



Tourism Management

Course offer for exchange students

Academic year 2026/2027



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 experiences 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 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 the various stakeholders in tourism.

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.

Timeline of Tourism Management courses and tests

Under Dutch law, every student is entitled to re-sit each test once per year. It is crucially important that you do not schedule your homeward travel home before the re-sit opportunity. Test dates are usually finalised three to four weeks in advance. Test weeks, however, are already known now. The full year plan can be found [here](#).

- Introduction week fall semester: from Monday, August 24th 2026.
- Start classes fall semester: from Monday, August 31st 2026.
- Christmas break: expect your last classes on December, 18th 2026 and the first on January 4th 2027.
- End of fall semester: Friday, January 29th 2027
- Introduction day spring semester: Monday, February 1st 2027
- Start classes spring semester: Monday, February 1st 2027
- End of spring semester: Friday, July 2nd 2027

Course offer Tourism Management 2026/2027 – Fall Semester

Year of HZ TM Curriculum					
	Year of HZ TM Curriculum	Block	Course Code	Course Name	ECTS
Tourism Package 1	1	1	CU37101	World of Tourism	12.5
		2	CU37102	Ethical Escapers	12.5
		1+2	Optional	HZ Explore	2.5
		1+2	Optional	Dutch Culture & Language	2.5
Tourism Package 2	2	1	CU37205	Cultural Awareness	15
		2	CU37206	Experience Design	15
		1+2	Optional	HZ Explore	2.5
		1+2	Optional	Dutch Culture & Language	2.5
Tourism Package 3	1	1	CU37101	World of Tourism	12.5
	2	2	CU37205	Cultural Awareness	15
	2	1+2	Optional	HZ Explore	2.5
	2	1+2	Optional	Dutch Culture & Language	2.5

Tourism Package 4	1	1	CU37102	Ethical Escapes	12.5
	2	2	CU37206	Experience Design	12.5
	1	1+2	Optional	HZ Explore	2.5
	1	1+2	Optional	Dutch Culture & Language	2.5
Tourism Package 5	1	1	CU37101	World of Tourism	12.5
	2	2	CU37206	Experience Design	15
	2	1+2	Optional	HZ Explore	2.5
	2	1+2	Optional	Dutch Culture & Language	2.5
Tourism Package 6	1	1	CU37102	Ethical Escapes	12.5
	2	2	CU37205	Cultural Awareness	15
	2	1+2	Optional	HZ Explore	2.5
	2	1+2	Optional	Dutch Culture & Language	2.5

Course offer Tourism Management 2026/2027 – Spring Semester

	Block	Course Code	Course Name	ECTS
Tourism Package 1	3+4	CU	Student Start-Up	27.5
	3+4	Optional	HZ Explore	2.5
	3+4	Optional	Dutch Culture & Language	2.5
Tourism Package 2	3	CU37311	Strategic Stewardship	15
	4	CU37312	Destination Zeeland	15
	3+4	Optional	HZ Explore	2.5
	3+4	Optional	Dutch Culture & Language	2.5

Course descriptions

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

Choose English in the right upper corner, select the academic year and programme (see screen shot below).

If the regulations for next academic year have not yet been published, please consult the regulations of the current academic year.

English

HZ Course and Examination Regulations

1 documents

HZ Course and Examination Regulations (CER's) and Implementation Regulations (IR's) for degree programmes.

All CER's and IR's

OER-en van HZ

UR-en van opleidingen Business, Vitality & Hospitality

UR-en van opleidingen Health, Education & Wellbeing

UR-en van opleidingen Technology, Water & Environment

2024-2025

Bachelor of Arts

Tourism Management

English

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IR BFT Tourism Management 35524 • Bachelor of Arts • Tourism Management	2024-2025

Brief Course descriptions

CU37101 World of Tourism

Step into the fascinating world of tourism and explore how it shapes destinations, economies, and societies worldwide. In this module, you will explore tourism as a global phenomenon, tracing its history and understanding its types and typologies, as well as the diversity of visitor profiles and target groups. Using Zeeland as a living lab, you will examine coastal tourism and the interplay between destinations and stakeholders, including DMOs, to understand how they shape visitor experiences. You will learn about customer journeys, market trends, and destination marketing strategies, and gain insights into the economic, social, and cultural impacts of tourism.

Throughout the module, you will apply your knowledge in practice by creating a visualization of the destination Zeeland, demonstrating how the destination meets visitor needs and reflects relevant trends.

