



NHTV
 P.O. Box 3917
 4800 DX Breda
 The Netherlands
 T +31-76-533 22 03
 F +31-76-533 22 05
 www.nhtv.nl

LOCATION

Leisure
 > Archimedesstraat 17
 4816 BA Breda
 academyforleisure@nhtv.nl
 www.academyforleisure.nl

Other NHTV locations

> Mgr. Hopmansstraat 1
 4817 JT Breda
 > Reduitlaan 41
 4814 DC Breda
 > Sibeliuslaan 13
 4837 CA Breda



Editors
 NHTV Breda University of Applied Sciences
 Marketing and Communication Office

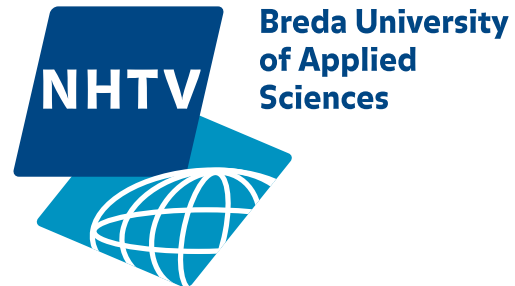
Design
 Waldo van Bokhoven | BOWfor

Photography
 Andy van Tilborg
 Arno van der Linden
 Esther de Jong
 Jeroen Noordeloos Fotografie
 www.flickr.com
 www.shutterstock.com

