

TOURISM

A complex phenomenon

2011 - 2012

Worldwide tourism has firmly established itself as an industry of major importance. More than 4% of the global economy is driven by tourism and over 8% of the jobs in the world are tourism related. Tourism, however, is more than just a powerful economic force. Tourist activities affect the environment of travel destinations. Tourism also changes individual perspectives and influences cultures worldwide. It is very sensitive to global transformations such as climate change, economic recession, epidemics or acts of terrorism. The BSc Tourism is a joint programme by NHTV Breda University of Applied Sciences and Wageningen University.



PROJECT: MULTI-LEVEL PARTNERSHIPS IN UGANDA'S GORILLA TOURISM

In recent decades Tourism has become a worldwide phenomenon and a fact of life for many people around the globe. Organisations at all levels increasingly create partnerships to develop tourism. It is a widely spread idea that tourism is the best strategy to reduce poverty and at the same time to conserve nature.

For her thesis, Christine Ampumuza explored the complex processes by which multi-level partnerships set-up and maintained gorilla tourism in Uganda's Bwindi Impenetrable National Park. Her research based on two case studies analysed to what extent tourism benefitted.

'CAREFUL STUDY OF CHANGING SOCIAL, ECONOMIC AND ENVIRONMENTAL CONDITIONS IS ESSENTIAL FOR TOURISM PRODUCT DEVELOPMENT AND DESTINATION MANAGEMENT.'

Steven van der Heijden, CEO TUI Nederland and ArkeFly



• Your Educational Background?

You are admissible to the BSc Tourism study programme with a Dutch vwo diploma or comparable High School qualification. Your pre-university study should contain sufficient training in mathematics (vwo Wiskunde A level). For more information, visit www.wageningenuniversity.nl/bto.



• Do you see yourself at Wageningen University?

Sms 'ontdek WU' to 3010 and discover Wageningen University on your mobile (no fee) or check for the download www.watvoorsoortbenjij.nl/wu/trailer.

What can you expect from this study

PROGRAMME IN SHORT

The BSc Tourism is a three year study programme delivered by staff from both WU and NHTV. Year 1 and 2 take place in Breda. The first year introduces tourism as a multiform phenomenon. In the second year you will deepen and broaden your knowledge as you progressively move towards increased (educational) independence. Educational guidance, hands-on during the first year, will consequently decrease. The second year concludes with an international field project in Southeast Asia, Africa or Latin America. The third year takes in Wageningen and consists of your Bachelor thesis and a minor of your own choice and possibly connected to a preferred Master study. You can also do your minor at another Dutch or international university.



• Through your own eyes

You conclude your second year with an international field project in Southeast Asia, Africa or Latin America. While working as a researcher, you will also have plenty of time together with your co-students to explore as tourist yourself.



CONTENT: INTRODUCTION, DEEPENING AND BROADENING

The first year contains an introduction to the disciplines of sociology, economics and environmental sciences and their contribution to tourism. In the second year, you will focus on development- and intercultural studies, organisation and consumer behaviour, landscape planning and environmental system analysis.

In the third year you will learn about the latest innovations on management, policy, technology and sustainability. Upon completion of your Bachelor thesis and minor, you will be ready to take your next step in life.

• Create a tailor-made study with a minor

Every BSc programme at Wageningen University consists of 30 ECTS continuous free choice space. Students may choose to fill this space by taking individual courses of their own interest or by following a minor (various courses within a specific chosen field). This may also be done at another university, either in the Netherlands or abroad. A minor can be used as a side step to another discipline or as preparation for your continuing education.



The next step: MSc programmes

Upon completion of the BSc Tourism programme, you may choose to follow interesting MSc study programmes offered in Tourism, International Development, Management, or Environment in Wageningen or Breda.

At Wageningen University

Unconditional admission:

- MSc Leisure, Tourism and Environment www.wageningenuniversity.eu/mle

Including the necessary minor taken in the 3rd year:

- MSc International Development Studies www.wageningenuniversity.eu/mid
- MSc Management, Economics and Consumer Studies www.wageningenuniversity.eu/mme
- MSc Environmental Sciences www.wageningenuniversity.eu/mes

At NHTV Breda University of Applied Sciences: www.nhtv.nl

- MSc Tourism Destination Management
- Ma European Tourism Management

There may be even more MSc programmes that interest you although you may have to complete some extra courses. Visit www.wageningenuniversity.nl/bto for more information.

