

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, 2 and 3. There are no Tourism Management students in year 4, as the program started September 2018-2019. In year 4, emphasis is on graduation. Some students will start graduation in 2020-2021 due to their participation in a short track (180 EC) program or exemptions from earlier studies..

Tourism Management 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 2020-2021

1.1 general

1.1.1 The Course and Examination Regulations HZ 2020-2021 (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:
- a. the execution of the CER HZ;
 - b. the implementation and execution of the Implementation Regulations;
 - c. 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);
 - d. 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 2020

The transition course Economics is intended for Dutch 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

It is not clear yet when the transition course is offered.

Costs

The participation fee is not known yet but will cost approximately 200 euros. 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 August 2020 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, addendum to the certificate

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 Tourism Management	
0	Tourism Professional generic skills
0.A.	Communicates and reports tactfully internally and externally, has good oral and written skills that are appropriate to the target group and social level
0.B.	Applies both qualitative and quantitative methods within applied research, substantiates choices and reports on them clearly
0.C.	Collaborates in co-creation in an international and intercultural professional environment, realises partnerships and develops networks and chains
0.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
0.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 of entry into force:	<i>31-08- 2020</i>
Submission date:	<i>01-05-2026</i>
Combined study programme:	<i>Not applicable</i>
Accelerated programme:	<i>Three year 180 EC study programme (see par. 2.1.6 for admission requirements)</i>

Flow-through (HZ CER art. 3.3 paragraph 4 sub I)

For the Main Phase B (the third year) of the Tourism Management (TM) Bachelor program at HZ University of Applied Sciences, students who progress directly from the Associate degree Tourism Management at HZ University of Applied Sciences on the basis of an (annual) program comparison validated by the examination board do not have to follow additional programs or course contents. They can then start in Main Phase B (the third academic year) of the mentioned bachelor program TM at HZ University of Applied Sciences after completing the Ad TM at HZ University of Applied Sciences without special conditions¹.

This is a flow-through from Ad to Bachelor who is related in terms of content. For this reason it is in principle a program of 120 credits, so that in principle both the Ad and the Bachelor can be obtained in 4 years.

The current HZ exemptions policy remains applicable.

¹ With the comment of the application for individual exemption for the Graduation phase of the Ad when there has been simultaneous registration (Ad 1) and in case of non-simultaneous registration for individual exemption of the bachelor at the examination board of year 1 and 2 (for the part still needed from the moment of registration).

The various curricula are presented on next pages. It is important to be aware of the following aspects related to this overview:

- There are variations in the program, depending on the cohort
- These variations are not only due to continuous review and improvement, but also due to Covid-19 and its effect on offering originally planned internships at times of the outbreak
- There is a curriculum planning shared for students that already obtained a level 5 degree elsewhere. With a prior program related to management, business, leisure, hospitality, tourism, wellness, events and facility management, it is believed this planning and combination of modules makes sense and best prepare students for their graduation. As such, a 'top up' program at Tourism Management is not just the last two years of the regular bachelor program but in fact a deliberate mix of essential modules that in this way offers the best possible combination of learning outcomes and industry context. Since it is not an official 120 EC program (yet), students need to request exemptions for the non-planned modules. Students are allowed to choose a minor, instead of requesting exemption for it because of prior studies, but a minor won't replace any of the planned modules. In this way, it makes their suggested planning consist of 30 additional ECs.
- The program allows for an honours track, entitled 'Leisure Lab'. This honours track is explained further in this document.
- Although there are various curricula presented, depending on the cohort and variations to the regular bachelor track, it is important to see our modules as building blocks. Realized by its modular nature, it is not necessary per se modules are followed in a fixed order. For this reason, the information per module is presented after showing the various curricula.
- The red squares in the presented curricula illustrate the exact modules students of that cohort in that particular program variation need to follow:

Bachelor study programme: TM, full-time

Regular 240 EC Bachelor program:

Bachelor Program													
Cohort 2020-2021													
		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2020-21	Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37004	Apprenticeship	10
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	37027	HZ Personality TM ty1	5
2021-22	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37008	Internship	12,5
		38124	English 4	1,25	38201	English 5	1,25	38202	English 6	1,25	37028	HZ Personality TM y2	2,5
2022-23	Year 3	37021	Minor/Exchange TM 1	15	37022	Minor/Exchange TM 2	15	37009	Strategic Stewardship	13,75	37010	Applied Research Project	13,75
								38203	English 7	1,25	37508	English 8	1,25
2023-24	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	

Implementation Regulations of the study programme Tourism Management – full-time 2020-2021
 Established by the HZ Executive Board: dd/mm/2020, consent HZ Participation Council dd/mm/2020,
 advice degree programme degree committee: dd/mm/2020