Print
 Graphic Business Services BV

September 2010 edition

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2011
 2012

www.nhtv.nl
 www.academyforleisure.nl

Leisure

Academy for Leisure



Professional Bachelor
 in 3 or 4 years

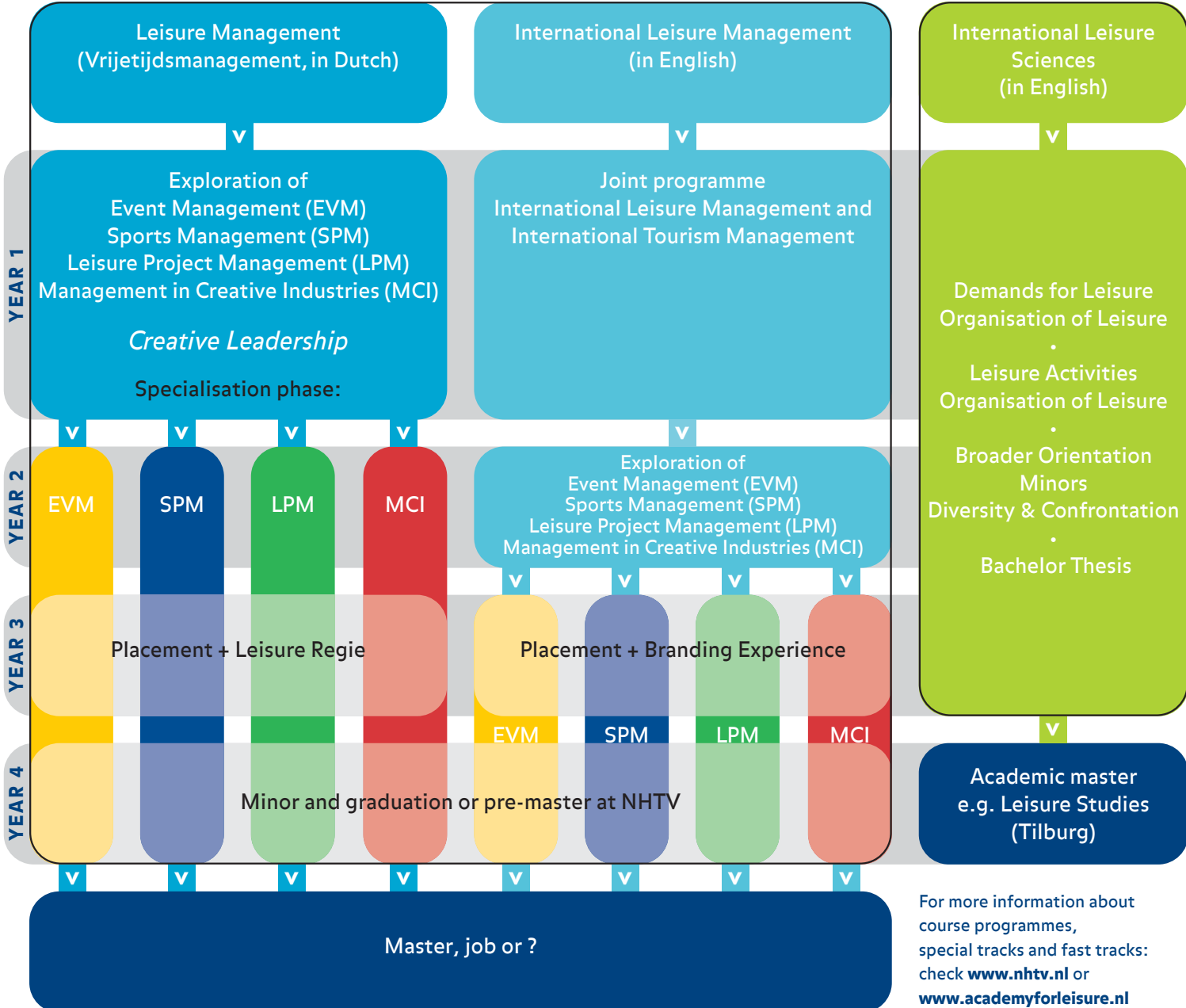
Academic Bachelor
 in 3 years



Academy for Leisure

Professional Bachelor (BBA)

Academic Bachelor (BSc)



Academy for Leisure

With the professional bachelor in **International Leisure Management** and the academic bachelor in **International Leisure Sciences**, NHTV's Academy for Leisure in Breda offers you all the options to discover and live your dreams. An expert, committed and enthusiastic team of lecturers, coaches and members of staff will supervise you in this. NHTV is one of the largest and oldest institutes of tourism, leisure and hospitality in the world and, for many years, has played an important role as a source of knowledge and training for professionals in this sector.

www.academyforleisure.nl

Here you can find examples of how the Academy for Leisure works. It describes the stories of students, lecturers and professionals working in the leisure sector. It is about what drives them, binds them and the results of this: contributing something to the world around us.

Academic bachelor

In September 2009, the 3-year academic bachelor in International Leisure Sciences started. The dynamics, practical experiences and specialised knowledge of the Academy for Leisure are linked to academic insights from a professional perspective.



In particular, this brochure provides information about International Leisure Management and International Leisure Sciences. If you would rather study in Dutch, you can request the brochure 'Vrije tijd' via www.nhtv.nl

Power and Passion



The starting point of your studies is a dream, your dream. Your power and passion are central to these studies. What is your vision of leisure? Why would you like to go and work in this industry? What would be your future contribution to the leisure organisation where you are going to work? What would be your contribution to a more beautiful world? We challenge you to think about these things. We challenge you to achieve your dreams!

What is leisure to you?

Leisure per se does not exist, free time or leisure are broad concepts. It is the world of amusement parks, pop concerts, cultural institutes, events and entertainment. But it is also outdoor activities, top-class sport and cultural activities. Leisure activities are not isolated, but indirectly provide social cohesion in a neighbourhood, an improvement in people's health or sustainable development in a city or region.

Leisure or free time is a period of time spent out of work and essential domestic activity. Leisure is primarily associated with **the possibility of doing something that people want to do**, such as pursuing a hobby, watching TV or going out. **Leisure is a subjective experience**, its perception is different for everyone.

The word **leisure** comes from the Latin word *licere*, meaning 'to be permitted' or 'to be free'

International Leisure Management

In leisure it's all about surprise and emotion. So, captivating and unforgettable experiences; ones that you create. Creativity is the essence of your work, but also important are a strictly directed planning, a well-conceived business plan and a substantiated budget. You will work on developing new leisure products on the basis of changing trends, you are responsible for the marketing or alternatively, you are occupied with the organisation of a conference, an event or an exhibition. You will find solutions using an integrated management approach.

You are the Future Leisure Manager

International Leisure Sciences

When do you enjoy yourself? When are you happy? What effect does a leisure experience have on your well-being? How can leisure contribute to social participation or cohesion in a problematic neighbourhood? What is needed for a talented sportsman or sportswoman or musician to develop into a real star? You will consider and research the answers to these questions from a multidisciplinary perspective with, for example, insights from psychology, sociology and philosophy. You will explore the unknown and find causes.

You are the Future Leisure Expert

Inspiring and Challenging

On a mission

The Academy for Leisure wants to provide an unlimited playing field that connects and challenges people to create meaningful experiences for a better world.

