

Implementation Regulations EER HZ - Tourism Management (English)

This document covers the fulltime Tourism Management Bachelor of Arts program, whilst a different document covers the closely related Vitality & Tourism Management Program which ends in two years' time. Another document covers the Tourism Management Associate Degree program. The Tourism Management bachelor program is still relatively new: due to our own team's and management of the HZ's desires combined with the restructuring of the national Tourism Management (related) bachelor programs, we moved from our niche in vitality and health tourism to a wider management program focused on the entire tourism industry. However, the vitality and health part remains an important aspect of our program; there are four optional specialisations students can choose from. One of these specialisations is focused on health and wellbeing. In addition, the trend of health and wellness is also included in our fundamental body of knowledge, for example in trends discussions and use in marketing, so that students choosing another specialisation do come across health and vitality at some moment during their studies. The same goes for the delta and coastal geographical features of our region; they also form part of our focus areas within several courses. The four specialisations concentrate on

- a) the accommodation sector (hotels, parks, resorts, campsites)
- b) gastronomy (restaurants, culinary tourism, production), and
- c) stimulating visits (branding of destinations, tours and events)
- d) promoting wellbeing and healthy lifestyles

In the TM Program modules are taught in block format, with one year covering 4 blocks of 15 EC each. In the teaching project modules, students work on one central project and have lectures, workshops and coaching that supports the project themes. This means that modules contain less testing and allows students to study in a more focussed manner, something which students said they wanted.

The specialisations are addressed in the projects, and the students can choose the specialisation they want to focus on each block, which makes it possible for students to experience different specialisations in year one. Students can therefore experiment and 'taste' several specialisations in year one, or only choose projects within one specialisation if they are certain they want to start their careers in that direction.

The re-clustering of the tourism programs has resulted in a new educational profile for the Tourism Management programs and its students. Following from this, students work on 4 key tasks plus 1 generic task. These will be briefly introduced in this document as well. The entire matrix that includes all learning outputs in relation to modules and tests is available upon request.

At this moment, Tourism Management students are participating in courses of year 1 and year 2. There are no Tourism Management students in year 3 and 4, as the program started September 2018-2019. In year 3, students will participate in 2 modules in 2 blocks and have 2 blocks to complete their minor. In year 4, emphasis is on graduation. The learning outcomes and competences are programmed. Specific module and graduation design is planned in 2019-2020, whilst students who would like to know our progress and thoughts in this are free to ask and could share suggestions as well.

Tourism Management also offers a 180 EC program for VWO students or international students with an equal diploma. This program accelerates the student through the basics, applied research and managerial competences. It is designed for students that want to pursue an academic study career afterwards. VWO or equivalent students that doubt and are attracted to a UAS for the relation to industry stakeholders and are not interested in an academic career afterwards per se, could better pursue the 240 EC program. In the 180 EC program, graduation takes place in three instead of four periods and a minor is not programmed.

Chapter 1 General provisions Implementation Regulations CER HZ

1.1 general

1.1.1 The Course and Examination Regulations (CER HZ) comprise the core of the education within HZ. That document gives a general overview of all study programmes offered by HZ. The CER HZ contains institution-specific regulations, which apply to the entire HZ. Every year, the Executive Board determines the institution-specific Implementation Regulations CER HZ (hereinafter: Implementation Regulations) for every study programme.

1.2 Programme Committee

- 1.2.1 The Programme Committee is provided the opportunity to advise the Executive Board before the Implementation Regulations are determined.
- 1.2.2 The Programme Committee assesses the execution of the Education and Examination Regulations and the Implementation Regulations annually.

1.3 Domain director

- 1.3.1 The appointed domain director is responsible for:
- the execution of the CER HZ;
 - the implementation and execution of the Implementation Regulations;
 - the annual evaluation on behalf of the Executive Board of the CER HZ and the Implementation Regulations, in which he measures and monitors the amount of time students need and adjust the study load, if necessary (article 7.14 WHW);
 - preparing the adjustments to the Implementation Regulations.

Chapter 2 Implementation Regulations CER HZ per study programme: Tourism Management, full-time
2.1 Registration, pre-training requirements and admission policy

2.1.1 Overview additional pre-training requirements (article 2.3 CER HZ in addition to the requirements as stated in article 2.2 CER HZ)

Profiles senior general secondary education	NT (Nature & Technology)	NH (Nature & Health)	ES (Economy & Society)	CS (Culture & Society)
Study programme: TM				
Student graduated from senior general secondary school before 1-8-2009	✓	✓	✓	Admission with M&O, economics, BE. If not, a deficiency course needs to be completed
Student graduated from senior general secondary school after 1-8-2009	✓	✓	✓	Admission with M&O, economics, BE. If not, a deficiency course needs to be completed

Profiles pre-university education	NT (Nature & Technology)	NH (Nature & Health)	ES (Economy & Society)	CS (Culture & Society)
Study programme: (V&)TM				
Student graduated from pre-university before 1-8-2010	✓	✓	✓	Admission with M&O, economics, BE. If not, a deficiency course needs to be completed
Student graduated from pre-university after 1-8-2010	✓	✓	✓	Admission with M&O, economics, BE. If not, a deficiency course needs to be completed

