in question every year (article 1.3.4 CER HZ AD).

CHAPTER 2 IMPLEMENTATION REGULATIONS HZ CER

2.1 Registration, prior educational requirements, and admission policy

2.1.1 **Overview of additional prior educational requirements** (article 2.3 HZ CER AD in addition to the requirements as listed in article 2.2 HZ CER AD)

Students with a havo diploma				
Havo profiles:	NT	NG	EM	CM
Admissible:	✓	✓	✓	Admission with M&O, economics, BE. If not, a deficiency course needs to be completed.

Students with a vwo diploma				
Vwo profiles:	NT	NG	EM	CM
Admissible:	✓	✓	✓	Admission with M&O, economics, BE. If not, a deficiency course needs to be completed.

All MBO4 students are admissible to the Tourism Management AD program.

2.1.2 **Deficiency investigation** (article 2.4 CER HZ AD)

HZ Transition Course Economics 2022. The transition course Economics is intended for students who graduated from senior general secondary school and whose profile does not meet the legal requirements for their specific study programme. These students must pass the final exam of the transition course (with a satisfactory mark). This is required in order to be admitted to the study programme. The transition course is also suitable for future students who feel they need extra lessons, students who are advised by HZ to take the transition course Economics (with a satisfactory mark) or students who are required to take the course in order to be admitted to the study programme.

Study load. The study load of the course is 40 hours, including the lessons.

Date. To be determined

Costs. The participation fee is not known yet but will cost approximately 200 euros. HZ will provide the course materials at a cash payment of a 50 Euro deposit. Travel costs and such will not be reimbursed.

Registration. You can register for the transition course Economics via the on-line application form. Please register before 1 August 2022 due to the summer holiday and the Organisation of the transition course.

Questions. For questions about the transition course, please contact the domain office via ba@hz.nl.

Transition course subjects

1. Price mechanism (supply and demand), price and income elasticity, relationship between price elasticity and revenue
2. Market forms (monopoly, oligopoly, monopolistic competition, perfect competition) and company strategy
3. Profit and loss statement, solvency and liquidity, costs and expenses, revenue and income
4. Index numbers, percentile changes, growth rates
5. Cyclical growth and structural growth; fiscal policy of the government
6. Calculating added value, GDP, GNP, et cetera.
7. Subjects from basic mathematics (dependent on the skills of the participants)

2.2 Programme and education structure

2.2.1 *Programme profile (article 3.2 CER HZ AD)*

The Associate Degree programme Tourism Management is primarily focused on the entrepreneurial and leadership core competencies, complemented with direct knowledge from the field. The translation of generic knowledge to the specific business sector is the core. It follows the profile for the bachelor in Tourism Management but not all its possible translation of learning outcomes on bachelor level, 6. Instead, the Associate Degree graduation is level 5. There is a tactical instead of a strategic focus, making it necessary to have other accents as is the case in the bachelor. For this reason, there is a graduation course specifically tailored for these Associate Degree students, which differs from the bachelor program second year internship offered in the same period.

2.2.2 *Learning outcomes (article 3.2 CER HZ AD)*

The Associate Degree (AD) in Tourism Management follows the new profile. In this profile, the Tourism Professional works in 4 core and 1 generic task. The generic task emphasizes 21st century skills which we combine with hostmanship, co-creation, sustainability, and research. The four key tasks are bundled in:

1. Initiating and creating
2. Realising and implementing
3. Marketing
4. Organising and managing

Description of the competencies of the study programme Vitality & Tourism Management	
0	Tourism Professional generic skills
O.A.	Communicates and reports tactfully internally and externally, has good oral and written skills that are appropriate to the target group and social level
O.B.	Applies both qualitative and quantitative methods within applied research, substantiates choices and reports on them clearly
O.C.	Collaborates in co-creation in an international and intercultural professional environment, realises partnerships and develops networks and chains
O.D.	Finds the right balance between people, planet, profit and purpose in thinking and acting, shows social responsibility, monitors the sectoral agreements on sustainability and recognises the significance and effects of tourist behaviour on a destination
O.X	Searches how to make a difference as an individual, as part of a team and/or as part of an organisation through the use of 21st century skills and hostmanship, reflects on his/her own actions in this, learns from it and continuously develops in acquiring these skills
1	Central task Organising and managing
1.1.	Controls operational and tactical business processes, even when there is little structure and/or there are uncertain factors
1.2	Ensures that the organisation's actions comply with the legal frameworks applicable to the situation
1.3.	Assesses the financial situation of a company, for example by means of a balance sheet, income statement or cash flow statement
1.4.	Assesses financial reporting, analyses relevant key figures and draws up departmental budgets, before and after calculations
1.5.	Calculates commercial decisions and applies the basis of revenue management
1.6.	Analyses and improves behaviour in organisations, paying attention to organisational structure and culture, complexity of behaviour in organisations, intercultural management, leadership styles, change management, networks
1.7	Draws up strategic policy that optimises stakeholder interests and enriches the natural, cultural and social environment (value driven), and sets out this policy using strategic analysis, sets strategic options, implements strategic goals and evaluates strategic choices.
1.8	recognises, processes and uses relevant data for decisions and substantiates these
2	Central task Initiating and creating
2.1.	Maps the relevant factors of a destination (intelligence)
2.2.	Identifies and analyses trends in the external environment and converts the results into strategy, policy and new or innovated products and services for a specific target group and uses new technologies where necessary/where possible
2.3.	Sees opportunities and renews current products, services, experiences and processes or creates and designs new ones in a creative, innovative way
2.4	Makes a budget for required investments, estimates income flows, budgets cash flows and analyses investments and weighs them on feasibility and earnings
2.5.	Takes into account related legal aspects when initiating and creating new or innovated services and products
3	Central task Realising and implementing
3.1.	Uses the economic factors within a destination for the improvement of realisation and implementation
3.2.	Makes, partly based on value creation for the customer, hospitality and services part of the (new) product/(new) service
3.3.	Plans operational and tactical business processes, even when there is little structure and/or uncertain factors and makes decision-supporting calculations
3.4.	Develops, implements and evaluates a change process in a creative, fast and accurate manner, sets up operational processes, implements, and/or optimises them
3.5.	Adapts management information systems and creates a (new) structure for data processing
4	Central task put on the market
4.1	Collects and analyses relevant data so that based on them decisions can be made
4.2	Applies knowledge on consumer behaviour and technology for the right market approach
4.3	Develops marketing strategy and makes strategic marketing decisions using the right method
4.4	Calculates promotional costs and weighs these with an eye to the intended goal and alternatives
4.5	Takes into account legal aspects when putting new or innovated services and products on the market

2.2.3 Programme structure (article 3.3, 3.7 and 3.11 CER HZ AD)

National name:	Tourism Management
International name:	Tourism Management
Orientation:	Associate Degree
Title conferred:	Associate Degree
Programme duration:	120 study credits (ECTS)
Course workload first phase A:	60 study credits (ECTS)
Course workload main phase B:	60 study credits (ECTS)
Variant:	Full-time
ISAT code:	80009
Location:	Vlissingen
Language:	English
Effective date:	31-08-2020
Submission date	01-05-2026
Date special conditions:	31-08-2022
Transfer to Bachelor	Bachelor Tourism Management (ISAT 35524)

2 year AD program:

Cohort 2022-2023		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2022-2023	Year 1	37001AD	World of Tourism	13,75	37002AD	Operational Management	13,75	37003AD	Value Creation	13,75	37024AD	Trends & Technology	10
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	37027	HZ Personality TM ty1	5
2023-2024	Year 2	37005AD	Experience Design	13,75	37006AD	Cultural Awareness	13,75	37063AD		AD Graduation	30		
		38201	English 5	1,25	38202	English 6	1,25						

Cohort 2021-2022		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2021-2022	Year 1	37001AD	World of Tourism	13,75	37002AD	Operational Management	13,75	37003AD	Value Creation	13,75	37024AD	Trends & Technology	10
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	37027	HZ Personality TM ty1	5
2022-2023	Year 2	37005AD	Experience Design	13,75	37006AD	Cultural Awareness	13,75	37063AD AD Graduation					
		38201	English 5	1,25	38202	English 6	1,25						

2.2.3a Transfer with an Associate Degree certificate (article 3.3 paragraph 4 sub k CER HZ AD)

For the Main Phase B (the third year) of the Tourism Management (TM) Bachelor program at HZ University of Applied Sciences, students who progress directly from the Associate degree Tourism Management at HZ University of Applied Sciences on the basis of an (annual) program comparison validated by the examination board do not have to follow additional programs or course contents. They can then start in Main Phase B (the third academic year) of the mentioned bachelor program TM at HZ University of Applied Sciences after completing the Ad TM at HZ University of Applied Sciences without special conditions¹.