The Academy for Leisure consciously attempts to make a contribution to the quality of life by integrating themes such as social enterprise, sustainability, well-being, participation and charity events into the curriculum. For examples of student projects, please take a look at www.academyforleisure.nl.



When you opt for the Academy for Leisure at NHTV Breda, you opt for quality in an international setting

As a student at the Academy for Leisure you will profit from the knowledge and expertise of lecturers who have considerable experience of actual practice. Knowledge is continually being developed. So the various associate professorships (knowledge and research centres in a specific aspect of leisure) are also important for you. You will thus study at an institute which provides an important contribution to knowledge about the subject area, is on the move and is on top of all the newest developments.

An example of such a knowledge centre at the Academy for Leisure is 'Creative Leisure Network'. This network focuses on the exchange between culture and entertainment and brings the creative industry and business life together. In this way, culture is accessible for more people. For more information, look at www.nhtv.nl and www.academyforleisure.nl.

Imagineering

Any idea what imagineering involves? Imagineering means adding an image to a product or service that appeals to the imagination of the buyer or consumer. The leisure manager tries to create a unique and memorable experience for the visitor. Imagineering is the tool that you can use to do this. *An example: what about playing tennis? But not on a normal tennis court, but on top of a skyscraper!* For the students' vision of imagineering check www.academyforleisure.nl.

Imagineering is one of the spearheads within NHTV and NHTV has even been awarded with the special distinctive feature 'Imagineering' by the Dutch-Flemish Accreditation Organisation. Need we say more?

NHTV is the first university of applied sciences in the Netherlands to hold the Ted Qual certificate from the UN World Tourism Organization. This certificate is a guarantee for the high quality of education in tourism and leisure.



International classroom

Working in a team can be a challenge! Imagine a team which has members with different cultural backgrounds, different mother tongues and diverse ways of working. Learning in the international classroom is gaining a multiple perspective on almost everything. As long as you are open to learning from each other, willing to listen to different opinions and want to share your own ideas, it will turn out to be a great and enriching experience! Would you like to know what the students think about this topic? Go to www.academyforleisure.nl.



Leanna

Berlin, Germany:

'At first I felt uncomfortable working in a group but in the future I will have to adapt to different teams as well.'

You and your studies

Connecting with people and pushing back boundaries in a personal and friendly atmosphere

International Leisure Management or International Leisure Sciences?

How to choose > Establish your profile:

*ILM personality or ILS personality**

Are you a go-getter or a thinker?
Prefer solving problems or understanding answers?
Emphasis on a more practical orientation or do you like to go deep?
Learning in group or do you like individual learning as well?

What will make you happy?

Talents, interests, ambition
What's driving you?
What provides you with energy?
Expected/desired future profession



Distinguishing features The academic bachelor in International Leisure Sciences distinguishes itself from the professionally-oriented programme International Leisure Management through a multidisciplinary, academic and research-based approach. Work is carried out from a broader perspective than that of a future manager, project leader, marketer or entrepreneur.

Click or no click?

Find out what's in it for you!



An international career: cross-cultural perspective

When you work internationally, you can expect intercultural differences. How do you deal with those differences? In both international programmes you will learn and experience what it is like to work in international teams, with international examples and you will be confronted with diverse perspectives. Besides this you will also work on your English and intercultural skills.

*Graduates of senior general secondary education, secondary school or secondary vocational education are eligible for the International Leisure Management programme, under certain conditions.

**Graduates of all pre-university education profiles e.g. German Hochschulereifezeugnis/Abitur are also eligible for admission to the International Leisure Sciences programme. Students who have completed the first year of a higher professional education programme in a related field (i.e. social sciences and/or leisure) may be admitted to the first year of the bachelor as well. Check www.nhtv.nl for information about application and selection.

International Leisure Management Educational vision



Already competent?

International Leisure Management (ILM) is a competency-oriented programme. A competency is a mix of knowledge, attitude and skills. If you take a look at vacancies, you will see a large number of competencies are mentioned. International Leisure Management is aimed at helping you to develop these competencies. In the courses the emphasis is on the knowledge component. In the projects you will apply this knowledge. In the skills training sessions you will learn how you can apply the appropriate attitude and skills correctly.

A coach for every student!