Bachelor study programme: TM, full-time

Cohort 2019-2020		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2019-20	Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37007	Digital Intelligence	13,75
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	38124	English 4	1,25
2020-21	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37004	Apprenticeship	10	37008	Internship	12,5
		38201	English 5	1,25	38202	English 6	1,25	37027	HZ Personality TM ty1	5	37028	HZ Personality TM y2	2,5
2021-22	Year 3	37021	Minor/Exchange TM 1	15	37022	Minor/Exchange TM 2	15	37009	Strategic Stewardship	13,75	37010	Applied Research Project	13,75
								38203	English 7	1,25	37508	English 8	1,25
2022-21	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

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Bachelor study programme: TM, full-time

Cohort 2018-2019		Q1			Q2			Q3			Q4			
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	
2018-19	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	37027	HZ Personality TM ty1	5	
											38124	English 4	1,25	
2019-20	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37010	Applied Research Project	13,75	
		38201	English 5	1,25	38202	English 6	1,25	38203	English 7	1,25	37508	English 8	1,25	
2020-21	Year 3 A	37021	Minor/Exchange TM 1	15	37022	Minor/Exchange TM 2	15	37009	Strategic Stewardship	13,75	37008	Internship	12,5	
								37029	HZ Personality TM y3	1,25	37028	HZ Personality TM y2	2,5	
	B	37008	Internship	12,5	37009	Strategic Stewardship	13,75	37021	Minor/Exchange TM 1	15	37022	Minor/Exchange TM 2	15	
		37028	HZ Personality TM y2	2,5	37029	HZ Personality TM y3	1,25							
2021-22	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	

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Bachelor study programme: TM, full-time

3 year 180 EC *excellence* program (VWO, accelerated):

180 EC Excellence Program													
Cohort 2020-2021		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2020-2021	Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37008	Internship	12,5
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	37028	HZ Personality TM y2	2,5
2021-2022	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37010	Applied Research Project	13,75
		38124	English 4	1,25	38201	English 5	1,25	38202	English 6	1,25	37508	English 8	1,25
2022-2023	Year 3	37009	Strategic Stewardship	13,75	37111	Management Traineeship 1/2	15	37112	Management Traineeship 2/2	15	37141	Research Article	13,75
		38203	English 7	1,25							37200	Graduation Defense	1,25

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Cohort 2019-2020		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2019-2020	Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37007	Digital Intelligence	13,75
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	38124	English 4	1,25
2020-2021	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37008	Internship	12,5	37010	Applied Research Project	13,75
		38201	English 5	1,25	38202	English 6	1,25	37028	HZ Personality TM y2	2,5	37508	English 8	1,25
2021-2022	Year 3	37009	Strategic Stewardship	13,75	37111	Management Traineeship 1/2	15	37112	Management Traineeship 2/2	15	37141	Research Article	13,75
		38203	English 7	1,25							37200	Graduation Defense	1,25

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180 EC Excellence Program													
Cohort 2018-2019													
		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2018-2019	Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37007	Digital Intelligence	13,75
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	38124	English 4	1,25
2019-2020	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37009	Strategic Stewardship	13,75	37010	Applied Research Project	13,75
		38201	English 5	1,25	38202	English 6	1,25	38203	English 7	1,25	37508	English 8	1,25
2020-2021	Year 3	CU11839V10 Graduation TM 1					30	CU11840V10 Graduation TM 2					30

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Bachelor study programme: TM, full-time

Planning 120 EC *top-up* bachelor:

120 EC Top-Up Program (2yr program for those with relevant earlier obtained competences)													
Cohort 2020-2021													
		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
-2020	Exemption	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37004	Apprenticeship	10
		38111	English:1	1,25	38112	English:2	1,25	38113	English:3	1,25	37027	HZ Personality TM:ty1	5
-2020	Exemption	37021	Minor/Exchange:TM 1	15	37022	Minor/Exchange:TM 2	15	37007	Digital Intelligence	13,75	37008	Internship:	12,5
			(Optional)			Optional)		38202	English:6	1,25	37028	HZ Personality TM:y2	2,5
2020-21	Year 1	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37009	Strategic Stewardship	13,75	37010	Applied Research Project	13,75
		38124	English 4	1,25	38201	English 5	1,25	38203	English 7	1,25	37508	English 8	1,25
2021-22	Year 2 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

Bachelor study programme: TM, full-time

Cohort 2019-2022													
		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
-2019	Exemption	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37004	Apprenticeship	10
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	37027	HZ Personality TM ty1	5
-2019	Exemption	37021	Minor/Exchange TM 1	15	37022	Minor/Exchange TM 2	15	37009	Strategic Stewardship	13,75	37008	Internship	12,5
			(Optional)			(Optional)		37029	HZ Personality TM y3	1,25	37028	HZ Personality TM y2	2,5
2019-20	Year 1	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37010	Applied Research Project	13,75
		38124	English 4	1,25	38201	English 5	1,25	38202	English 6	1,25	37508	English 8	1,25
2020-21	Year 2	CU11839V10 Graduation TM 1					30	CU11840V10 Graduation TM 2					30