This is a flow-through from Ad to Bachelor who is related in terms of content. For this reason it is in principle a program of 120 credits, so that in principle both the Ad and the Bachelor can be obtained in 4 years.

The current HZ exemptions policy remains applicable.

¹ With the comment of the application for individual exemption for the Graduation phase of the Ad when there has been simultaneous registration (Ad 1) and in case of non-simultaneous registration for individual exemption of the bachelor at the examination board of year 1 and 2 (for the part still needed from the moment of registration).

2.2.4 Courses first year (article 3.4 and 3.11 CER HZ AD)

Block 1 / Semester 1															
CU37001V1AD	Title: World of Tourism							Number of study credits: 13.75			Number of contact hours: 160				
	Course manager: Anneloes Roelandschap							Compulsory: yes			Language: English				
Conditions for course participation: None															
Conditions for test participation: None															
Brief description of course content: The course World of Tourism gives an introduction to the world of tourism from an sociological and economical perspective. The student will be introduced to all aspects of marketing within the Tourism industry. The theory will be applied in a marketing plan. Presentation skills and reflection skills will be developed as part of the marketing plan and as part of the personal development portfolio.															
Compulsory literature: Marketing for Hospitality and Tourism, Global Edition, Dr. Philip T. Kotler John T. Bowen, 7th edition, ISBN: 9781292156156															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT)		x		x	x	Assignment	No	0.A, 0.B, 0.C, 0.D, 1.D, 3.D, 2.A 1.7, 2.1, 2.2, 2.3, 3.2	50%	6,875	5.5	BW7	BW9	BW10	BW12
TOETS02 (VT)	x				x	Presentation	No	0.A, 2.2, 2.3	20%	2,75	5.5	BW7	BW9	BW10	BW12
TOETS03 (VT)		x		x		Portfolio	No	0.A, 0.C, 0.X, 2.3, 3.2	30%	4,125	5.5	BW8	BW9	BW10	BW12

Block 2 / Semester 1															
CU37002V4AD	Title: Operational Management					Number of study credits: 13.75			Number of contact hours: 160						
	Course manager: Elisa van den Heuvel - Droll					Compulsory: yes			Language: English						
Conditions for course participation: <i>none</i>															
Conditions for test participation: <i>For all examinations: participation in mock exam</i> <i>For Toets02 (Criterion-referenced interview): A completed portfolio according to the given requirements, in order to participate in the criterium-referenced interview.</i>															
Brief description of course content: The course Operational Management firstly gives a general introduction on the main concepts related to service operational and organizational management, considering the main trends and developments occurring, in the hospitality and tourism industry. Then, due to the specificity of the tourism business, the course focuses on providing, insights on HRM tools and practices. Theory will be applied in a HRM plan. Reflective skills on personal and professional level as well as knowledge on the related theory will be tested during the criterium-referenced interview.															
Compulsory literature: Human Resource Management for the Hospitality and Tourism Industries, Dennis Nickson, 2nd edition, ISBN: 9780080966489, Human Resource Management for the Hospitality and Tourism Industries (2nd edition) - Dennis Nickson															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT)		x		x	x	Assignment	No	0.A; 0.B; 0.C; 1.1; 1.2; 1.6; 1.A; 1.B; 1.C; 1.D; 3.1; 3.3; 3.4; 3.A; 3.D;	50%	6.875	5.5	BW7	BW8	BW10	BW12
TOETS02 (VT)	x			x		Criterion-referenced interview	No	0.A; 0.D; 0.X; 1.1; 1.2; 1.6; 1.A; 1.C; 3.A;	50%	6.875	5.5	BW10	BW10	BW10	BW10