A coach? That's for managers only, right? No, students deserve a coach as well! Within International Leisure Management coaching is an important component of the programme. Every student has a coach who will support them in their development process. You are encouraged to ask yourself questions, for instance, 'What are my talents and competencies? What am I looking for in my placement? What should my future job look like?'. It is important to know what you want, what you are capable of and to reflect on your own performance. Besides this, you might need to coach your own team, once you become a manager yourself.

A taste of the world of work: your placement will make it happen

You will not only learn a lot during the projects, courses and training sessions at school, you will be 'sent away' for a while! For 20 or 30 weeks, depending on the programme you follow, you will have the opportunity to work in the leisure industry abroad. This is the moment when you can apply everything you have learned so far. NHTV has business contacts all around the globe and will of course support you in the search for the right company. Many of our students have placement experiences. Interested in their exciting stories? Check www.academyforleisure.nl

What happens behind the scenes in the leisure industry?

When you visit a venue, you are not always aware of what happens behind the scenes. No doubt you will realise that a lot of work is being done there. Twice a year you will have the opportunity to take a look 'backstage', during the ILM Backstage field trips. Adopting the view of a professional, you will be asked to find the solution to a certain problem the organisation is facing. Besides this, you will be able to find out whether it would be an interesting organisation for you in the future. Examples and reports: www.academyforleisure.nl



What would our client think of this idea?

An important question to keep in mind while you are working on your real project for a real client. At the beginning of each term, you will start with a new project team on a new assignment. Your project team consists of four to eight students and together you will work on a real-life problem.

Marvin Barnie, Nürnberg, Germany:

'Working for a client gives added value to a project. The marketing manager of Tropical Island gave us the opportunity to visit Tropical Island and to present our findings to him. Doing a presentation for a professional was a great reward for our project team.'

Do you want to see more examples of projects?
Check www.academyforleisure.nl

Course planning

Year 1

Joint programme for both leisure and tourism students. Education is concentrated in four projects:

- > Project Management
- > Marketing
- > Imagineering
- > Financial Management

Year 2

Further exploration of the four specialisations:

- > Imagineering
- > Research
- > Project Management
- > Marketing & Entrepreneurship
- > Leisure City Management

In year 2 or 3 you have the possibility to do an exchange period abroad for one semester.

Year 3

During one term you will work on the Branding Experience project. The other terms of the year you will do your work placement in the Netherlands or abroad.

Year 4

The first semester you follow a minor programme, the second semester you work on your graduation project. You can also opt for a year minor or the ceo-track.

Special tracks

Check www.academyforleisure.nl for the special-track options e.g. **Theme Park Management in years 3 and 4**

This track was developed at the request of and in cooperation with the international theme park industry, which is in need of young, creative and innovative professionals.

Possible minors

In the fourth year the time has come to opt for a specialisation. To name some examples: Strategic Business Management and Marketing, Imagineering, Aviation Management, Visitor Management, Entrepreneurship, Researcher in Leisure, Consultant in Leisure, Management in Creative Industries, Leisure for Development. At www.academyforleisure.nl you can find out more about the specialisations in year four.

Examples of student projects and placements can be found at www.academyforleisure.nl

Fast tracks

Check www.nhtv.nl for the fast-track options

e.g. Depending on your previous education, it may be possible to complete the programme in 3 years.





Get started Which role suits you?

Entrepreneur

You know all about operational management and economics. You make sure, for example, that the day-to-day affairs within a sports complex, cinema or exhibition and conference centre are run properly.

Imagineer

You are involved in concept and product development. In other words, you form creative and innovative ideas behind leisure products and you develop them. You come up with, for example, new products for a theme park.

Project Manager

You are able to manage projects from start to finish. Think of organising a pop festival or setting up a multifunctional leisure centre.



Marketeer

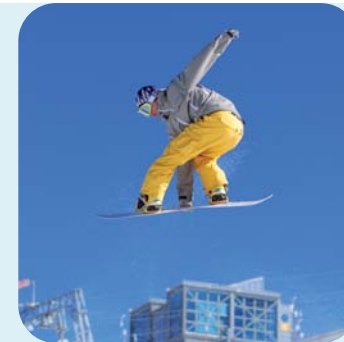
You know how to market a product internationally. This means you know how to recruit members for a sports club, how to promote an art exhibition and how to bring an event to the attention of the public. You formulate national or international marketing plans and develop promotional material.