Implementation Regulations of the study programme Tourism Management – full-time 2020-2021
 Established by the HZ Executive Board: dd/mm/2020, consent HZ Participation Council dd/mm/2020,
 advice degree programme degree committee: dd/mm/2020

Bachelor study programme: TM, full-time

Honours track * Leisure Lab *:2

Cohort 2018-2019		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2018-19	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	37027	HZ Personality TM ty1	5
											38124	English 4	1,25
2019-20	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37010	Applied Research Project	13,75
		38201	English 5	1,25	38202	English 6	1,25	38203	English 7	1,25	37508	English 8	1,25
2020-21	Year 3	37149	Leisure Lab Minor 1	15	37150	Leisure Lab Minor 2	15	37151 Leisure Lab 1			30		
2021-22	Year 4	37152 Leisure Lab 2			30			37153 Leisure Lab 3			28,75		
											37200	Graduation Defense	1,25

² Leisure lab is an experiment that is funded from the quality funds. Permission for this has been given by the Executive Board and the Participation council. During academic year 2019-2020 this was also discussed with the Domain Exam Committee.

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

Semester/Blok: S1 CU37001 - World of Tourism (2020 / VT)

Course CU37001		Title: World of Tourism					EC's: 13.75		Compulsory: Yes		Language: English				
Course manager: N.F. Lund		Teachers To be determined Anneloes Roelandschap; Lotte Hendriks; Sophie Adriaanse; Karin Minderhoud					Contact hours: 160		Course type: CU						
Preconditions: 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.															
Content:															
Goal:															
Course material:															
Marketing for Hospitality and Tourism, Global Edition, Dr. Philip T. Kotler John T. Bowen, 7th edition, ISBN: 9781292156156, Marketing for Hospitality and Tourism, Global Edition (7th edition) - Philip Kotler (Mandatory)															
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					
TOETS01 (VT)		X			Yes (90)	0.A, 0.B, 0.C, 0.D, 0.X, 1.7, 1.8, 2.1, 2.2, 2.3, 3.2, 4.2, 4.2, 4.3	40%	5.5			5.5	6	7	10	10
TOETS02 (VT)		X					40%	5.5			5.5	9	9	10	10
TOETS03 (VT)	X						10%	1.37 5			5.5	9	9	10	10
TOETS04 (VT)		X					10%	1.37 5			5.5	9	9	10	10

Semester/Blok: S1 CU37002V2 - Operational Management (2020 / VT)

Course CU37002V2		Title: Operational Management						EC's: 13.75		Compulsory: Yes		Language: English							
Course manager: E. Droll		Teachers: Ragna Brouwers; Karin Minderhoud; Michel Schrier; Anneloes Roelandschap; Sophie Adriaanse						Contact hours: 160		Course type: CU									
Preconditions: 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.																			
Course material: Human Resource Management for the Hospitality and Tourism Industries, Dennis Nickson, 2nd edition, ISBN: 9780080966489, Human Resource Management for the Hospitality and Tourism Industries (2nd edition) - Dennis Nickson (Mandatory)																			
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	A
TOETS01 (VT)		X			Theory Exam			X	Yes (90)	0.A, 0.B, 0.C, 0.D, 0.X, 1.1, 1.2, 1.6, 3.1, 3.3, 3.4	25%	3.43 8			5.5	4	6	10	10
TOETS03 (VT)		X			HRM Project		X				30%	4.12 5			5.5	9	9	10	10
TOETS04 (VT)	X				Oral Defense		X				30%	4.12 5			5.5	9	9	10	10
TOETS05 (VT)		X			Portfolio			X			15%	2.06 2			5.5	9	9	10	10

Semester/Blok: S2 CU37003 - Value Creation (2020 / VT)

Course CU37003		Title: Value Creation						EC's: 13.75		Compulsory: Yes		Language: English			
Course manager: A. Roelandschap		Teachers: Karin Minderhoud; Michel Schrier; Lotte Hendrikx; Sophie Adriaanse; Elisa Droll						Contact hours: 160		Course type: CU					
Preconditions: 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.															
Course material: To be determined															
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					
TOETS01 (VT)		x			Yes (90)	0.A, 0.B, 0.C, 0.D, 0.X, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8 1.D 2.1, 2.2, 2.3, 2.5, 2.A 2.B, 2.C, 2.D, 3.1, 3.2, 3.C, 3.D 4.1, 4.3, 4.4, 4.5, 4.A, 4.B, 4.D					5.5	5	7	10	10
TOETS02 (VT)		x					x				5.5	9	9	10	10
TOETS03 (VT)	x							x			5.5	9	9	10	10
TOETS04 (VT)		x									5.5	9	9	10	10