Block 3 / Semester 2															
CU37003AD	Title: Value Creation						Number of study credits:13.75			Number of contact hours: 160					
	Course manager: Vacancy						Compulsory: yes			Language: English					
Conditions for course participation: <i>none</i>															
Conditions for test participation: <i>none</i>															
Brief description of course content: The course value creation examines how businesses adapt to the changing environment and how customers can get involved in the creation of value to ensure they find greater meaning in their experiences. Elements like co-creation, mass individualization, lead users and crowd sourcing will be examined. Examination consists of a project and a product pitch. Students will also be reflecting on their learning experience by creating a portfolio.															
Compulsory literature: Value Proposition design. Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith Designed by: Trish Papadakos, 1 st edition, ISBN 978-1-118-96805 Basic Management Accounting for the Hospitality Industry, Michael Chibili, Noordhoff Uitgevers, 2nd edition, 9789001867331															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT)	x				x	Presentation	No	0.A, 1.D, 2.1, 2.3, 2.C, 2.D	15%	2	5.5	BW8	BW8	BW10	BW10
TOETS02 (VT)		x			x	Assignment	No	0.A, 0.B, 0.C, 0.D, 1.2, 1.3, 1.5, 1.7, 1.8, 1.D, 2.1, 2.2, 2.3, 2.5, 2.A, 2.B, 2.C, 2.D, 3.1, 3.2, 3.C, 3.D, 4.1, 4.3, 4.4, 4.5, 4.A, 4.B, 4.D	50%	7	5.5	BW7	BW9	BW10	BW10
TOETS03 (VT)		x		x		Portfolio	No	0.A, 0.C, 0.X, 1.D, 2.3, 2.B, 2.C, 3.2, 4.D	10%	1.25	5.5	BW8	BW9	BW10	BW10
TOETS04 (VT)		x		x		Written theory test	Yes (90)	1.3, 1.4, 1.5	25%	3.5	5.5	BW5	BW7	BW10	BW10

Block 4 / Semester 2 2022 - 2023															
CU37024AD	Title: Trends & Technology						Number of study credits: 10				Number of contact hours: 60				
	Course manager: Mirthe Martinius						Compulsory: Yes				Language: English				
Conditions for course participation: None.															
Conditions for test participation: None.															
Brief description of course content: In this module you will learn to make sense of latest trends and developments that affect tactical operations and planning in leisure, tourism and hospitality. Especially focused on technology, you search for and discuss opportunities to improve current operation procedures in organizations. In supportive classes you get a better understanding of concepts as smart tourism, hospitality technology, artificial intelligence, machine learning, e-commerce and big data. In an essay, you link certain opportunities evolving from trends and technology to organizational recommendations. In this, you clearly link with organizations of your own interests.															
Compulsory literature: Research articles shared on Learn.															
Test code	Format Verbal/Written/Other Individually/Group					Assessment type	Schedule If yes, mention duration	Content Link with learning outcomes	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01		X			X	Assignment		0.A, 1.8, 2.5, 4.1, 4.B	40%	4	5.5	BW 5	BW 7	BW 10	BW 10
TOETS02		X		X		Portfolio		0.X, 1.2, 4.2, 4.B	30%	3	5.5	BW 7	BW 8	BW 10	BW 10
TOETS03	X			X		Presentation		0.A, 1.8, 2.5, 4.1, 4.B, 0.X, 1.2, 4.2	30%	3	5.5	BW 8	BW 9	BW 10	BW 10

Block 4 / Semester 2															
CU37027	Title: HZ Personality					Number of study credits: 5			Number of contact hours: 5						
	Course manager: C.E. Minderhoud-Beenhouwer					Compulsory: yes			Language: English						
Conditions for course participation: <i>None</i>															
Conditions for test participation <i>None</i>															
Brief description of course content: <i>Within HZ Personality the student will develop the skills that he/she finds important for his/her personal and professional development. The student will shape his/her own program and reflect on the approach they have chosen and the insights obtained. The student can compose their own HZ Personality program in three ways. Firstly, the student can choose general activities and projects that are available for all HZ students on. This platform enables the student to do cross-over projects and team up with students from other study programs. Second the student can choose activities that are only for Tourism Management students, like learning an extra language or participating in the study program committee. Thirdly, the student can set up your own project which the study coach has to approve. HZ Personality has two evaluation moments. Before the student can start he/she will need a GO from the study coach for the plan. This is mandatory and for this no grade will be awarded. At the end there is one assessment for which the student will get a grade (pass/fail). In the portfolio assessment you will have to show evidence and a reflection that meets the required level.</i>															
Compulsory literature: <i>None specific</i>															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01(VT)		X		X		Portfolio	No		100%	5	5,5	BW8	BW10	BW5	S1.BW2