 Overview of domains of secondary vocational education (Dutch: *mbo-domeinen*) that do not give direct access to *sectors* of Universities of Applied Sciences (in Dutch: *hbo-sector*)

- **mbo-domain technics and process industry to sector economics**
- **mbo-domain trade and entrepreneurship to sector health**
- **mbo-domain trade and entrepreneurship to sector technology**
- **mbo-domain economics and administration to sector health**
- **mbo-domain economics and administration to sector technology**
- **mbo-domain health and care to sector economics**
- **mbo-domain food, nature and environment to sector economics**

HZ Transition Course Economics 2019

The transition course Economics is intended for students who graduated from senior general secondary school or pre-college education and whose profile does not meet the legal requirements for their specific study programme. These students must pass the final exam of the transition course (with a satisfactory mark). This is required in order to be admitted to the study programme.

The transition course is also suitable for future students who feel they need extra lessons, students who are advised by HZ to take the transition course Economics (with a satisfactory mark) or students who are required to take the course in order to be admitted to the study programme.

Study load

The study load of the course is 40 hours, including the lessons.

Date

The summer course is taught one week between 12 and 16 August 2019.

Costs

The participation fee is 200 EurO. HZ will provide the course materials at a cash payment of a 50 Euro deposit. Travel costs and such will not be reimbursed.

Registration

You can register for the transition course Economics via the on-line application form. Please register before 1 July 2019 due to the summer holiday and the Organisation of the transition course.

Questions

For questions about the transition course, please contact the program at tourismmanagement@hz.nl

Transition course subjects

1. Price mechanism (supply and demand), price and income elasticity, relationship between price elasticity and revenue
2. Market forms (monopoly, oligopoly, monopolistic competition, perfect competition) and company strategy
3. Profit and loss statement, solvency and liquidity, costs and expenses, revenue and income
4. Index numbers, percentile changes, growth rates
5. Cyclical growth and structural growth; fiscal policy of the government
6. Calculating added value, GDP, GNP, et cetera.
7. Subjects from basic mathematics (dependent on the skills of the participants)

2.1.6 Admission requirements three-year 180 EC study programme (art. 2.2, 2.2a, 2.3 2.8 CER)

- VWO students that meet the pre-training requirements are also admissible to the 180 EC programme.
- International students are admissible to the 180 EC VWO programme only if Nuffic has determined that their diploma is equal to the Dutch VWO diploma and they meet the pre-training requirements for the 240 EC program.
- The 180 EC program is in the first three periods planned similarly as the 240 EC program. If students want to pursue their studies in the 180 EC program, they need to discuss this with their study coach no later than week 5 of block 3.
- The study coach will meet with the student who shared his interest and desire to continue in the 180 EC degree program. An advice will be given whether the 180 EC program is indeed a smart move, based upon motivation, study skills, grades in modules 1 and 2, work experience in the industry.
- Once in their second year, it is expected students will complete the 3 year 180 EC study programme and cannot switch (back) to the 240 EC program unless their study coach and the student advisor strongly recommend it, following from personal circumstances.

2.2 Organisation of the study programme and education

2.2.1 Study programme profile (article 3.2 CER HZ)

The programme Tourism Management is primarily focused on the entrepreneurial and leadership core competencies, complemented with direct knowledge from the field. The translation of generic knowledge to the specific business sector is the core. The propaedeutic phase of the programme is targeted to the practice of the field. This is by coherent learning arrangements. The professional profile of bachelor TM consists of two parts: the generic part BA and the specific component for tourism. Together, this the entire professional profile of training. A Graduate of the Bachelor of Tourism Management is a competent professional. Competence means that the starting position to professional knowledge, insight, skills and professional attitudes apply in solving professional problems. In the professional profile, the contents of the job and the necessary competencies defined. The vocational competences are taken from this professional profile and are in the training profile decomposed into subtasks, occupational settings, structural problems, results and behavioural indicators.

2.2.2 Competencies (art 3.2 OER HZ)

Tourism Management follows the new profile. In this profile, the Tourism Professional works in 4 core and 1 generic task. The generic task emphasizes 21st century skills which we combine with hostmanship, co-creation, sustainability, and research. The four key tasks are bundled in:

1. Initiating and creating
2. Realising and implementing
3. Marketing
4. Organising and managing

Description of the competencies of the study programme Vitality & Tourism Management	
0	Tourism Professional generic skills
O.A.	Communicates and reports tactfully internally and externally, has good oral and written skills that are appropriate to the target group and social level
O.B.	Applies both qualitative and quantitative methods within applied research, substantiates choices and reports on them clearly
O.C.	Collaborates in co-creation in an international and intercultural professional environment, realises partnerships and develops networks and chains
O.D.	Finds the right balance between people, planet, profit and purpose in thinking and acting, shows social responsibility, monitors the sectoral agreements on sustainability and recognises the significance and effects of tourist behaviour on a destination
O.X	Searches how to make a difference as an individual, as part of a team and/or as part of an organisation through the use of 21st century skills and hostmanship, reflects on his/her own actions in this, learns from it and continuously develops in acquiring these skills
1	Central task Organising and managing
1.1.	Controls operational and tactical business processes, even when there is little structure and/or there are uncertain factors
1.2	Ensures that the organisation's actions comply with the legal frameworks applicable to the situation
1.3.	Assesses the financial situation of a company, for example by means of a balance sheet, income statement or cash flow statement
1.4.	Assesses financial reporting, analyses relevant key figures and draws up departmental budgets, before and after calculations
1.5.	Calculates commercial decisions and applies the basis of revenue management
1.6.	Analyses and improves behaviour in organisations, paying attention to organisational structure and culture, complexity of behaviour in organisations, intercultural management, leadership styles, change management, networks
1.7	Draws up strategic policy that optimises stakeholder interests and enriches the natural, cultural and social environment (value driven), and sets out this policy using strategic analysis, sets strategic options, implements strategic goals and evaluates strategic choices.
1.8	recognises, processes and uses relevant data for decisions and substantiates these
2	Central task Initiating and creating
2.1.	Maps the relevant factors of a destination (intelligence)
2.2.	Identifies and analyses trends in the external environment and converts the results into strategy, policy and new or innovated products and services for a specific target group and uses new technologies where necessary/where possible
2.3.	Sees opportunities and renews current products, services, experiences and processes or creates and designs new ones in a creative, innovative way
2.4	Makes a budget for required investments, estimates income flows, budgets cash flows and analyses investments and weighs them on feasibility and earnings
2.5.	Takes into account related legal aspects when initiating and creating new or innovated services and products
3	Central task Realising and implementing
3.1.	Uses the economic factors within a destination for the improvement of realisation and implementation
3.2.	Makes, partly based on value creation for the customer, hospitality and services part of the (new) product/(new) service
3.3.	Plans operational and tactical business processes, even when there is little structure and/or uncertain factors and makes decision-supporting calculations
3.4.	Develops, implements and evaluates a change process in a creative, fast and accurate manner, sets up operational processes, implements, and/or optimises them
3.5.	Adapts management information systems and creates a (new) structure for data processing
4	Central task put on the market
4.1	Collects and analyses relevant data so that based on them decisions can be made
4.2	Applies knowledge on consumer behaviour and technology for the right market approach
4.3	Develops marketing strategy and makes strategic marketing decisions using the right method
4.4	Calculates promotional costs and weighs these with an eye to the intended goal and alternatives
4.5	Takes into account legal aspects when putting new or innovated services and products on the market

2.2.3 Organisation study programme (article 3.3, 3.13, CER HZ)

Organisation of the study programme:	
National name:	Tourism management
International name:	<i>Tourism Management</i>
Degree:	<i>Bachelor of Arts</i>
Duration of study:	<i>4 years</i>
Study load propaedeutic phase	60 EC
Study load main phase:	180 EC
Form:	<i>Full-time</i>
Croho-code:	<i>35524</i>
Location:	<i>Vlissingen</i>
Languages:	<i>English</i>
Date start accreditation:	<i>28 November 2014</i>
Final date accreditation (send in):	<i>01 May 2020</i>
Combined study programme:	<i>Not applicable</i>
Accelerated programme:	<i>Three year 180 EC study programme (see par. 2.1.6 for admission)</i>

The 4 year curriculum overview is presented on next page. It is important to be aware of the following aspects related to this overview:

- The program is designed in a modular way. This means that if group size and schedule requires, modules 2 and 3, as well as 6 and 7 could be offered in both 2nd and 3rd quarter. Seeing the amount of students in TM this year, it won't be the case and the modules are offered in the order presented;
- There are no additional language requirements than English. However, our students could participate in Dutch, Spanish and German language classes offered within the International Business program for a maximum of 6 EC, as agreed upon with this program;
- A total of 7,5 of HZ Personality is to be completed in year 1 and 2. This means that there is no 10 EC of HZ Personality courses explicitly found in the curriculum overview. However, the goals and study load related to the remaining part of HZ Personality is integrated in year 3 and 4, as will be explained in 2.2.7;
- In year 3, students do a minor over two blocks and two modules in the other two blocks. Students could do their minor either in autumn or spring semester, as our modules will be offered twice within this year;
- The TM modules of year 3 and year 4 are not developed yet and still allow for (small) changes in the overview. For graduation, the current idea is to offer 4 different paths, with varying study load and focus between management traineeship, research thesis, and an integration of these. Each path ends with a defence on the entire year of graduation. More information of how year 3 and 4 are envisioned are explained in 2.2.5.

Bachelor study programme: TM, full-time

4 year program:

	Q1			Q2			Q3			Q4			
	Nr	Module/Course	Ecs	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	
Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37004	Apprenticeship	8,75	
	38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	38124	English 4	1,25	
										37027	HZ Personality TM y1	5	
Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37008	Internship	11,25	
	38201	English 5	1,25	38202	English 6	1,25	38203	English 7	1,25	37508	English 8	1,25	
										37028	HZ Personality TM y2	2,5	
Year 3	37021	Minor/Exchange TM 1	15	37022	Minor/Exchange TM 2	15	37009	Strategic Stewardship	15	37010	Applied Research Lab	15	
Year 4	A	37101	Graduation 1/4	15	37102	Graduation 2/4	15	37103	Graduation 3/4	15	37104	Graduation 4/4	13,75
	B	37111	Management Traineeship 1/2	15	37112	Management Traineeship 2/2	15	37121	Research Thesis 1/2	15	37122	Research Thesis 2/2	13,75
	C	37111	Management Traineeship 1/2	15	37112	Management Traineeship 2/2	15	37023	Minor/Exchange TM 3	15	37141	Research Article	13,75
	D	37131	Management Traineeship 1/3	15	37132	Management Traineeship 2/3	15	37133	Management Traineeship 3/3	15	37141	Research Article	13,75
For all:										37200	Graduation Defense	1,25	