Enterprising Policy Director

You see opportunities and make plans for the long term. For example, you design policy to stimulate sports, or conceive ideas for the development of multifunctional leisure facilities or the construction of an inner city as a leisure location. You also facilitate communication between different parties involved in this process.

Sports Management

Are you the person who will play a role in organising the Olympic Games in 2016? Maybe you prefer advising the local government about sports facilities for their citizens. Or would your dream job be to manage the best basketball team in the world? You don't have to be a professional sports person yourself to work in the field of Sports Management, although you should have affinity with the field.



Leisure Project Management

How about working on the conception, development and management of multi-functional venues or regions with a wide range of leisure products and services? Would that suit you?

You can go in all directions

But what would you be good at?

The playing field of the International Leisure Management programme covers four specific areas: Creative Industries, Leisure Projects, Sports and Events. The specialisations are reflected in the entire programme. However, during your placement and graduation assignment, you can immerse yourself in the specialisation or specialisations which appeal to you the most.

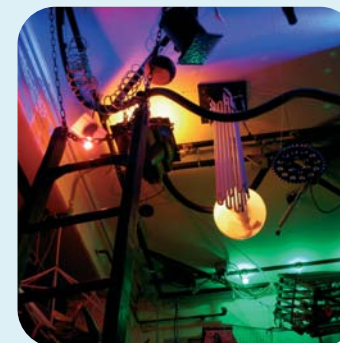


Event Management

Is it your dream to see people enjoying themselves at the event you have organised? As an event manager you know what is needed to enable that to happen!

Management in Creative Industries

Creative Industries is the collective term of the industry of music, theatre, museums, fashion, arts, design, games, dance festivals and so on. Is this of interest to you?



Click or no click?

Your profile

- ✓ open mind
- ✓ willingness to work
- ✓ organisational skills
- ✓ intercultural awareness
- ✓ international orientation
- ✓ creativity
- ✓ economic and financial understanding
- ✓ independent character and team player at the same time
- ✓ immunity to stress
- ✓ commercial abilities
- ✓ resourcefulness
- ✓ willingness and ability to reflect on one's own learning

International Leisure Sciences Educational vision



Ensuring that students master a comprehensive set of academic and management competencies is one of NHTV's challenges. To achieve this, you will be working in small groups as well as independently. Reproducing knowledge is one thing, but you will also learn to apply this knowledge in cases, assignments, tasks and roles which are typical of an academic profession. As the study programme progresses, you will acquire competencies in addition to knowledge, enabling you to actually put your knowledge to work.

Everyone is different and that is why our study programme is characterised by a personal approach to students. In an academic setting, all students have to develop their talents to the full. Developing talent and competencies go hand in hand. Our well-supervised learning process serves to support your ambitions, motivation and performance. Education and research are closely intertwined, which is clearly expressed in the curriculum. NHTV considers evidence-based learning and knowledge of the leisure sector and the context in which it operates to be crucial to the leisure professional.

Letting go of existing ideas

To educate students on an academic level, more is needed than just a broad knowledge base. That is why students receive in-depth instruction in research techniques and theoretical models. In the process of 'creating and learning', it all comes down to being able to let go of existing ideas, theories and working methods and being able to generate or synthesise alternatives. In the area of leisure this is particularly of great importance, because the various lines of approach from psychology, sociology and anthropology only offer partial explanations to what people want, are able to and do in their leisure time, whether with others or alone.

The academic bachelor in International Leisure Sciences (ILS) blends knowledge of Business Administration (Marketing/Economics/Innovation/Organisation) with Social Sciences knowledge (Sociology/Psychology/Anthropology of Leisure), giving you a broader basis of understanding of Leisure. Consequently, upon graduation, you will be equipped for a range of careers and a variety of roles.

Student facilities

The student counsellor can help you with advice on the progress of your studies, your own personal development, ambitions and choices, and university rules and regulations. There is also an Advisory Committee with members from across the academic and business communities. Within the electronic learning environment, the academic bachelor in International Leisure Sciences has its own domain which has been set up to support the study programme. In addition, NHTV has a very extensive Mediatheek (library) in the area of leisure at its disposal.

Student association

International Leisure Sciences has its own student association, called Prioritijd-Breda, which is a joint initiative with the master in Leisure Sciences at Tilburg University. At the moment, Prioritijd has some 200 members. Main goal is to stimulate knowledge and information exchange. Prioritijd-Breda brings together students, lecturers, public and private sector organisations, and other actors in the leisure sector, by organising study-related activities, such as guest lectures, excursions and symposiums.