Block 1 / Semester 1															
CU38111V2	Title: Business Reading Skills							Number of study credits:1,25			Number of contact hours: 11				
	Course manager: : S. Vinke, H. Karnitskaya							Compulsory: yes			Language: English				
Conditions for course participation: <i>None</i>															
Conditions for test participation: <i>Completing ongoing portfolio.</i>															
Brief description of course content: In this course, you will have to read several articles and have discussions about these articles. During the reading circles you have to be able to assume different roles, which will help you to process articles in a different way than you have done so far. The digital portfolio helps you to prepare for the final oral exam and to expand your vocabulary. Goal: At the end of the course the student can: <ul style="list-style-type: none"> • summarise and give his or her opinion about a short story, article, talk, discussion interview, or documentary and answer further questions of detail • Can synthesise and report information and arguments from a number of sources • Can reasonably fluently sustain a straightforward description of one of a variety of subjects within his/her field of interest, presenting it as a linear sequence of points • Can give a prepared straightforward presentation on a familiar topic within his/her field which is clear enough to be followed without difficulty most of the time, and in which the main points are explained with reasonable precision • Can identify unfamiliar words from the context on topics related to his/her field and interests. Can extrapolate the meaning of occasional unknown words from the context and deduce sentence meaning provided the topic discussed is familiar. • Can collate short pieces of information from several sources and summarise them for somebody else, summarise and give his or her opinion about a short story, article, talk discussion, interview, or documentary and answer further questions of detail. 															
Compulsory literature: <i>None specific</i>															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT)	x				x	Oral assessment	No	The student can execute any given role in a reading circle satisfactory, has an open mind set, is critical but polite to other students in the reading circle	100%	1.25	5.5	BW9	BW9	BW10	BW10

Blok 2/ Semester 1															
CU38112V2	Title: Jobs and Applications						Number of study credits:1,25			Number of contact hours: 11					
	Course manager: S. Vinke						Compulsory: yes			Language: English					
Conditions for course participation: <i>None</i>															
Conditions for test participation: <i>Digital Portfolio</i>															
Brief description of course content: This B1 course focuses on the ability to present oneself as a suitable candidate for a job. The digital portfolio includes (language) tasks that will prepare you for the oral exam, again, the digital portfolio also helps you to expand your vocabulary. The oral exam is a 1 minute pitch in which the student presents themselves as suitable candidates for a job. At the end of this course the student: <ul style="list-style-type: none"> • Can give a prepared straightforward presentation on a familiar topic within his/her field which is clear enough to be followed without difficulty most of the time, and in which the main points are explained with reasonable precision. • Can identify unfamiliar words from the context on topics related to his/her field and interests. • Can extrapolate the meaning of occasional unknown words from the context and deduce sentence meaning provided the topic discussed is familiar. • Can initiate, maintain and close simple face-to-face conversation on topics that are familiar or of personal interest. 															
Compulsory literature: <i>None specific</i>															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	M	S	A	I	G				%	ECTS					
TOETS01 (VT) Job pitch	x			x		Oral exam	No	1.1, 1.2	100%	1.25	5.5	BW8	BW8	BW10	BW10