3 year 180 EC program (VWO, accelerated):

	Q1			Q2			Q3			Q4		
	Nr	Module/Course	Ecs	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37008	Internship	11,25
	38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	37508	English 8	1,25
										37028	HZ Personality TM y2	2,5
Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37010	Applied Research Lab	15
	38201	English 5	1,25	38202	English 6	1,25	38203	English 7	1,25			
Year 3	37009	Strategic Stewardship	15	37151	Graduation 3 year track 1/3	10	37152	Graduation 3 year track 2/3	15	37153	Graduation 3 year track 2/3	13,75
				37027	HZ Personality TM y1	5				37200	Graduation Defense	1,25

Compared to the regular, 4 year 240 EC program, the 180 program differs by programming in the following sense:

- In year 1 Q4, students do their internship, English 8 and HZ Personality 2,5 EC, which is programmed for regular 4 year students in year 2;
- In year 2 Q4, students do their applied research project, 37010, which is programmed for regular 4 year students in year 3;
- In year 3 Q1, students begin with Strategic Stewardship, a module programmed for regular 4 year students in year 3;
- In year 3 Q2, Q3 and Q4, students complete their studies by a graduation project with placement that integrates an applied research.

2.2.4 Courses propaedeutic phase (article 3.5, 3.11 CER HZ)

Block 1: World of Tourism												
CU37001	Title: World of Tourism					Number of EC's: 13,75	Contact hours: 160	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
Course summary: The course World of Tourism gives an introduction to the world of tourism from an sociological and economical perspective. The student will be introduced to all aspects of marketing within the Tourism industry. There is a theory exam, and theory will be applied in 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.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
TOETS 1		X		X		Theory exam	40%	5.5	6	7	10	10
TOETS 2		X			X	Marketing Plan	40%	5.5	9	9	10	10
TOETS 3	X				X	Presentation Marketing Plan	10%	5.5	9	9	10	10
TOETS 4		X		X		Portfolio	10%	5.5	9	9	10	10

Block 2 and 3: Operational management or Value creation

Bachelor study programme: TM, full-time

CU37002V2	Title: Operational Management					Number of EC's: 13,75	Contact hours: 160	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
Course summary: 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 a theory exam, and theory will be applied in a HRM plan. Presentation skills and reflection skills will be developed as part of the HRM plan and as part of the personal development portfolio.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
TOETS 1		x		X		0.A, 0.B, 0.C, 0.D, 0.X, 1.1, 1.2, 1.6, 3.1, 3.3, 3.4	25%	5.5	4	6	10	10
TOETS 2		X			X		30%	5.5	9	9	10	10
TOETS 3	X				X		30%	5.5	9	9	10	10
TOETS 4		X		X			15%	5.5	9	9	10	10

Bachelor study programme: TM, full-time

CU37003	Title: Value creation					Number of EC's: 13,75	Contact hours: 160	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
Course summary: 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.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
TOETS 1		x		X		0.A, 0.B, 0.C, 0.D, 0.X, 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.1, 2.2, 2.3, 2.5, 3.1, 4.1, 4.3, 4.4	25%	5.5	4	6	10	10
TOETS 2		X			X		50%	5.5	9	9	10	10
TOETS 3	X				X		15%	5.5	9	9	10	10
TOETS 4		X		X			10%	5.5	9	9	10	10

Block 4: Apprenticeship

CU37004	Title: Apprenticeship					Number of EC's: 8,75	Contact hours: 40	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
Course summary:												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
1		X		X		Reflection Portfolio	80%	5.5	n/a	n/a	n/a	n/a
2		x		x		Portfolio	20%	5.5	n/a	n/a	n/a	n/a

English for Tourism management – Year 1

Block 1

Course code: CU38111		Title: Business Reading skills				EC's: 1,25		Compulsory: yes		Language: English: Engels						
Course manager: Bregje Weeda		Lecturer: Bregje Weeda				Contact hours: 11										
Conditions for participation: none																
Special condition for credit allocation: None																
Course description: In this course, you will have to read several articles and have discussions about these articles. During the reading circles you have to be able to assume different roles, which will help you to process articles in a different way than you have done so far. The digital portfolio helps you to prepare for the final oral exam and to expand your vocabulary.																
Course material (literature)																
Nr.	Format <i>Oral (M), Written (S) or different (A) tests</i>			Description test	Group (G) or Indiv. (I)		Planning? (yes/no) + test time if "yes" (minutes)	Content <i>Linked with subtasks</i>	Weighing		Decimals or alpha-numerical	Lowest passing grade	Planning exam week	Exam Review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	M	S	A		G	I			%	EC's						
1			v	Digital portfolio		v	No		50			5,5	42	43	44	45
2			V	Oral exam: reading circle		v	No		50			5,5	42	43	44	45