Semester/Blok: S2 CU37004V1 - Apprenticeship (2020 / VT)															
Course CU37004V1		Title: Apprenticeship						EC's: 10		Compulsory: Yes		Language: English			
Course manager: S. Adriaanse		Teachers: Anneloes Roelandschap; Ragna Brouwers; Timo Derriks						Contact hours: 25		Course type: CU					
Preconditions: None															
Special condition for credit allocation: None															
Course summary: In this module you will learn to put the gained knowledge of year 1 into practice. The module will focus on Realizing and Implementing. This will be done by means of an apprenticeship. The apprenticeship is performed on an operational and tactical level.															
Course material: None															
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					
TOETS01 (VT)		x				0.A, 0.B, 0.C, 0.D, 0.X, 1.1, 1.6, 1.D, 3.4, 3.D, 4.D	80%	8.0			5.5	n/a 9	n/a 9	n/a 10	n/a 10
TOETS02 (VT)		x				0.C, 0.X, 1.D	20%	2.0			5.5	9	9	10	10

Semester/Blok: S2 CU37027 - HZ TM Personality 5 EC (2020 / VT)

Course CU37027		Title: HZ TM Personality 5 EC						EC's: 5		Compulsory: yes/no		Language: English			
Course manager: C.E. Beenhouwer		Teachers: Sophie Adriaanse						Contact hours:		Course type: CU					
Preconditions: None															
Special condition for credit allocation: None															
Course summary: See article 2.2.7															
Course material: None															
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					
TOETS (VT)		x						100%	5.0			5.5			

Coursecode: 38111	Title: Business Reading skills	EC's: 1,25	Compulsory: yes	Language: English
Coursemanager: Bregje Weeda	Teachers: S. Vinke	Contact hours: 11	Coursetype: CU	

Preconditions: none

Special condition for credit allocation: None

Course summary: 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.

Goal: At the end of the course the student can:

- summarise and give his or her opinion about a short story, article, talk, discussion interview, or documentary and answer further questions of detail
- Can synthesise and report information and arguments from a number of sources
- Can reasonably fluently sustain a straightforward description of one of a variety of subjects within his/her field of interest, presenting it as a linear sequence of points
- Can give a prepared straightforward presentation on a familiar topic within his/her field which is clear enough to be followed without difficulty most of the time, and in which the main points are explained with reasonable precision
- Can identify unfamiliar words from the context on topics related to his/her field and interests. Can extrapolate the meaning of occasional unknown words from the context and deduce sentence meaning provided the topic discussed is familiar.
- Can collate short pieces of information from several sources and summarise them for somebody else.

Course material:

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
	O	W	A				Assessment description	G	I	%					
1			v		No		50				5,5	42	nvt	44	nvt
2			V		No		50				5,5	42	nvt	44	nvt

Coursecode: 38112		Title: Jobs and applications					EC's: 1,25		Compulsory: ja		Language: English					
Coursemanager: Bregje Weeda		Teacher: S. Vinke					Contact hours: 11		Course type: CU							
Preconditions: none																
Special condition for credit allocation: None																
Course summary: 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																
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)	Schedule? (yes + duration if "y" (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
	Nr.	O	W	A				Omschrijving toets	G	I	%					
1			v	Digital portfolio		v	No	50				5,5	2	3	4	5
2			v	Oral exam: pitch		v	no	50				5,5	2	3	4	5

Coursecode: 38113		Title: Describing trends					EC's: 1,25		Compulsory: ja		Language: English						
Course manager: Bregje Weeda		Teachers: S. Vinke					Contact hours: 11		Course type: CU								
Preconditions: none																	
Special condition for credit allocation: None																	
Course summary: 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																	
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)		Schedule? (yes + duration if "y" (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
	Nr.	O	W	A	Omschrijving toets	G			I	%	EC's	D					
1			v	Digital portfolio		v	no		50				5,5	12	14	15	16
2			v	Graph description		v	no		50				5,5	12	14	15	16

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

Semester/Blok: S1 CU37005 - Experience Design (2020 / VT)																
Course CU37005		Title: Experience Design								EC's: 13.75		Compulsory:		Language: English		
Course manager: C. Minderhoud		Teachers: Ragna Brouwers; Fred Lund; Lotte Hendriks; Anneloes Roelandschap; Elisa Droll								Contact hours: 60		Course type: CU				
Preconditions: None																
Special condition for credit allocation: None																
Course summary: During this course, students will further explore the leisure industry and its current and future trends and developments. Students will be trained to think in terms of experiences and explore how Imagineering, creativity and storytelling can help them in this design thinking process to add value to products and services companies offer. Needless to say, there also needs to be a strong financial basis when a concept is presented. Consequently, the second part of the study programme will focus on the financial aspect.																
Course material: To be determined																
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						%
TOETS01 (VT)		x						25%	3.43 8			5.5	42	43	44	45
TOETS02 (VT)		x						25%	3.43 7			5.5	40	41	44	45
TOETS03 (VT)			x					30%	4.12 5			5.5	n/a	n/a	n/a	n/a
TOETS04 (VT)			x					10%	1.37 5			5.5	n/a	n/a	n/a	n/a
TOETS05 (VT)			x					10%	1.37 5			5.5	n/a	n/a	n/a	n/a

