

Course offer

Tourism Management

2020-2021



TOURISM MANAGEMENT

The tourism industry is growing every year and has a tremendous effect on the GDP of countries around the world. Besides this, tourism is influenced by many different external forces, like for example geography, ecology, and economy. 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.

YOUR CONTACT PERSONS AT HZ

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COURSE OFFER SEMESTER 2020-2021

Course offer Tourism Management 2020/2021 – Fall Semester					
	Year	Block	Course code	Course name	ECTS
Tourism Package 1	1	1	CU37001	World of Tourism	13,75
	1	2	CU37002	Operational Management	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	VCC3842	Peer Project	1.25
Tourism Package 2	2	1	CU37005	Experience Design	13,75
	2	2	CU37006	Cultural Awareness	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	VCC3842	Peer Project	1.25
Tourism Package 3	1	1	CU37001	World of Tourism	13,75
	2	2	CU37006	Cultural Awareness	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	VCC3842	Peer Project	1.25
Tourism Package 4	2	1	CU37005	Experience Design	13,75
	1	2	CU37002	Operational Management	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	VCC3842	Peer Project	1.25
Tourism Package 5	2	2	CU37006	Cultural Awareness	13,75
	3	1	CU37009	Strategic Stewardship	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	VCC3842	Peer Project	1.25

For more detailed information on the Tourism management programme click [here](#).

Course offer Tourism Management 2020/2021 – Spring semester*				
	Block	Course code	Course name	ECTS
Tourism Package 1	1	CU37003	Value Creation	13,75
	1	CU34609 & CU34614	Sustainable Business & Sustainable Business Project (taken together)	4
	2	in development	Trends & Technology	10
	1+2	CU34638	Dutch Culture & language	2
	1+2	VCC3842	Peer Project	1.25

* Because of COVID-19 we were forced to make shifts in the curriculum for academic year 2020-2021. As a result, the course offer for the Spring semester is unfortunately limited to 1 package.

COURSE DESCRIPTIONS – SPRING SEMESTER

CU37003 Value Creation

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.

CU34609 Sustainable Business

Enterprises are faced with challenges related to environmental and social sustainability. For some, issues like worker satisfaction, alternative supply chains and mitigating the effect of climate change are business opportunities. Others need to find ways to change the way in which they do business to align with the Sustainable Development Goals of the UN. In this course, current issues related to sustainability are addressed. You will be presented with tools you can use to be a change agent for sustainable business or, at least, to address the most important issued in an intelligent way.

CU34614 Sustainable Business Project

For the course Sustainable Business Project you will actively participate in (a) project(s) organised by HZ's Green Office, in order to experience first-hand what practical measures can be taken to “green” organisations and your surrounding environment. This course is also an extension of the Sustainable Business classes.

CUXXXX Trends & Technology (in development)

This course focuses on the increasing IT challenges and opportunities for the tourism industry and its stakeholders. The main technological trends and developments will be presented and analysed in the light of the increasing importance of big data & digitalization. The business implications in terms of E-business, change management, forecasting and scenario planning will be considered. Students will also be guided in critically reflect on the balance between automation and human contact, in the context of tourism services.

CU34638 Dutch Culture & Language

This class helps you to decipher basic Dutch and introduces you to Dutch culture and history.

VCC3842 Peer Project

This is an autonomous activity that aims at you performing several activities (and reporting about them) in a social context, so you can optimally benefit from your minor abroad.