Block 2

Course code: 38112		Title: Jobs and applications				EC's: 1,25		Compulsory: Yes		Language: English						
Course manager: Bregje Weeda		Lecturer: Bregje Weeda				Contact hours: 11		Course type: CU								
Conditions for participation: none																
Special condition for credit allocation: None																
Course Content: This course focuses on the ability to present oneself as a suitable candidate for a job. The digital portfolio includes (language) tasks that will prepare you for the oral exam, again, the digital portfolio also helps you to expand your vocabulary. The oral exam is a 1 minute pitch in which the student presents themselves as suitable candidates for a job.																
Course Material (literature)																
Test	Format: <i>Oral (M), Written (S) of different (A) test</i>			Group (G) of Indiv. (I)	Planning required? (yes/no) + test time if yes" (minutes)	Content	Weighing		Decimals or Alpha-numerical		Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week	
	Nr.	M	S				A	Description test	G	I						%
1			v	Digital portfolio		v	nee	50				5,5	2	3	4	5
2			v	Oral exam: pitch		v	nee	50				5,5	2	3	4	5

Block 3

Bachelor study programme: TM, full-time

Course Code: 38113		Title: Describing trends						EC's: 1,25		Compulsory: yes		Language: Engels					
Course manager: Bregje Weeda		Lecturer: Bregje Weeda						Contact hours: 11		Course type: CU							
Conditions for participation: none																	
Special condition for credit allocation: None																	
Course content In this course students learn how to describe graphs and change. In order to do this correctly, we'll cover certain language like prepositions, adjective, adverbs and linking words. The digital portfolio includes (language) tasks that will expand your vocabulary. On top of that, you'll deal with specific tasks that are related to describing trends. The digital portfolio helps you prepare for your final task, a graph description.																	
Course Material (literature)																	
Test	Format: <i>Oral (M), Written (S) of different (A) test</i>				Group (G) of Individ. (I)		Planning required? (yes/no) + test time if yes" (minutes)	Content	Weighing		Decimals or Alpha-numerical		Lowest passing grade	Planning exam week	Exam review (< 10 workdays after graduation is received)	Planning resit in week	Review resit in week
	Nr.	M	S	A	Description test	G			I	%	EC's	D					
1			v	Digital portfolio		v	nee		50				5,5	12	14	15	16
2			v	Graph description		v	nee		50				5,5	12	14	15	16

Block 4

Course code: 38124		Title: Listening and presentation skills					EC's: 1,25		Compulsory: Yes		Language: Engels						
Course manager: Bregje Weeda		Lecturer: Bregje Weeda					Contact hours: 11		Course type: CU								
Conditions for participation: none																	
Special condition for credit allocation: None																	
<p>Course content: This course aims to improve listening skills and presentation skills. The digital portfolio helps you to expand your vocabulary and helps you to improve your listening skills. The portfolio includes a listening test on a B2 level. The digital portfolio prepares for a (digital) listening test and for the final presentation. The listening test is a B2 level test. The final presentation will be a presentation on your work placement, in which students show their ability to provide information on their work placement.</p>																	
Course material (literature)																	
Test	Format: <i>Oral (M), Written (S) of different (A) test</i>				Group (G) of Indiv. (I)		Planning required? (yes/no) + test time if yes" (minutes)	Content	Weighing		Decimals or Alpha-numerical		Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	Nr.	M	S	A	Description test	G			I	%	EC's	D					
1			v	Digital portfolio		v	nee		50				5.5	24	25	26	27
2			v	Presentation skills		v	nee		50				5.5	24	25	26	27

2.2.5 Courses main phase (article 3.5, 3.11 CER HZ)

Year 2, Block 1: Experience design												
CU37005		Title: Experience Design			Number of EC's: 13,75			Contact hours: 59		Mandatory	Language: English	
Conditions for participation:												
Learning arrangement Experience Design & Financial Management. CU09500, CU011831 and CU09502 together form a coherent learning arrangement												
Course summary:												
During this course, students will further explore the leisure 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. Consequently, the second part of the study programme will focus on the financial aspect. 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.												
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Plannin resit in week	Review resit in week	
	O	W	O T	Form								
1		x		Case study exam Experience	0.A, 0.B, 0.C, 0.D,	25%	55	43	44	44	45	
2		x		Exam Financial Management	0.X, 1.3, 1.4, 1.5,	25%	55	43	44	44	45	
3			x	Report experience concept and financial plan	1.8, 2.1, 2.2, 2.4,	30%	55	n/a	n/a	n/a	n/a	
4			x	Presentation pitch experience concept	3.1, 3.2, 4.1, 4.3,	10%	55	n/a	n/a	n/a	n/a	
5			x	Portfolio	4.4, 4.5	10%	55	n/a	n/a	n/a	n/a	

Year 2, Block 2: Inter - Cultural Awareness

CU12722		Title: Intercultural communication			Number of EC's: 13.75			Contact hours:		Mandatory:	Language: English	
Conditions for participation: n/a												
Special condition for credit allocation: n/a												
Course summary:												

Bachelor study programme: TM, full-time

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.