Semester/Blok: S1 CU37006V1 - Cultural Awareness (2020 / VT)

Course CU37006V1		Title: Cultural Awareness						EC's: 13.75		Compulsory: yes		Language: English							
Course manager: R.I. Brouwers		Teachers: Elisa Droll; Anneloes Roelandschap; Lotte Hendriks; Fred Lund; Karin Minderhoud						Contact hours:		Course type: CU									
Preconditions: none																			
Special condition for credit allocation: none																			
Course summary: 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 labor market, social cohesion and active citizenship by offering flexibility and adaptability, satisfaction and motivation. They also guarantee more flexibility in the labor 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. Students develop cultural awareness and an understanding attitude to cultural difference, helping them cope in their future careers in international (business) settings. This requires bridging cultural differences and respecting different attitudes in negotiations, work performance, habits etc. of professionals from different cultural backgrounds.																			
Course material: To be determined																			
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	A
TOETS01 (VT)	x					Dialogue in International Context		x			10%	1.375			5.5	4	5	10	10
TOETS02 (VT)		x				Video & Image Analysis		x			25%	3.438			5.5	8	9	10	10
TOETS03 (VT)		x				Poster	x				35%	4.812			5.5	6	8	10	10
TOETS04 (VT)		x				Portfolio		x			30%	4.125			5.5	9	9	10	10

Semester/Blok: S2 CU37008V1 - Internship (2020 / VT)																
Course CU37008V1		Title: Internship						EC's: 12.5		Compulsory: Yes		Language: English				
Course manager: A. Roelandschap		Teachers: Timo Derrikk; Ragna Brouwers; Fred Lund; Lotte Hendrikk; Elisa Droll						Contact hours: 40		Course type: CU						
Preconditions: none																
Special condition for credit allocation: none																
Course summary: 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.																
Course material: None																
Assessment	Format			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	
	Oral (O), written (W) or alternative (A) assessment						%	EC's	D	A						
No.	O	W	A	Assessment description:	G	I										
TOETS01 (VT)		x		Report		x	0.A, 0.B, 0.C, 0.D, 0.X, 1.6, 2.C 3.2, 3.3, 3C, 3.D, 3.4, 4.5, 4.A 4.B, 4.C, 4.D	80%	10.0			5.5	9	9	10	10
TOETS02 (VT)		x		Portfolio		x		20%	2.5			5.5	9	9	10	10

Semester/Blok: S2 CU37009 - Strategic Stewardship (2020 / VT)

Course CU37009	Title: Strategic Stewardship	EC's: 13.75	Compulsory:	Language: English
Course manager: R. I. Brouwers	Teachers: Elisa Droll; Anneloes Roelandschap; Fred Lund; Timo Derrikk	Contact hours:	Course type: CU	

Preconditions:

Special condition for credit allocation:

Course summary: This module focuses on combining ethics, critical cultural geography and sociology into strategic management.

Course material: Management Game Tour Operator

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	
	O	W	A				Assessment description:	G	I	%						EC's
TOETS01 (VT)	x				x		0.D, 1.B, 2.B, 2.D, 3.A, 4.A	10%	1.375			5.5	2	3	10	
TOETS02 (VT)		x			x		0.A, 0.B, 0.C, 0.D, 1.1, 1.4, 1.5, 1.8, 1.A, 1.C, 1.D, 2.1, 2.2, 2.3, 2.4, 2.A, 2.C, 2.D, 3.1, 3.3, 3.4, 3.A, 3.D, 4.1 – 4.4, 4.B, 4.C, 4.D	40%	5.5			5.5	8	9	10	
TOETS03 (VT)		x			x		0.A, 0.B, 1.1, 1.3, 1.6, 1.7, 1.D, 2.1, 2.C, 2.D, 4.B, 4.D	25%	3.438			5.5	4	6	10	
TOETS04 (VT)		x			x		0.A, 0.B, 0.C, 0.D, 1.D, 2.B, 2.D, 3.1	15%	2.062			5.5	6	8	10	
TOETS05 (VT)		x			x		0.X, 3.2	10%	1.375			5.5	9	9	10	

Semester/Blok: S2 CU37028 - HZ TM Personality 2.5 EC (2020 / VT)

Course CU37028		Title: HZ TM Personality 2.5 EC						EC's: 2.5		Compulsory: yes/no		Language: English			
Course manager: E. Droll		Teachers: Study career coaches						Contact hours:		Course type: CU					
Preconditions: None															
Special condition for credit allocation: None															
Course summary: See article 2.2.7															
Course material: None															
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					
TOETS (VT)		x						100%	2.5	D		5.5			