Block 3 / Semester 2															
CU38113V2	Title: Trends Descriptions					Number of study credits: 1.25			Number of contact hours: 11						
	Course manager: S. Vinke					Compulsory: yes			Language: English						
Conditions for course participation: no															
Conditions for test participation: <i>All mandatory quizzes need to be completed with a minimum score of 60% in order for the grade of the trends description to be entered in Osiris; this proves 'active participation'</i>															
Brief description of course content: In this B1 course students learn how to describe graphs and change. Special attention will be paid to describing trends language, specific verbs or -in case of neutral verbs- in combination with adjectives and or adverbs. prepositions and linking words. The digital portfolio includes (language) tasks that will expand vocabulary. In the end you will be able to write a formal line-graph description. The digital portfolio helps you prepare for your final task, a graph description. At the end of the course the student: <ul style="list-style-type: none"> • Shows a relatively high degree of grammatical control. Does not make mistakes which lead to misunderstanding • Shows good control of elementary vocabulary but major errors still occur when expressing more complex thoughts or handling unfamiliar topics and situations. • Can use a limited number of cohesive devices to link his/her utterances into clear, coherent discourse, though there may be some "jumpiness" in a long contribution • Can link a series of shorter, discrete simple elements into a connected, linear sequence of points. Can explain the main points in an idea or problem with reasonable precision.															
Compulsory literature: <i>None specific</i>															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT)		x		x		Written knowledge test	Yes (60)	The student demonstrates a wide array of vocabulary, grammar and writing skills evolving trends descriptions.	100%	1.25	5.5	BW8	BW8	BW10	BW10

2.2.5 Courses second year (article 3.4, 3.11 CER HZ AD)

Block 5 / Semester 1															
CU37005V2AD		Title: Experience design					Number of study credits: 13,75				Number of contact hours: 160				
		Course manager: Karin Minderhoud - Beenhouwer					Compulsory: yes				Language: English				
Conditions for course participation: <i>None</i>															
Conditions for test participation: <i>Experience design report has been handed in, is complete and meets the criteria as stated in the study guide (for TOETS01 and TOETS03)</i>															
Brief description of course content: During this course, students will further explore the leisure industry and its current and future trends and developments. Students will be trained to think in terms of experiences and explore how Imagineering, creativity and storytelling can help them in this design thinking process to add value to products and services companies offer. Needless to say, there also needs to be a strong financial basis when a concept is presented. Consequently, the second part of the study program will focus on the financial aspect.															
Compulsory literature: Economy of Meaningful Experiences, Boswijk, Peelen & Olthof. ISBN: 9789081922012															
Test code	Format					Assessment type	Schedule	Content	Weighting factor		Minimum test score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	stp					
TOETS01 (VT)	X				X	Presentation	No	0.A, 0.B, 0.C, 0.D, 0.X, 1.3, 1.4, 1.5, 1.D, 2.1, 2.2, 2.4, 2.A, 2.B, 2.C, 3.1, 3.C, 4.1, 4.3, 4.4, 4.B; 4.C, 4.D	50%	6,875	5.5	BW8	BW9	BW10	BW2 block 2
TOETS02 (VT)		x		x		Portfolio	No	0.A, 0.C, 0.X, 4.1, 4.2	30%	4,125	5.5	BW7	BW9	BW10	BW2 block 2
TOETS03 (VT)		X		X		Written knowledge test	No	2.4, 3.1	20%	2,75	5.5	BW5	BW7	BW10	BW2 Block 2

Block 2 / Semester 1															
CU37006V3AD	Title: Cultural Awareness					Number of study credits: 13.75			Number of contact hours: 100						
	Course manager: RI Brouwers					Compulsory: yes			Language: English						
Conditions for course participation: None															
Conditions for test participation: None															
Course summary: As a student in an international program, the development of intercultural competence is extremely important. Knowledge, skills and attitudes appropriate to each cultural context are fundamental for each individual in a knowledge-based society. They provide added value for the labor market, social cohesion and active citizenship by offering flexibility and adaptability, satisfaction and motivation. They also guarantee more flexibility in the labor force, allowing it to adapt more quickly to constant changes in an increasingly interconnected world. The classes in this module will provide students with integrated principles and models of cross-cultural management and ample opportunities to experience communicating with people with different (culturally influenced) points of view. Students develop cultural awareness and an understanding attitude to cultural difference, helping them cope in their future careers in international (business) settings. This requires bridging cultural differences and respecting different attitudes in negotiations, work performance, habits etc. of professionals from different cultural backgrounds.															
Compulsory literature: E. Meyer, <i>the Culture Map</i> , (2016) G. Hofstede, <i>Exploring Culture</i> , (2002)															
Test code	Format Verbal/Written/Other Individually/Group					Assessment type	Schedule If yes, mention duration	Content Link with learning outcomes	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TEST01 (VT)	x				x	Presentation	No	0.A; 0.B; 0.C; 0.D; 1.1; 1.7; 1.B; 1.D; 2.1; 2.2; 2.3; 2.D; 3.C; 3.D;	40%	5.5	5.5	BW4	BW6	BW10	BW10
TESTS02 (VT)			x	x		Portfolio	No	0.A, 0.B, 0.C, 0.D, 0.X,1.6, 2.2, 2.3, 2.D, 1.A, 3.A, 4.A, 1.C, 4.D	60%	8.25	5.5	BW8	BW9	BW10	BW10