Year 2, Block 3: Digital Intelligence

Exam no.	Form						Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review	Planning resit in week	Review resit in week
	O	W	OT	I	G								
Dialogue in International Context	x	x			x		0.A, 0.B, 0.C, 0.X, 1.3, 1.4, 1.5, 1.8, 2.1, 2.2, 2.4, 3.1, 3.2, 4.1, 4.3, 4.4, 4.5	20%	5,5	4	4	10	10
Video & Image Analysis		x		x				20%	5,5	9	9	10	10
Poster		x			x			30%	5,5	7	7	10	10
Portfolio		x		x				30%	5,5	9	9	10	10

Bachelor study programme: TM, full-time

CU37007	Title: Digital Intelligence			Number of EC's: 13,75	Contact hours: 100	Mandatory: yes	Language: English				
Conditions for participation: None											
Course summary: The module 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.											
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Plannin resit in week	Review resit in week
	O	W	OT	Form							
1		x		Conceptual Map	0.A, 0.B, 0.C, 0.D, 0.X, 1.2, 1.8, 2.5, , 3.5, 4.1, 4.2	30%	5,5	2/6	3/7	10	10
2	x			LSP Shared Model Explanation (in group)		20%	5,5	4 / 8	5/9	10	10
3			x	E-Strategy Plan (in pairs)		30%	5,5	4 / 8	5/9	10	10
4			x	Portfolio		20%	5,5	9	10	10	10

Year 2, Block 4: Internship

CU37008	Title: Internship					Number of EC's: 11.25	Contact hours:	Mandatory:	Language: English			
Conditions for participation: n/a												
Special condition for credit allocation: n/a												
<p>Module 8 will focus on Realizing and Implementing, this will be done by means of an internship. The internship is being performed on an operational and tactical level. The content of Module 8 is largely shaped to the principle of a learning-work company. This means that you spend most of the time cooperating within the company in which you perform your daily tasks and work on your assignments.</p>												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1.		x		x		Reflection Report 0.A, 0.B, 0.C, 0.D, 0.X, 1.6, 3.2, 3.4, 4.5	80%	5,5	n. A	n. A	n. A	n. A
2.		x		x			Portfolio	20%	5,5	n. A	n. A	n. A

English for Tourism Management – Year 2

Block 1

Course code: 38201		Title: Formal Meetings				EC's: 1,25		Compulsory: yes		Language: Engels							
Course manager: Bregje Weeda		Lecturer: Sandra Vinke				Contact hours: 11		Course type: CU									
Conditions for participation: none																	
Special condition for credit allocation: None																	
Course Content: This course prepares you for a formal meeting. In the digital portfolio you will deal with specific procedures and conventions for formal meetings, and you will prepare the language needed for the final meeting. The final meeting is a formal meeting with your colleagues, in which you show that you understand the conventions and that you are able to use specific language.																	
Course Material (literature):																	
Test	Format: <i>Oral (M), Written (S) of different (A) test</i>				Group (G) of Individ. (I)		Planning required? (yes/no) + test time if yes" (minutes)	Content	Weighing		Decimals or Alpha-numerical	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grad is received)	Planning resit in week	Review resit in week	
	Nr.	M	S	A	Test Description	G			I	%							EC's
1			v	Digital portfolio		v	No		50				5,5	42	43	44	45
2			v	Meeting	v		no		50				5,5	42	43	44	45

Block 2:

Course code: 38202		Title: Business Correspondence						EC's: 1,25		Compulsory: Yes		Language: English					
Course manager: Bregje Weeda		Lecturer: Sandra Vinke						Contact hours: 11		Course type: CU							
Conditions for participation: none																	
Special condition for credit allocation: None																	
Course content In this course you will have to deal with business correspondence. The digital portfolio consists of language tasks and vocabulary, needed for your final written test. In your written test, you have to show your ability to apply business correspondence.																	
Course Material (literature)																	
Test	Format: <i>Oral (M), Written (S) of different (A) test</i>				Group (G) of Individ. (I)		Planning required? (yes/no) + test time if yes" (minutes)	Content	Weighing		Decimals or Alpha-numerical		Lowest passing grade	Planning exam week	Exam review (< 10 workdays after graduation is received)	Planning resit in week	Review resit in week
	Nr.	M	S	A	Description test	G			I	%	EC's	D					
1			v	Digital portfolio		v	no		50				5,5	2	3	4	5
2			v	Business correspondence, written test		v	Yes (90 minutes)		50				5,5	2	3	4	5

Block 3:

Course code: CU38203		Title: EN7 – Argument Writing				EC's: 1.25		Compulsory: yes		Language: English							
Course manager: R. Kiely		Teachers: Sandra Vinke				Contact hours:		Course type:									
Preconditions: Year 1 and first semester year 2 English courses																	
Special condition for credit allocation:																	
Course summary: This B2(+) level course prepares students: <ul style="list-style-type: none"> for writing an argument in a professional manner Students will have scheduled contact with the instructor every week.																	
Course material (literature): all materials provided online or through teacher																	
Assessment	Format Oral (O), written (W) or alternative (A) assessment			Group (G) or Indiv. (I)		Schedule? (yes/no) + duration if "yes" (minutes)	Contents linked with subtasks	Weight		Decimals or Alpha-numeric		Minimum score	Planned in week	Exam inspection in week	Re-sit in week	Exam inspection re-sit exam	
	No.	O	W	A	Assessment description			G	I	%	EC's						D
1		W		Writing an argument	G		240 mins	(CEFR references: 4.4, 4.8)	100		D		5.5	13 Monday		24 Monday	