Course code: 38114		Title: Listening and presentation skills					EC's: 1,25		Compulsory: ja		Language: English					
Course manager: Bregje Weeda		Teachers: S. Vinke					Contact hours: 11		Coursetype: CU							
Preconditions: None																
Special condition for credit allocation: None																
Course summary: 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 a certain company, in which students show their ability to provide information on a company, talk about future plans and aim for a specific goal. At the end of this course the student can: <ul style="list-style-type: none"> • Can understand recordings in standard dialect likely to be encountered in social, professional or academic life and identify speaker viewpoints and attitudes as well as the information content. • Can understand most radio documentaries and most other recorded or broadcast audio material delivered in standard dialect and can identify the speaker's mood, tone etc. • Can understand announcements and messages on concrete and abstract topics spoken in standard dialect at normal speed. • Can understand the main ideas of propositionally and linguistically complex speech on both concrete and abstract topics delivered in a standard dialect, including technical discussions in his/her field of specialisation. Can follow extended speech and complex lines of argument provided the topic is reasonably familiar, and the direction of the talk is sign-posted by explicit markers. 																
Course material																
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>			Group (G) or Indiv. (I)	Schedule? (yes + duration if "v" (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	
	Nr.	O	W				A	Omschrijving toets	G	I						%
1			v		yes, 45 minutes		v	50				5,5	20	21	26	27
2			v		nee	v		50				5,5	20	21	26	27

Course code: 38201		Title: Formal Meetings					EC's: 1,25		Compulsory: yes		Language: English						
Course manager: Bregje Weeda		Teachers: Sandra Vinke					Contact hours: 11		Cursustype: CU								
Preconditions: None																	
Special condition for credit allocation: None																	
<p>Course summary: Oral exam: B2 level Digital portfolio: B1/B2 level 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. The vocabulary in this course is mainly at a B2 level. Some vocabulary used in the course will be of B1 and sometimes C1 level. Grammar items in the course, part of the digital portfolio, are of a B1/B2 level. Students are able to use modals with some flexibility. Students are also able to use different tenses without too much trouble. Linking words should be applied without difficulty. Skills presented by students, should be of a B2 level. Students communicate effectively in a group setting, in which they are able to express their ideas and opinions. They show the ability to describe advantages and disadvantages of different points of view. On top of that, students are able to reach a consensus and are flexible enough to process and accept opinions of others.</p>																	
Course material:																	
Assessm ent	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)		Schedule? (yes/no) + duration if "v" (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
	Nr.	O	W	A	Omschrijving toets	G			I	%	EC's	D					
1			v	Digital portfolio		v	No	Digital portfolio: Language needed for the final meeting.	50					36-42	44	45	46
2			v	Meeting	v		no	Students take part in a meeting, discussing their different opinions and ultimately reaching a consensus. Specific language and conventions are part of the assessment.	50					42	44	45	46

Course code: 38202		Title: Business Correspondence					EC's: 1,25		Compulsory: ja		Language: English						
Course manager: Bregje Weeda		Teachers: Sandra Vink					Contact hours: 11		Course type: CU								
Preconditions: None																	
Special condition for credit allocation: None																	
Course summary In this course, students learn to express their dissatisfaction in a polite but clear way in a business letter. They show the ability to look for solutions. Students display awareness of conventions and are able to use B2 language and vocabulary in a letter. Students are able to use the passive voice and are able to apply more complex sentence structures. Hypothesising, expressing opinions, justifying statements and persuading the target reader are part of the skills required of students.																	
Course material																	
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)		Schedule? (yes/no) + duration if "v" (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
	Nr.	O	W	A	Omschrijving toets	G			I	%	EC's	D					
1			v	Digital portfolio		v	no	Vocabulary, grammar, format and phrases needed for the final letter.	50					2	3	4	4
2			v	Business correspondence, written test		v	no (90)	Writing a business letter. Contains several questions about the specific format that students have studied during the course.	50					2	3	4	4

Semester/Blok: S1 CU37021 - Exchange TM Minor 1 (2020 / VT)
Semester/Blok: S2 CU37021 - Exchange TM Minor 1 (2020 / VT)

Course CU37021		Title: Exchange TM Minor 1						EC's: 15		Compulsory: yes		Language: English			
Course manager: T. Derriks		Teachers: Examencommissie Domain Exam Committee						Contact hours:		Course type: CU					
Preconditions: Propaedeutic exam															
Special condition for credit allocation:															
Course summary: See article 2.2.10															
Course material: None															
Assessment	Format			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
	Oral (O), written (W) or alternative (A) assessment						%	EC's	D	A					
No.	O	W	A	G	I										
TOETS (VT)			x		x			100%	15.0			5.5			

Semester/Blok: S1 CU37022 - Exchange TM Minor 2 (2020 / VT)

Semester/Blok: S2 CU37022 - Exchange TM Minor 2 (2020 / VT)