CU37102 Ethical Escapes

What does it mean to travel responsibly in a world where tourism can both enrich and strain destinations? In this module, you explore tourism through an ethical, sustainable, and regenerative lens. You dive into visitor management and carrying capacity to understand how destinations balance the needs of guests with the well-being of local communities and ecosystems. Along the way, you examine consumer behaviour and learn to “follow the customer” to see how travel choices shape impacts on the ground.

A key part of the module is reflecting on who you are as a responsible tourist. Through peer-to-peer learning, where students teach students, you explore your own values, habits, and assumptions. You also develop your own vision for responsible tourism and consider how tourism industry programs can evolve to support more sustainable futures. Real-world ethical dilemmas challenge you to think critically about tourism and the consequences of decisions. Through inspiring case studies, you discover how regenerative tourism goes beyond “doing less harm” to actively restoring nature, culture, and community well-being.

You also develop an understanding of change management, exploring how positive change can be created within the tourism industry. By the end of the module, you not only know what responsible tourism involves, you also know how you can actively contribute to it as a traveler, a future professional, and a driver of change.

CU37205 Cultural Awareness

Tourism is all about people; meeting them, understanding them, and learning how cultures shape the way we travel and work. In this module, you build the intercultural skills you need to feel confident in any international setting. You learn to communicate across cultures, work with different perspectives, and understand how leadership, teamwork, and organizational culture vary around the world.

You dive into real stories and behaviours, exploring tourism from both Global South and Global North perspectives. A key focus is the host–guest relationship: how visitors and residents interact, how these interactions shape social cohesion, influence community well-being, and even affect

visitor behaviour. You also look closely at how both residents and locals experience tourism and what respectful, meaningful engagement really looks like.

Throughout the module, you practice navigating cultural differences, analyzing social impacts, and applying cross-cultural management models in realistic situations. You learn how to adapt your communication, understand different expectations, and collaborate with people whose habits, values, and work styles may be very different from your own. By the end, you'll have the cultural intelligence, awareness, and confidence to work in international tourism environments and to build stronger, more respectful connections between visitors and the communities they meet.

CU37206 Experience Design

Design experiences that people will never forget. In this module, you learn how to create meaningful, place-based and innovative tourism experiences rooted in the identity, stories, and landscape of a destination.

In this module, you learn how to design tourism experiences that truly connect people to a place. You explore placemaking, place branding, consumer psychology, and co-creation to understand how stories, landscapes, and communities shape experiences. You gather narratives from residents, partners, and the surrounding area, transforming old stories into new contexts and making hidden identities visible and experiential.

Using personas, imagineering, design thinking, and creative methods like LEGO and storytelling, you develop concepts rooted in the identity of the destination. You also analyze international best practices, compare destinations worldwide, and explore what makes Zeeland unique; its pride, heritage, and strong sense of place.

Throughout the process, you test your ideas through impact analyses and feasibility checks, ensuring your concept is both inspiring and realistic for partners who seek fresh ideas.

CU37311 Strategic Stewardship

Take your understanding of destination management to the next level. In this module, you explore how policies, planning, and governance shape the future of tourism. You study life cycle models, change management, and environmental impact to understand how destinations evolve. With a focus on coastal innovation, you learn how to balance economic growth, community well-being, and sustainable stewardship, becoming a strategic thinker in the tourism field.

CU37312 Destination Zeeland

Use Zeeland as your testing ground for smart and sustainable destination development. You apply strategic tools such as forecasting, risk analysis, and spatial planning to assess the environmental, economic, and social outcomes of tourism. You explore issues like carrying capacity and community well-being while using Zeeland as a living lab for coastal innovation. Working on real-world challenges, you design forward-thinking strategies that make destinations both sustainable and resilient.

Zeeland is a diverse destination with coastal, urban, and inland municipalities, each facing distinct challenges and opportunities in tourism development. At the same time, all municipalities are interconnected within a provincial ecosystem shaped by shared ambitions such as Bestemming

Zeeland 2035, sustainability, livability, and balanced tourism development. In this module, students work with the Leidraad Bestemmingsmanagement (NBTC) as the central framework. They explore how destination management takes shape at municipal level, while contributing to a shared provincial vision.

CU HZ Explore

Within HZ Explore 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.

Dutch Culture & Language

Course especially for exchange students: CU34638V21 - Dutch Culture & Language (2,5 ECTS)

This class helps you to become knowledgeable in basic Dutch and introduces you to Dutch culture and history. It's offered every other week at the campus in Vlissingen.

Your contact persons at hz

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