



Course offer Vitality & Tourism Management

Spring 2018-2019



UNIVERSITY
OF APPLIED SCIENCES

TOURISM MANAGEMENT

As part of the bachelor Tourism Management you will develop new products within the tourism industry aimed at needs and wishes of the target group. By knowing your guests you can create an unforgettable experience and evolve a strategic vision. You are passionate to work in an intercultural context. Skills that appeal to you are; being hospitable, easily getting in touch with people, creative and organization talent. Change means challenges and opportunities to you and you think in possibilities. You are the linking pin between tourism organizations, guests and the company you work for.

The tourism and leisure industry is one of the most exciting and fastest-growing sectors: new markets, new concepts, combined with a growing demand for sport and wellness. Situated in the coastal delta waters of Zeeland, our region is our living lab as its tourism economy is thriving.

This program combines strategic management, entrepreneurship and concept development with tourism and hospitality. In the program, management fundamentals and industry trends are related to and applied in real life cases and projects that emphasize development in the accommodation sector, food and beverage segments, the branding of destinations, tours and events, and organizations that actively stimulate healthy lifestyles.

The courses in year 1 and 3 are offered in either the first ten weeks of the Spring semester (period 3) or the second ten weeks (period 4). In order to obtain 30 ECTS you may also combine period 3 of year 1 with period 4 of year 3.

Courses in year 2 run in both periods and can therefore not be combined with the larger courses in years 1 and 3. Combined courses in one box could not be chosen separately.

COURSE OFFER SPRING SEMESTER 2018-2019.

Period	Year	Coursecode	Course name	ECTS
3	1	CU37003	Value Creation - Destination development, business modelling, innovation, service design, sustainability	13,75
3	1	CU37504	Supportive English language training	1,25
3+4	2	CU11835	Vitality & Wellness 4 - Medical and Health Tourism	5
3+4	2	CU11998	Quantitative Data Analysis	2,5
3+4	2	CU11836	Corporate Social Responsibility	2,5
3+4	2	CU07350	English 4	2,5
3+4	2	CU10307 CU10308 CU10309	Communication in Vitality & Tourism Foundations of Communication Crisis Communication Project Communication Design (small) or: Project Communication Design (large)	2,5 2,5 2,5 7,5
3	3	CU11351 CU12716 CU12722	Strategic Stewardship Commercial Skills Business Case Intercultural Communication	2,5 7,5 2,5
4	3	CU03740 CU12591	Applied Research Project Research Methods Research Assignment	2,5 7,5

Additional you might be able to choose the courses below which are especially for exchange students.

- Dutch for beginners 1 2,5 ECTS
- Peer Project 1,25 ECTS

Course descriptions can be found [here](#).