Course CU37022		Title: Exchange TM Minor 2						EC's: 15		Compulsory: yes		Language: English			
Course manager: R.I. Brouwers		Teachers: Domain Exam Committee						Contact hours:		Course type: CU					
Preconditions: Propaedeutic exam															
Special condition for credit allocation: None															
Course summary: : See article 2.2.10															
Course material: None															
Assessment	Format			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
	Oral (O), written (W) or alternative (A) assessment						%	EC's	D	A					
No.	O	W	A	Assessment description:	G	I									
TOETS (VT)			x	Weighted Average		x					5.5				

Bachelor study programme: TM, full-time

Semester/Blok: S1 CU11839V10 - Graduation 1 (2020 / VT)
Semester/Blok: S2 CU11839V10 - Graduation 1 (2020 / VT)

Course CU11839V10		Title: Graduation 1				EC's: 30		Compulsory: yes		Language: English				
Course manager: JAECM van Poppel		Teachers: Fred Lund; Elisa Droll, Sophie Adriaanse; Lotte Hendrikk; Timo Derriks; Karin Minderhoud; Ragna Brouwers; Anneloes Roelandschap				Contact hours:		Course type: CU						
Preconditions: A minimum of 170 EC's from previous semesters, including the propaedeutic phase; no more than 5 EC open of study year 2, and the student has successfully obtained the EC's from the course Applied Research Projects including research methods from year 3. The student has a START document which has been approved by the graduation supervisor before the start of the block. Students can start in block 1, block 2, block 3 or block 4 of the academic year.														
Special condition for credit allocation: None														
Course summary: Preparation of the work placement by creating portfolio 1 and preparation on a practice-oriented research according to the research framework of the University of Applied Sciences by writing a research proposal. Students exchange their ideas and work by participating in a peer session.														
Course material: ISBN: 9780750665735, Business research projects a solution-oriented approach, ISBN 9780750665735, Keizer, J. Kempen, P.M., Taylor & Francis S&T Voorheen lijst Elsevier S&T, 1e druk (Mandatory) ISBN: 9789999934213, GWO ENGLISH EDITION, ISBN 9789999934213, Glabbeek van, E.E.M., Lab Oudelande(wordt bij HZ geleverd), 1e druk (Mandatory) ISBN: 9780273750758, Research methods for business students, ISBN 9780273750758, Saunders, m., Pearson Education, 6e druk (Mandatory)														
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:						
TOETS01 (VT)		x						85%	25.5	D		5.5		
TOETS02 (VT)			x					15%	4.5	D		5.5		

Bachelor study programme: TM, full-time

Semester/Blok: S2 CU11840V10 - Graduation 2 (2020 / VT)

Course CU11840V10		Title: Graduation 2						EC's: 30		Compulsory: yes/no		Language: English			
Course manager: JAECM van Poppel		Teachers: Fred Lund; Elisa Droll, Sophie Adriaanse; Lotte Hendriks; Timo Derriks; Karin Minderhoud; Ragna Brouwers; Anneloes Roelandschap						Contact hours:		Course type: CU					
Preconditions: The student has an approved research proposal and portfolio part 1 including personal development plan, personal activity plan including to checklists 1-6															
Special condition for credit allocation:															
Course summary: Work placement, in which a project is performed that focuses on the company's and student's personal development (on all of the 10 competences). Part of the project is to conduct a practice-oriented research according to the research framework of the University of Applied Sciences. Command of the competences is proven by means of a portfolio.															
Course material: ISBN: 9789999934213, GWO ENGLISH EDITION, ISBN 9789999934213, Glabbeek van, E.E.M., Lab Oudelande(wordt bij HZ geleverd), 1e druk (Mandatory) ISBN: 9789001816964, Research This is it! Conduct and evaluate quantitative and qualitative research, ISBN 9789001816964, Baarda, Dr.D.B, Noordhoff Uitgevers, 2e druk (Mandatory)															
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					
TOETS01 (VT)			x	Peer session		x		15%	4.5	D		5.5			
TOETS02 (VT)	x	x		Report of the portfolio		x		40%	12.0	D		5.5			
TOETS03 (VT)		x		Report of the thesis		x		45%	13.5	D		5.5			

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.

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. 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 strives to offer 4 graduation specialisation in 2021:

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

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 Education 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 academic 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 Leisure Lab

Following from the approved HZ project Leisure Lab, several 3rd year students from Cohort 2018-2019 will participate in the Leisure Lab (LL) pilot.

