



Discover your world

2012
2013

International Tourism Management

Professional
Bachelor's
Programme

in 3 or 4 years

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1 Introduction

International Tourism Management

Professional Bachelor International Tourism Management in 3 or 4 years

The bachelor in International Tourism Management is an English-taught interdisciplinary programme with worldwide placement, fieldwork, research and exchange opportunities. Two main specialisations focus on change at tourism destinations and on the dynamics of the tourism business. In 3 or 4 years' time, you will become a professional expert in tourism management studies.

Broaden your horizons

- > How can tourism contribute to the sustainable development of emerging destinations?
 - > How does the cultural context influence tourism development policies?
 - > Can you plan and implement a whole new holiday experience for an existing destination?
- After your graduation, you can apply your expertise in the dynamic world of tourism or deepen your knowledge with a master's study.

Your future?

Growth in international tourism is so enormous that tourism itself has evolved into a motor of the world's economy. Tourism as a worldwide phenomenon is closely connected and intertwined with major global changes in culture, politics, technology, economics and the environment. Somewhere in this growing field there will be a job for you. You can start to work for instance as an advisor, policy officer, manager, marketer, purchaser or travel guide.

Career examples

Where graduates currently work:

- > national and regional tourism boards
- > international policy making bodies
- > airlines and airports
- > national and regional parks
- > tour operators
- > business) travel agencies
- > research & consultancy firms

Labour market prospects

In Keuzegids HBO Voltijd 2012 (information is in Dutch) you can find an indication of the labour market prospects for recent graduates (average starter salary and percentage of unemployed among recent graduates). Approximately 66% of the graduates have found a job at bachelor's level.

Graduating from NHTV will earn you a Bachelor's degree in Business Administration in Tourism Management. Are you ready for the journey of your life?

Why NHTV?

Why study international tourism management at NHTV Breda

- > one of the largest and oldest institutes for tourism in the world
- > intercultural learning environment enhanced by international lecturers, guest speakers and students
- > practice-oriented learning through close collaboration with businesses, governments and non-profit organisations
- > international classroom, approx. 35% foreign students
- > certified by the UN World Tourism Organization

Ranking

The programme was voted No.1 in its category in the Nationale Studentenenquête 2011 (Student Survey). In Keuzegids HBO Voltijd 2012 (in Dutch) International Tourism Management was ranked second in its own category.



Bonnie van der Velde,
Graduate International
Tourism Management
and Consultancy
(ITMC)

'I am the general director of KS Media, the publisher of In Your Pocket visitor guides in Russia. ITMC helped me to be a good partner for our clients, it gave me a good understanding of the hospitality industry and the challenges the industry faces in a developing (or in popularity growing) destination. After graduating from NHTV, I fulfilled my childhood dream and moved to St. Petersburg, Russia. I arrived right after the fall of communism and until that time only tourism organised by the state existed. St. Petersburg has an enormous potential as a destination, and therefore in 2003 my husband and I started a publishing company with the goal to publish the monthly visitor guide St. Petersburg In Your Pocket.'

Awards

NHTV has been granted the UN World Tourism Organization's Ted Qual certificate. This guarantees a top quality of education in tourism and leisure. On top of that, the International Tourism Management programme has been awarded a Special Distinctive Feature by the Dutch-Flemish Accreditation Organisation for the module 'Intercultural Learning, Deeper Dimensions of Internationalisation'.

2 Admission requirements

Admission requirements Dutch students

havo

N+T > admissible
N+G > admissible
E+M > admissible
C+M > ec or m&o

vwo

N+T > admissible
N+G > admissible
E+M > admissible
C+M > ec or m&o

mbo

mbo 4 admissible

You are also admissible with a hbo/wo degree or a hbo/wo propaedeutic certificate.

What to do if you do not meet the admission requirements?

- > If you miss any of the compulsory subjects, check out your possibilities at www.nhtv.nl (information is in Dutch).
- > If you are aged 21 or over, you may appeal to the 21+ arrangement. Based on an assignment, you are permitted to start the programme or not.

Brush up course - better results!

NHTV's Online School offers an online course to increase your knowledge of financial management.

Admission requirements foreign students

You can apply for this programme if you have completed secondary school, Abitur, Artium, Avgångsbetyg från Gymnasieskolan, COU, Senior High School - A levels or secondary vocational education. If your qualifications are not mentioned, please contact International Office (international.office@nhtv.nl).

Test Of English as a Foreign Language (TOEFL test)

As a non-native speaker of English, you must also show sufficient results of a TOEFL test (minimum score 550 paper-based, 213 computer-based or 80 internet-based), an IELTS test (minimum overall band score 6.0 and a minimum sub score for Speaking 6.0) or a Cambridge Advanced Certificate.

English Language Preparatory Course

The preparatory course aims to prepare you for studying in English and helps you to acquire the study skills and the high level of proficiency in English required for studying at NHTV Breda University of Applied sciences.

Brush up course - better results!

NHTV's Online School offers an online course to increase your knowledge of financial management.