Schematic overview of International Leisure Sciences



* These courses are delivered by our partner: University of Tilburg.

** Semester 5 offers a great opportunity to make an exchange with other universities in the Netherlands or abroad.

Career prospects



Why do immigrants play different sports than natives?

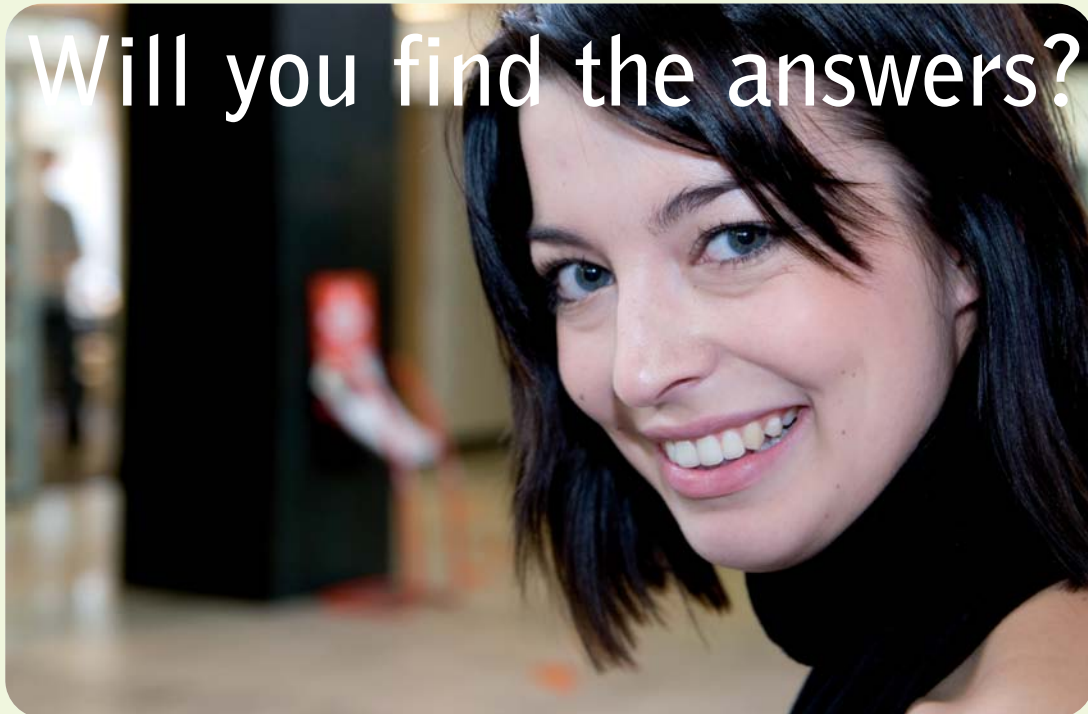
Why are consumers who visit cabaret not interested in stage performances?

What are the critical success factors for (attraction) park management?

What is the meaning of leisure for a healthy life?



Will you find the answers?



The academic bachelor in International Leisure Sciences trains students for policy, management and research positions within:

- > large enterprises in the cultural and leisure sector
- > consultancy and engineering agencies
- > property developers
- > sports associations
- > event organisations
- > state, provincial and local authorities

Examples of professions and employers

- > **Leisure policy developer**
e.g. local and regional authorities (Breda, Noord-Brabant)
- > **Consultant**
e.g. engineering and consultancy firms (Grontmij, DHV, Berenschot)
- > **Academic and applied researcher**
e.g. universities, SCP or H.J. Mulier institute
- > **Lecturer**
e.g. NHTV, ROCs (regional education centres)
- > **Project manager**
e.g. large events, exhibitions, leisure project developers, banks
- > **Staff member of sports federations or cultural organisations**
e.g. NOC*NSF, cultural foundations, exhibitions



Transfer to university master programmes
From the academic bachelor it is possible to transfer to master programmes offered at universities. Examples of the transfer possibilities are the universities of Tilburg and Wageningen, but also universities abroad such as the University of Pretoria in South Africa.

Good to



What about studying in another country for one semester?