Explanation of the Leisure Lab

The LL will be an open space for students to explore their interests, collaborate in a variety of external projects, develop themselves as change-makers and create an impact in the region of Zeeland. It consists of a maximum of two years' honours track for students that showed their motivation, commitment and dedication during the start of their studies. Students are recruited and once interested, selection interviews will be conducted. In case there is a match between the student and the possibilities of the LL, modules related to the LL will replace parts or preferably the entire two years of the regular Tourism Management bachelor program. The learning outcomes related to those exams which will be replaced are summed in an overview. Students need to use this overview as a portfolio-competence scoring card. Students in the LL will work on one or several projects that happen in Zeeland and stimulate the leisure industry. In close collaboration with the professorship Healthy Region and the knowledge centre for Coastal Tourism, project(s) are selected and a student development path created by the LL coordinator. The LL coordinator has a toolbox available with particular workshops, evaluation schemes of relevant and already selected MOOCs, lectures, assignments and testing. Depending on the path of the students, these 'LL-tools' are linked to certain expected steps and outcomes of the connected project(s).

Selection procedure

The LL is designed for students that look for a challenge, are motivated, dedicated and committed to becoming the best versions of themselves. For this reason, not just all students could enter the Leisure Lab. During their 2nd year of studying, a meeting between the LL coordinator and TM study coaches will result in a long list of students that might be interested and suited for this educational lab approach. Following, these students are invited and informed. Explanation of the LL as well as why they are selected (as a combination of general impression, track record and if possible expressed interests). In case they believe we should have included another student, they are invited to discuss this. After the introductory meeting with the long listed students, a shortlist is created if there is a mutual interest to continue further. The continuation consists of individual intake meetings in which students could ask their questions, next to a structured interview on ambitions, interests, strengths and challenges. The intake is used to discuss with colleagues and match with possible ideas and (near to be) running projects. These ideas for specific possibilities are then shared with the student, after which they should confirm their participation or pursuing with the regular program.

Examination within the Leisure Lab

Since the paths in the honours track could vary per student and per project, it is not possible to predefine particular exams in relation to specific learning outcomes and planned in certain moments. Instead, students will actively work on their portfolio and keep track of their development by means of a portfolio-competence scoring card. Each module of ten weeks, these students' portfolios are assessed. In this way, there will be continuous assessment enabled by close monitoring of the LL coordinator. Following the created path with its tools requires a certain amount of flexibility and adaptability since often (external) projects are not always follow set plans and timelines. For this reason, it might occur that other tools covering education and examination will be created on the go and used by students to illustrate the development towards achieving the learning outcomes on the portfolio-competence scoring card. In agreement, a set of learning outcomes will be selected as it is not necessary nor possible to excel at level 6 in all learning outcomes of the Tourism Management professional program's profile.

Returning to the bachelor program in 2020-2021

By the time the leisure lab as honours track was approved, some of these students already decided and enrolled in a minor outside the HZ. When they want to a minor instead of the Leisure Lab, they will choose to do only Leisure Lab 1. If they would like to use their minor for progress in the Leisure Lab, they will (also) enroll in Leisure Lab Minor 1 and most probably also Leisure Lab Minor 2. Students in the LL that would like to exit the LL and continue in the regular program could do so by either having Leisure Lab as their two 15 EC minors, and continue with the TM regular modules, or as Leisure Lab 1: this replaces the regular courses, which allows student to do a minor outside the Leisure Lab.

Portfolio-competence scorecards

For Leisure Lab 1, the portfolio competence scorecard includes the learning outcomes of the regular planned modules Strategic Stewardship and Applied Research. All output produced by students are gathered in their portfolio. Once agreed with the LL coach that a learning outcome has been achieved, the LL coach or a designated supervisor will assess the output, following the HZ test policy criteria. If passed, the learning outcome(s) are awarded with a grade and provided with a signature from the assessor. In each module, at least one learning outcome needs to be assessed in order to create a (weighted) average grade. This grade is registered in Osiris as continuous assessment for this particular period. There are no resits in continuous assessments: students could use their output and insights from failed attempts into new exams and attempts.

Granting grades, completing Leisure Lab modules

In order to fully complete the two years of Leisure Lab and be allowed to enter the defense course at the end, students need to show they are competent in at least 20 situations across a minimum of 20 learning outcomes. From these 20 learning outcomes there is a minimum of learning outcomes per core task to be covered:

- 5 from Tourism Professional generic skills (all)
- 4 from Organizing and managing
- 3 from Initiating and creating
- 3 from Realizing and implementing
- 3 from Put on the market

This means a student should at least add 2 learning outcomes in one or two core tasks in order to have a minimum of 20 learning outcomes covered. Students are free to have more situations from these or more learning outcomes completed, assessed and included in their portfolios.

Throughout time, students collect situations and score their scorecard. In this, their portfolio reference numbers show the chronological path of obtaining the competences. In their final defense, students need to present their learnings per core task into a coherent and logical structure.

2.2.14 Addendum to the certificate (article 6.11 CER HZ)

Annulled.

- 2.2.15 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 department. The department may decide to hold an interview with the student about his or her motivation and attitude before deciding on whether to grant permission.

3.1 Establishment

- 3.1.1 The duration of the Implementation Regulations equals the duration of the Course and Examination Regulations HZ 2020-2021

- 3.1.2 These Implementation Regulations are established by the Executive Board on 17/11/2020.