

Tourism Management Course offer

Fall semester 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.

For your minor you can choose one of the packages mentioned below.

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	1	CU37005	Experience Design	13,75
	3	2	CU37010	Applied Research Lab	13,75
		1+2	CU34638	Dutch Culture & language	2
		1+2	VCC3842	Peer Project	1.25
Tourism Package 6	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