No problem! NHTV has great contacts all over the world. Many of the International Leisure Management students take the opportunity to do a part of their course at other universities. An exchange period lasts approximately 20 weeks. Possible countries: Spain, Australia, China, Italy, France, Ireland, USA (Arizona), Finland and Portugal. Look at www.academyforleisure.nl for experiences of some students. Students of the International Leisure Sciences programme can follow minors at NHTV's partner universities at home and abroad in the fifth semester.



Fast tracks

The International Leisure Management programme covers 4 years. Some students, however, may complete the programme in a shorter period of time, depending on their previous education. Check www.nhtv.nl for more info.

Pre-master

NHTV offers all its students the option of undertaking an academic pre-master's programme in Strategic Business Management & Marketing in their fourth year. After completion you receive, in addition to your NHTV bachelor's degree, a Pre-master Certificate. With this you can continue on a Master of Science programme in marketing or management at several universities and earn an MSc degree in one year. Check www.nhtv.nl for more info.



know

A laptop: the tool you can't live without!

Checking your timetable, downloading your project manual, looking for the latest news... All this information you can find on N@tschool, the electronic learning environment we use. You can study whenever and wherever you want.

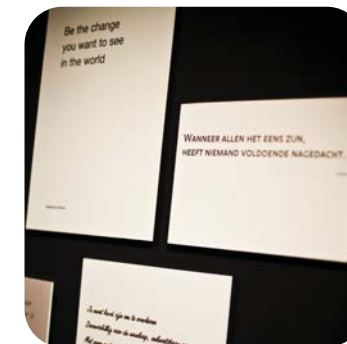


Application and selection

At www.nhtv.nl you will find all the information you need about application and selection. Extensive information for foreign students, about studying in the Netherlands, Dutch immigration procedures, living accommodation, scholarships and grants, can also be found at www.nhtv.nl.

Do I have the right qualifications?

We have listed the admission requirements for you on our website. Please check www.nhtv.nl for the latest information.



Find out for yourself?

How do you find out whether a study programme really suits you? You look through brochures, explore the internet and find an environment that inspires you. Keep in mind that you want to broaden your horizon, by exploring areas that really interest you and most importantly find a place you will feel at home. Come visit us, take a look and find out for yourself!

Education Fairs Abroad

Meet us at education fairs in Bulgaria, China, Germany, Indonesia, Latvia, Lithuania, Romania and Russia. For dates and other countries, please check www.nhtv.nl.

**Saturday
13 November 2010**

Open Day NHTV
all academies

**Saturday
19 March 2011**

Open Day NHTV
all academies

**Thursday
14 April 2011**

**Open Evening
NHTV**
all academies

Already made up your mind?

Are you ready to go or would you like to learn more about the study programme? Then go to www.nhtv.nl. On the site you will find all the details about the programme, the costs, about specialising and continuing your studies after NHTV.

Find out and Join in!

Most NHTV academies organise international orientation days. For dates and information, go to www.nhtv.nl.

More Info?

Register via www.nhtv.nl for regular e-mail updates. More information can also be found in NHTV's brochures and, of course, at www.nhtv.nl.

Interview

Have you already been to an open or orientation day and still have questions or doubts? Make an appointment for an individual interview with a student counsellor or lecturer. Send an e-mail to academyforleisure@nhtv.nl

Inside Information?

The brochure 'Experience NHTV Breda' tells you all about NHTV and what it is like to study in Breda. And there is even a special version for international students! You can also take a look at: www.nhtv.nl/international
Youtube
Facebook

What's next?

From the **academic bachelor** it is possible to **transfer to master programmes** offered at other universities. Examples of the transfer possibilities are the universities of Tilburg and Wageningen, but also universities abroad such as the University of Pretoria in South Africa.

Once you have earned your bachelor's degree, you may also choose to continue on an **NHTV master programme**, for example, the Master in Imagineering. In NHTV's brochure on master programmes, you can find more information about this and other NHTV custom-made master programmes.

NHTV Breda University of Applied Sciences is a medium-sized university of higher professional education, catering almost 7,000 Dutch and international students. Since being established in 1966, offering tourism education only, NHTV has expanded into an internationally oriented higher education institution, operating in a variety of disciplines.

NHTV Breda offers bachelor and master programmes in the disciplines of
**Games & Media, Hotel & Facility, Urban Development,
Logistics & Mobility, Tourism, Leisure and Imagineering.**