Block 1 Semester 1 & Block 1 / Semester 2															
CU370063AD	Title: AD Graduation					Number of study credits: 30			Number of contact hours: 30						
	Course manager: Elisa van den Heuvel - Droll					Compulsory: yes			Language: English						
Conditions for course participation: <i>none</i>															
Conditions for test participation: For Toets01: A completed plan of action, according to the given criteria, is required for the participation and assessment of the assignment (toets01) For Toets02 (Criterium-referenced interview): A sufficient grade for toets01 and a completed portfolio according to the criteria is required to participate in the criterium-referenced interview.															
Brief description of course content: The special feature of the graduation internship is that the student experiences what it is like to work as a junior employee in the tourism branch. The AD Tourism Management will last a full semester and is divided into AD Graduation 1 and AD Graduation 2. With the help of action research and a strong focus on hospitality/hostmanship, the student will be asked to develop a new product/service/process or to improve an existing one for the customers of his or her internship company. The (organizational / financially / legal) feasibility of this new product/service/process will be tested upon in the corresponding implementation plan applying change management frameworks. The criterium-referenced interview will be mainly focused on the skills and growth of the student in relation to the central tasks 'organizing and managing' and 'put on the market' as well as his/her generic skills. Within the required portfolio, the student collects evidence and artifacts from the professional practice related to the specific learning outcomes. The critical reflection on this evidence and the student's professional growth will take place in the criterium-referenced interview.															
Compulsory literature: <i>none</i>															
Test code	Format <i>Verbal/Written/Other Individually/Group</i>					Assessment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT)		x		x		Assignment	no	0.A – 0.D; 2.1; 2.2; 2.3; 2.4; 2.5; 2.A – 2.D; 3.2; 3.4; 3.B; 3.D	50%	15	5.5	BW17	BW18	BW19	BW20
TOETS02 (VT)	x			x		Criterium- referenced interview	no	0.X, 0.A, 0.C; 0.D; 1.1; 1.2; 1.6; 1.8; 1.A; 1.D; 1.C; 1.D; 4.1; 4.2; 4.5; 4.A; 4.C.; 4.D	50%	15	5.5	BW19	BW19	BW20	BW20

Block 6 / Semester 1															
CU38202TM	Title: Formal Business Communication					Number of study credits: 1,25				Number of contact hours: 11					
	Course manager: Bregje Weeda					Compulsory: yes				Language: English					
Conditions for course participation: <i>None</i>															
Conditions for test participation: <i>Complete language exercises and assignments to prepare for final exam</i>															
Brief description of course content: The aim of this B2 level course is to teach the students how to write a formal business letter/email expressing their dissatisfaction in a polite, but clear way. Some of the skills the students are expected to show/develop are: hypothesizing; expressing opinions; developing arguments aimed at convincing the target reader; justifying statements and finding solutions. Further, students explore and learn to apply relevant writing conventions for formal letters and emails. They are expected to use B2 language, grammar and vocabulary relevant to this style of writing e.g. use of the passive voice and some complex sentence structures.															
Compulsory literature <i>None specific</i>															
Test code	Format <i>Verbal/Written/Other/Individual/Group</i>					Assesment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor (%)		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT)		v		v		Written knowledge test	Yes (90)		100%	1.25	5.5	BW8	BW8	BW10	BW10