3 Course characteristics

The programme

Since the International Tourism Management programme prepares you for an international career, you will have plenty opportunities to gain international experience. You will participate in field trips and in a field research project, you will do a six-month placement abroad and you will have the possibility to participate in an exchange programme at one of the partner universities of NHTV all over the world.

The International Tourism Management programme is also offered in Dutch. The Dutch name is Management toerisme.

Fast track

It is possible to do the programme in three years if you completed:

- > pre-university education, e.g. vwo, Hochschulereifezeugnis
- > vocational education, e.g. mbo (level 4)

A fast track may also be an option for foreign students, depending on their previous education.

Course planning

Combined introduction year

You will start with a combined introduction year into tourism and leisure. Focus is on people, hospitality and experience, but it also concerns business insight, creativity and organisational talent. The first year is organised by means of four projects:

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

After the first joint year you make a final choice for tourism or leisure. Alongside these elements, language, presentation and communication skills will complete the first year.

Specialisations

After the first year, you can specialise in:

> International Tourism Management and Consultancy (ITMC)

This specialisation focuses on the tourism destination. Special attention is given to applied research, connections between theory and (real-life) practice, and the context for rapid change in the international tourism setting. The analysis of destination dynamics prepares you for a global career in the public or private sector. The emphasis is on the dynamics of tourism development at destinations, emerging economies, local community involvement and business feasibility.

> International Tourism and Travel Industry (ITTI)

As a manager in the Tourism and Travel Industry you are in charge of fine tuning holiday tours and business trips to the wishes and needs of your clients. This specialisation pays close attention to planning, buying, organising, publicising and distributing trips and tours on demand (tourists) and supply (tourism destinations) and extensively deals with developments and operations in the airline and airport industry. Special attention is also given to upcoming travel markets such as Brazil, Russia, India and China. You will be trained for a front or back office position in a commercial environment, where knowledge on aviation, the tourism market, the market for business trips, hotels, economics, marketing and management is pivotal.

Main phase

Depending on which specialisation you choose (ITMC or ITTI) you will find different specific courses and focuses in the second year and in the main phase. But in all cases you will deepen your knowledge of international tourism by means of course material that matches international standards and is a unique combination of (business) planning, tourism and travel developments, cross-cultural studies and marketing, focused on your chosen specialisation. To test your knowledge and understanding of the subject, individual exams, group assignments and/or group presentations are used.

Field research projects

You will visit a tourism destination for about three weeks to gain in-depth knowledge of the real-life operations and dynamics within a tourism destination. The ITTI students for example might travel to Brazil to conduct market research linked to courses that are important to their curriculum, such as Tour Operating and Aviation Management. While the ITMC students on the other hand will travel to a destination in South East Asia, like Koh Samui in Thailand or Bali in Indonesia, to conduct a Destination Analysis. This is also linked to relevant courses from their curriculum, such as Analysing Tourism Markets, Tourism Network Dynamics and Cross-Cultural Studies. The field research projects by themselves, and the courses connected to them will offer you a real understanding of the tourism industry and the tourism destination.

Placement

During a 20- or 25-week placement, your knowledge and skills will be put into practice. You will simultaneously gain work and international experience at a tourism destination anywhere in the world! You will carry out a pre-formulated assignment that is in line with your studies. A placement abroad is mandatory, unless indicated differently by the department. Foreign students may perform their placement either in the Netherlands or abroad.

Minor

In addition to the specialisation you have chosen in the second year, International Tourism Management offers you another opportunity to either broaden or deepen your knowledge. You can do so by following a minor. Many courses and seminars can be selected. Examples of minors are:

- > Cross-Cultural Research
- > Aviation Management
- > Travel Industry
- > Destination Branding
- > Sustainable Tourism
- > Marketing Communications

Graduation

In the final semester of your studies, you write a thesis on a subject of your choice, or on a subject commissioned by a company or governmental organisation. You will conduct independent research, either on an individual basis or sponsored by a commissioner. Some students decide to carry out their research abroad, others stay in the Netherlands. After finishing your thesis, you give a presentation of your findings to an examination panel, consisting of tutors and an external examiner.

What's more?

Academic degree in one year

In the fourth year, all NHTV students are offered the opportunity of studying a pre-master's programme in Strategic Business Management and Marketing. This degree enables you to continue with a Master of Science programme at several universities and earn a Master of Science (MSc) degree in one year's time.

Exchange programmes

Studying abroad for a while gives you an opportunity to broaden your horizons. You will live in an international environment, meet people with different cultural backgrounds and acquire knowledge. In addition, you will enhance your command of modern foreign languages. The long and the short of it is that studying abroad is a wonderful opportunity... Why not seize it?!

NHTV has built partnerships with a large number of universities all over the world which will be happy to accommodate your exchange. An exchange period lasts approximately 20 weeks. Possible countries are Spain, Australia, China, Italy, France, Ireland, Arizona (USA), Finland and Portugal.