Block 4:

Course code: CU38204		Title: Persuasive Presentations					EC's: 1.25		Compulsory: yes		Language: English							
Course manager: R. Kiely		Teachers: Sandra Vinke					Contact hours:		Course type:									
Preconditions: year 1 and all other year 2 English courses																		
Special condition for credit allocation: The students must be awarded a GO before they are allowed to give the presentation.																		
Course summary: This B2+ level course prepares students for making a professional persuasive loop presentation. Students will have scheduled contact with the instructor every week.																		
Course material (literature): all materials provided online or through teacher																		
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>			Group (G) or Indiv. (I)	Schedule? (yes/no) + duration if "yes" (minutes)	Contents <i>linked with subtasks</i>	Weight		Decimals or Alpha-numeric		Minimum score	Planned in week	Exam inspection in week	Re-sit in week	Exam inspection re-sit exam			
	No.	O	W				A	Assessment description	G	I						%	EC's	D
1	O				Persuasive loop presentation	G	I	Yes 3x2 pairs in blocks of 90 mins	(CEFR references: 3.2, 3.4, 3.9, 3.17)	100		D		5.5	24		26	

Year 3: Work in progress

In year 3, it is expected students go either in first or second semester on their minor. The minor can be completed at the HZ, in the Netherlands via Kies op Maat, or abroad via our HZ Partner network and with consultation of the international office. Students could also search and apply for their own minor, but then they have to fund it themselves. Despite which minor where to be completed, the content should always be approved by the sub-examination board. With support of the study coach, the student proposes a learning agreement and includes a cover letter that states motivation and includes course descriptions with level indication. In the other semester, students complete two modules: Strategic Stewardship and Applied Research Lab. In Strategic Stewardship, sociology, geography and strategic management are combined whilst focusing on ethics and sustainability from a destination development perspective. Students will learn to do commercial calculations, set strategic objectives and propose monitoring these using a business balanced scorecard. In addition, workshops and assignments emphasize ethical decision making, management theories, change, innovation and industry related trends. Skills that will be trained are critical thinking and essay writing, amongst others. The outline of this module is to be completed in June 2020. The Applied Research Lab module focuses on preparing, doing and reporting applied research. In project groups, students will work on a problem as shared by stakeholders from within the industry. Students translate this problem into relevant research questions and with guidance and support from their supervisor evolve them into an appropriate research design. Besides this module being a great preparation for thesis work in the graduation phase, other skill development stipulate teamwork, collaboration with the industry and presenting of insights to industry stakeholders.

Year 4 Graduation: Work in progress

Ideally, students do their applied research thesis work and managerial skill development as an integrated period at one organisation. In two months, students prepare a graduation plan in which they combine their research proposal with their personal and professional development plan. Once approved, students are allowed to begin their graduation work placement, which will take approximate seven months. In this period, the applied research is conducted and its following recommendations implemented. Because of these implementations and if applicable other projects, students work on various learning goals at the required bachelor level. All graduation products come from this 4th year; the bachelor level (6) is not tested and archived as such within earlier modules or courses. The idea is that students can differ from this year track and separate management traineeship from applied research in a variety of study load, depending on the student's ambitions and interests. All students end their bachelor major phase by defending their final year during a presentation.

Graduation 180 EC three year program

Programmed as presented in the overview, students in the VWO 180 EC three year program fulfil their graduation phase in three instead of four periods as is the case with regular 240 EC students. In these three periods, students draft a proposal under supervision that relates to the above but now designed in a way it could be completed in one semester.

2.2.6 Year schedule

The HZ year plan is available on the HZ website: www.hz.nl in the section “About HZ”, “Year plan”.

2.2.7 HZ Personality (article 3.12 CER HZ)

The curriculum Tourism Management contains a total amount of 7.5 EC HZ Personality Courses. Of these 7,5 EC a total of 5 EC is part of the propaedeutic phase and needs to be obtained within the first 2 years. The remaining 2,5 EC can be obtained in later years as well, but is planned in year 2. The planning will be different for each student, in consultation with the SCC. The total study load is 7.5 EC and a student can fill this in according to their own area of interest. If a student performs different activities, it is up to the student to prove, by means of evidence, how much time each activity took. It is also possible to earn 1.25 EC, for instance by taking HZ cult

Assignments and assessment

As described above, students are free to carry out the assignments as they see fit, in consultation with the SCC. Assessment will be as follows:

- a. By means of an examination (for instance for a language course or another course). If it is an HZ course, this will be incorporated in the study plan.
- b. By means of written evidence (for instance proof of attending a convention or a report on a convention, a report of an external assignment + assessment by the person responsible inside the organisation/enterprise and a signature which states the hours worked, together with a note from the student indicating how many hours were spent performing which tasks and which competencies/subtasks were carried out at which level.