Block 5 / Semester 1															
CU38201TM	Title: Business Meetings						Number of study credits: 1,25				Number of contact hours: 11				
	Course manager: Bregje Weeda						Compulsory: yes				Language: English				
Conditions for course participation: <i>None</i>															
Conditions for test participation: <i>Complete language exercises and assignments to prepare for meeting</i>															
Brief description of course content: This B2 course prepares students to take part in a formal meeting. The course covers the specific language, procedures and conventions used in formal meetings. Students have the opportunity to practise these in roleplays throughout the course. The assessment consists of one final formal meeting roleplay where the students are expected to demonstrate the language and conventions learnt on the course.															
Compulsary literature: <i>None specific</i>															
Test code	Format <i>Verbal/Written/Other/Individual/Group</i>					Assesment type	Schedule <i>If yes, mention duration</i>	Content <i>Link with learning outcomes</i>	Weighting Factor (%)		Minimum score	Planning test in week	Inspection of work in week	Resit scheduled in week	Inspection of resit in week
	V	W	O	I	G				%	ECTS					
TOETS01 (VT) meeting	v				v	Oral assessment	No		100%	1.25	5.5	BW9	BW9	BW10	BW10

2.2.6 **HZ Personality (article 3.8 CER HZ AD)**

The curriculum Tourism Management contains a total amount of 5 EC HZ Personality Courses. A total of 5 EC needs to be obtained in the first 2 years. The planning will be different for each student, in consultation with the SCC. The total study load is 5 EC and a student can fill this in according to their own area of interest. If a student performs different activities, it is up to the student to prove, by means of evidence, how much time each activity took. It is also possible to earn 1.25 EC, for instance by taking HZ cult.

Assignments and assessment

As described above, students are free to carry out the assignments as they see fit, in consultation with the SCC. Assessment will be as follows:

- a) By means of an examination (for instance for a language course or another course). If it is an HZ course, this will be incorporated in the study plan.
- b) By means of written evidence (for instance proof of attending a convention or a report on a convention, a report of an external assignment and assessment by the person responsible inside the organisation/enterprise and a signature which states the hours worked, together with a note from the student indicating how many hours were spent performing which tasks and which competencies/subtasks were carried out at which level.

2.2.7 **Specialisations (article 3.6 CER HZ AD)**

There are no graduation specialisations possible in the Associate Degree program.

2.2.8 **Internship (article 3.5 CER HZ AD)**

The work placements are of central emphasis during the AD graduation. To be eligible for the work placement and graduation, the student must meet the following requirements: a minimum of 60 ECTS accrued in the semesters prior to the graduation planned in year 2, block 3.

2.2.9 **Participation in international exchange programme (article 4.4 CER HZ AD)**

There is no separate international exchange programme with a certain partner.

2.2.10 **Graduation (article 3.5 CER HZ AD)**

To be eligible for the work placement and graduation, the student must meet the following requirements: a minimum of 60 ECTS accrued in the semesters prior to the graduation planned in year 2, block 3.

2.2.11 **Transition arrangement (article 6.2 paragraph 8 CER HZ AD)**

In principle, the 'immediate effect' of new manuals, guides and requirements applies. For those assessments that have been renewed in the year 2022/2023, the assessments from 2021/2022 will be scheduled twice during 2022/2023 for student who need to take a resit. The student must register for this in consultation with the SLC. If a positive test result has not yet been achieved, the student must achieve the test results in accordance with the test matrix applicable at that time.

2.3 Study recommendation

2.3.1. *Conditions for registration for programme after NBSA (article 8.1, paragraph 6 HZ CER AD)*

The student of the study programme Associate Degree Tourism Management who receives a negative study advice will be unenrolled from this study programme. A student with a formal negative study advice from the HZ Exam Committee is not allowed for a new enrolment in the program Associate Degree Tourism Management (ISAT 80009) and the Bachelor program Tourism Management (ISAT 35524) of HZ University of Applied Sciences within three years.

2.4 Experiment (article 9.4 CER HZ AD)

Not applicable.

CHAPTER 3 ESTABLISHMENT

- 3.1.1 The duration of the implementation regulations is the same as the duration of the HZ Education and Examination Regulations Associate Degree programme full-time 2022-2023.
- 3.1.2 These Course and Examination Regulations were established by the Executive Board on 28/06/2022.