

# Course offer

# Tourism Management

2024-2025

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## 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. 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.

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.

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 ACADEMIC YEAR 2023-2024

Course offer Tourism Management 2024/2025 – Fall Semester					
	Year	Block	Course code	Course name	ECTS
<b>Tourism Package 1</b>	1	1	CU37001	World of Tourism	13,75
	1	2	CU37002	Operational Management	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25
<b>Tourism Package 2</b>	2	1	CU37005	Experience Design	13,75
	2	2	CU37006	Cultural Awareness	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25
<b>Tourism Package 3</b>	1	1	CU37001	World of Tourism	13,75
	2	2	CU37006	Cultural Awareness	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25
<b>Tourism Package 4</b>	2	1	CU37005	Experience Design	13,75
	1	2	CU37002	Operational Management	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25

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

Course offer Tourism Management 2024/2025 – Spring semester				
	Block	Course code	Course name	ECTS
<b>Tourism Package 1</b>	3	CU37003	Value Creation	13,75
	4	CU37010	Applied Research Project	13,75
	3+4	CU34638	Dutch Culture & language	2
	3+4	CU37029	HZ personality	1.25
<b>Tourism Package 2</b>	3	CU37007	Digital Intelligence	13,75
	4	CU37010	Applied Research Project	13,75
	3+4	CU34638	Dutch Culture & language	2
	3+4	CU37029	HZ personality	1.25
<b>Tourism Package 3</b>	3	CU37009	Strategic Stewardship	13,75
	4	CU37010	Applied Research Project	13,75
	3+4	CU34638	Dutch Culture & language	2
	3+4	CU37029	HZ personality	1.25

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## BRIEF COURSE DESCRIPTIONS

### CU37001 World of Tourism

The course World of Tourism gives an introduction to the world of tourism from a sociological and economical perspective. The student will be introduced to all aspects of marketing within the Tourism industry. Students will jointly deliver 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.

### CU37002 Operational Management

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 tourism business, the course focuses on providing insights on HRM tools and practices. There is an oral exam and a Human Capital report in which theory will be applied.

### 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.

### CU37005 Experience Design

During this course, students will further explore the tourism industry and its current and future trends and developments. Students will not only delve deeper into the “product development”, they will also be trained to think in terms of experience marketing. On the one hand, experience products & services are developed from the vision and identity of the company. On the other hand, they fit in with consumer experience. Understanding and gaining insight into consumer behaviour is therefore of the utmost importance when creating experience products. Needless to say, the proposal also needs to have a strong financial basis.

People and means are involved in the realisation of your plans. The plans do not happen by themselves and they must serve a purpose. It is important to have a very solid financial plan. Clients do not just want to see a pretty picture: they want to see a short-term and long-term profit and loss account.

### CU37006 Cultural Awareness

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 labour market, social cohesion and active citizenship by offering flexibility and adaptability, satisfaction and motivation. They also guarantee more flexibility in the labour force, allowing it to adapt more quickly to constant changes in an increasingly interconnected world. The Intercultural Management classes will provide you with integrated principles and models of cross-cultural management and ample opportunities to experience communicating with people with different (culturally influenced) points of view.

### **CU37007 Digital Intelligence**

The module focuses on the increasing digital 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.

### **CU37009 Strategic Stewardship**

Tourism and the environment are diverse, complex, and interrelated systems. This course examines stewardship and sustainability within an interdisciplinary context. You will examine the impacts of tourism and approaches applied to global issues, such as climate change and poverty reduction and the pressures tourism places on social and physical environments.

### **CU370010 Applied research project**

Applied Research is a practical research project carried out by a group of students (3-4 students) for organizations that have approached or were approached by the HZ University of Applied Sciences. Zeeland as a living lab. Central during this module is a practical problem for which the organisation need a solution. Students go through the entire research circle:

- understanding of the formulated research question
- creating sub questions
- writing a theoretical frame
- preparing field research by critically choosing one or multiple research methods
- setting up (a)research instrument(s)
- field research for data collection
- analyzing data
- presenting results
- writing the discussion chapter
- Formulating conclusion and recommendations.

The professional products that research students will create are: a research proposal, a research report and all of the students will participate in an online conference call.

### **CU34638 Dutch Culture & Language**

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

### **CU37029 HZ Personality**

Within HZ Personality you will develop the skills that you find important for your personal and professional development. You will shape your own program and reflect on the approach you have chosen and the insights obtained. Being able to self-direct your own development is a crucial skill that the future field of work and rapidly changing society demands from you. Moreover, HZ finds it important that you have the opportunity to work on your personal goals, so you can personalize your study program. In this way we want to give you the opportunity to gain experiences, so that you can learn about your identity, can form new relationships with others and to learn about ways you would like to add value to the world. You can also work with HZ Personality on skills that will allow you to distinguish yourself in the labor market.