The remaining 2,5 EC to cover 10 EC of HZ Personality in total will be integrated in Strategic Stewardship and Management Traineeships. The program hosts an international student population. For many non-Dutch (well) speaking students, it is hard to find sufficient projects that allow for HZ Personality. Offering various MOOCs or learning another language is one option to get to 10 EC, but risks mono-disciplinary development. In relation to the objective of HZ Personality, the program itself is already full of ‘bildung’, personal, professional and community development. Study trips are being offered as an extra, for example, to be organized by students themselves. Still, generic learning tasks translate in learning outcomes throughout modules in which students work on and report their portfolio assignments related to personal, professional and community development. Beyond this approximate 20 EC of development closely related with HZ Personality, there are explicit aspects to be planned in year 3 and 4 that directly relate to HZ Personality but which do not force to have a separate course programmed. As planned, students will work on stakeholder analysis and tourism destination management ethics in relation to sustainability and the circular economy in the module Strategic Stewardship (year 3). In addition, students as part of their Management Traineeship (year 4) will have to explicitly propose, execute and plan own development aside but related to their managerial challenges.

2.2.8 Graduation specialisations (article 3.10 CER HZ)

The TM Programme offer 4 specialisation:

1. Developing hotels, resorts and parks
2. Guiding gastronomy, advancing restaurants
3. Stimulating visits by branding destinations, tours and events
4. Promoting wellbeing and healthy lifestyle

The program strives to issue Tourism Management bachelor diplomas that could include a graduation specialisation. Before April 2020, it has to become clear if this is indeed possible, following from approval of the board. The discussed and orally approved path prescribed that in order to fulfil a graduation specialisation, students have to focus all projects in year 2 and 3 towards/in their specialisation of choice. Besides this, both their Minor and the graduation also needs to be focused on their chosen specialisation. In practice, this means that the specialisation will be chosen at the start of year 2, so in year 1 students can choose projects in all areas offered. In the final graduation defence module, students need to convince they are entitled such a specialisation. In order to do so, they share their portfolio of executed projects, minor and graduation with its explicit relation to the specialisation.

2.2.9 Work placement (art 3.9 CER HZ)

The work placements are of central emphasis in the Apprenticeship (year 1), the Traineeship (year 2) and the Management Traineeship (graduation level, year 4). There are no specific entry requirements to go on a work placement in year 1 and year 2. Those for the Management Traineeship are part of the planned module design.

2.2.10. Minor (article 3.8 CER HZ)

A Minor is a coherent programme of 2x15 academic credits, which a student takes in one semester and which gives the student the opportunity to expand or broaden his or her knowledge and competencies. The student takes a minor in the fifth or sixth semester. This can take place in the Netherlands or abroad. In order to participate in the programme 'Kies op Maat' when choosing a minor, the student must meet the following requirements: The student submits a well-founded and properly argued request to the study programme coordinator. In this request, the student states why he/she wants to acquire the specific knowledge or specific skills that this Minor offers. The student will discuss the request with the SCC (student career coach) before submitted it.

The minors that HZ offers are listed in HZ's minor catalogue which can be found on HZ's 'Kies op Maat'. A student must follow a minor that is published in HZ's minor catalogue, unless the student decides to follow a minor at a different institution for higher education in the Netherlands or abroad. HZ's minor catalogue stipulations the conditions the student must meet before he can take a minor. The minor chosen by the student must support the student's chosen study programme and study career. If a student wishes to follow a minor at an institution for higher education in the Netherlands or abroad, the (sub)examination committee must give its permission prior to this. The (sub)examination committee assesses whether the objectives and the level of the minor to be chosen has adequately been accounted for by the student and whether the objectives and the level of the minor to be chosen could be attained by following a minor at HZ. In order for a student to actually participate in a minor, the propaedeutic phase (60EC) and a minimum of 30 EC in the major phase need to be completed. Registration for a minor is possible with less credits, once the study coach agrees it is possible and a reasonable expectation this demands will be fulfilled before the start of a minor. See also article 3.8 Education and Examination Regulations HZ.

2.2.11 Participation international exchange programme (article 4.5 CER HZ)

There is no separate international exchange programme with a certain partner. For an international exchange minor, the student should, at a minimum, have completed the propaedeutic phase and approval of international office. See also article 4.5 paragraph 1 Course and Examination Regulations HZ.

2.2.12 Graduating (article 3.9. CER)

To be eligible for the graduation work placement, the student must meet the following requirements:

- Completion of the propaedeutic phase
- A minimum of 170 European credits accrued in the semesters prior to the graduation phase
- If you have less than 180 EC: a realistic plan to accrue the remaining credits, with a positive advice from the SCC
- an approved (provisional) thesis from your mentor and an approved personal development plan (PDP).

2.2.13 Addendum to the certificate (article 6.11 CER HZ)

Annulled.

2.2.14 Study programme adaptation regulations (art 6.2 sub 11 CER HZ).

None.

2.3. Study advice**2.3.1. Elaboration of the conditions for registering for a study programme after nbsa (article 8.1 paragraph 9 CER HZ)**

The student of the study programme TM who receives a negative study advice will be unenrolled from this study programme.

2.3.2 Definition of conditions of enrolment in programme after negative binding study advice (art. 8.1 paragraph 9 OER HZ): Enrolment in the TM programme is only possible upon (written) permission from the Executive Board of HZ.**3.1 Establishment**

- 3.1.1 The duration of the Implementation Regulations equals the duration of the Course and Examination Regulations HZ 2019-2020
- 3.1.2 These Implementation Regulations are established by the Executive Board on **10/12/2019**.