Airline / Flt. No.	Destination	Gate	Time	Remark
EVA AIR 0015	TAIPEI	114	11:35A	DELAY
KOREAN AIR 002	NAKITA-INCHEON	105	10:30A	DEPART
EVA AIR 0011	TAIPEI	103	10:40A	BOARD
MEXICANA 925	MEXICO CITY	122	11:15A	BOARD
KOREAN AIR 018	SEOUL	104	11:20A	BOARD
CATHAY PAC 885	HONG KONG	103	12:40P	NEW T
TAMU TI KUI 022	PARIS	101	11:30A	BOARD
ANA 005	NAKITA	120	11:35A	BOARD
MEXICANA 939	LOS CABOS	115	11:40A	ON T
MEXICANA 915	GUADALAJARA	117	11:40A	ON T
LAN 005	AIIRA-	109	11:50A	ON T
JAPAN AIR 061	NAKITA	121	11:55A	ON T
MEXICANA 901	MEXICO CITY	106	12:05P	ON T
ASIANA 201	INCHEON	101	11:10P	NEW
CHINA EAST 585	SHANGHAI-BEIJING	112	12:30P	ON
KOREAN AIR 7967	LIMA-SANTIAGO-BOENOS	110	12:30P	ON
SINGAPORE 011	SINGAPORE-NAKITA	105	1:00P	ON

Career opportunities?

An MSc degree in tourism offers you plenty of opportunities both domestically and abroad. You can find a employment in business, government, research institutes or NGOs. You will not have to stand still for long upon graduation: 85% of Wageningen University graduates are hired within three months.

TYPES OF FUNCTIONS:

- **Strategic management and policy making functions** - in business: TUI, Efteling, Molecaten; at ministries: LNV, VROM, EZ or at provincial level; at NGOs: WWF, Cordaid, SNV, IUCN or ANWB.
- **Research and consultancy functions:** research institutes or consultancy agencies, such as a university, Grontmij or Kenniscentrum Recreatie.



‘THE MONEY DOES NOT ALWAYS END UP WITH THE POOR.’

PROJECT: PRO-POOR TOURISM

Sustainable tourism is about creating environmentally-friendly recreation and making tourists conscious of the impact they have on their eco-systems. Thus, sustainable tourism is about having fun without causing damage. Pro-poor tourism is much more focused on social aspects of sustainable development. This specifically concerns possibilities for the local population to earn an income through small companies in the tourism industry. MSc Leisure, Tourism and Environment student Harald Buijtendijk researched tourism and the fight against poverty in West Nepal. Read more on wuni.nl/a41.

1.167 courses
 4.500 student rooms
 20 bachelor studies
 46% male
 30 master studies
 teacher student ratio 1:9
 Wageningen University
 a student room costs on average 273 euro a month
 31.300 graduates before you
 4.457 Dutch students
 95% lives in student rooms
 30 credits
 100 nationalities
 free choice space
 54% female
 19% of the residents is student
 5.703 students
 5.039 Dutch graduates live and work abroad
 number 1 university of the Netherlands
 60 different sports for only 67 euro
 A 12 minute busride takes you from the train station to Wageningen Campus
 1.246 foreign students



Comparable studies

IN WAGENINGEN

BSc International Development

Work on actual development themes, such as the fight against poverty, refugee streams and food safety. You will be studying the changes in the livelihoods of people in developing countries and in Europe.

BSc Landscape Architecture and Planning

You are part of the planning for the future development of cities and countryside. This includes creating and maintaining a healthy living environment for humans, plants and animals alike. You can become a landscape architect, planner, policy maker or researcher.

BSc Forest and Nature Conservation

You will learn how important nature is to society. You will gain in-depth knowledge on the ecological processes of nature areas across the world including the role of animals, forests, other vegetation and the landscape. You will also be taught the societal aspects of nature, such as policy, the economy and how people perceive nature.

BSc Applied Communication Science

Be the bridge between science and society and guide negotiations concerning spatial usage, nature, environment, water and health. You will learn to use effective communication strategies, the media and the conditions needed to develop effective messages.

AT OTHER UNIVERSITIES OR INSTITUTES OF HIGHER EDUCATION (HBO)

There is no comparable tourism study programme at university level. The study programme with the most common features is the BSc Leisure Sciences (NHTV Breda). This programme does not include the environmental sciences and the tourism value chain.

At different Universities of Applied Science (hbo), there are various professional bachelor programmes that focus on Tourism and Recreation, (International) Tourism Management, and Tourism and Recreational Education.

• More info? Visit www.wageningenuniversity.nl/bto

Do you want to get to know Wageningen personally? Visit the Open Day on 9 April 2011. Do you want to know how it is in Breda? Visit the Open Day on 19 March 2011 or the Opening Evening on 14 April 2011.

For personal advice contact the study advisor:

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