Double degree

Furthermore you have the possibility of a double degree programme. This means that you will study at a partner institution for the last year of your studies. After graduating you will receive two degrees: NHTV's and the partner institution's.



Jasmijn Muller, Graduate International Tourism Management and Consultancy (ITMC)

'ITMC turned out to be the perfect choice, it really fits me like a glove. Especially the structure of the course throughout the various years is very well-balanced. My work placement in the third year was fantastic. I worked with a consultancy firm in Munich (Germany) on a National Tourism Master Plan for Syria. They regarded me as a full team member. During the first three months we carried out the market analysis (supply, demand, institutional framework, marketing, investment) of the status quo. Before that, I also went along on one of the research trips: two weeks in Syria with lots of visits to tourist sights, meetings with local stakeholders, viewings of potential new sites, meetings with the Minister of Tourism in Damascus... It was very instructive!'

Obtain a master's degree

Once you have achieved your bachelor's degree, you may choose to continue on an NHTV master's programme, for example the Master in Tourism Destination Management or International Tourism Management or on a master's programme abroad.

Curriculum overview main phase

International Tourism Management and Consultancy (ITMC)



Nils Knoop,
Graduate International Tourism Management and Consultancy (ITMC) / Strategic Business Management and Marketing (SBM)

'I wanted to study tourism because I like the idea of developing countries and economies with the help of tourism that is responsible and sustainable. Moreover, I believe that through developments of globalisation and the Internet, the world is getting smaller and people seek to explore the world. I would like to create concepts and plans that give the visitor a memorable experience as well as make it profitable for the local community and protect the environment. I chose to study at NHTV because I liked the idea of studying in English as well as the international atmosphere and the practice-related work. Moreover, I enjoy working in project groups and the emphasis on teamwork. Next year I will do my work placement. I think I will be working for a tourism board and become involved in the planning and development as well as the promotion process of a region or company.'

Period	Highlights of the programme	Location
Semester 1 September	Tourism Development & Marketing <ul style="list-style-type: none">> Tourism Management, Planning & Development> Tourism Market Perspective & Understanding the Customer> Research Methods I & II: Quantitative & Qualitative Approaches> Tourism Impact Studies	Breda
Semester 2 January	Destination Change & Local Perspectives <ul style="list-style-type: none">> Tourism Network Dynamics> Cross-Cultural Studies> Tourism Market Analysis> Field Research & Destination Analysis Project> Project Development Study> Management Accounting	Breda Asia Oceania
Semester 3 September	Destination Change & Local Perspectives <ul style="list-style-type: none">> Project Development in Tourism> Marketing Management Game> Feasibility Study & Financial Accounting	Breda
Semester 4 January	International Placement	Worldwide
Semester 5 September	Specialisation <ul style="list-style-type: none">> Cross-Cultural Research: in between the global and the local> Emerging Tourism Destinations and Change> International Tourism Development Project> Management of Natural and Cultural Heritage Sites> Destination Management and Planning	Breda
Semester 4 January	Thesis	Worldwide

Languages:

apart from English you choose another language (French, Spanish, Italian, Chinese or Dutch for foreigners).

Skills:

Commercial skills, Research in Tourism, Quantitative Research in Tourism, Management, Integrated Marketing Communication, Argumentative Communication.

Period	Highlights of the programme	Location
Semester 1	<ul style="list-style-type: none"> > International Tour Operating > Aviation Management > Marketing Instruments 	Breda
Semester 2	<ul style="list-style-type: none"> > Marketing Strategies > Fieldtrip > Imagineering Project > Management > Management Accounting 	Breda & Asia
Semester 3	<ul style="list-style-type: none"> > Marketing Communication > e-Tourism > Financial Accounting 	Breda
Semester 4 January	Placement	Worldwide
Semester 5 September	Major specialisation or minor programme <ul style="list-style-type: none"> > International Tourism Projects > Individual specialisation 	Breda
Semester 4 January	Thesis	Worldwide

4 Study costs

Tuition fees

In the academic year 2012-2013 the statutory fee is 1,771 euros.

You pay the statutory tuition fee if you:

- > have the Dutch nationality or the nationality of another country that is part of the EEA, or the Surinamese or Swiss nationality and
- > live in the Netherlands, Belgium, Luxembourg, or one of the German federal states of Northern Rhineland-Westphalia, Lower Saxony or Bremen at the time of enrolment (reference date 30 September) and
- > don't already have a bachelor's or master's degree at the start of the academic year

If this does not apply to you, check the tuition fee regulations at www.nhtv.nl/fee to see whether there are other conditions through which you are eligible for the statutory tuition fee. In all other cases you pay the institution tuition fee. In the academic year 2012-2013 the institution fee is 7,578 euros.

Attention

The Dutch government has submitted a legislative proposal to the Lower House with the intention of increasing the statutory tuition fee for 'langstudeerders' (slow-progressing students: 6 years or more) as well as withdrawing their 'OV-chipkaart' (student pass for public transport). More information on this subject and the consequences for you as a student can be found on the web pages 'Kabinetsplannen voor studiefinanciering' from the DUO - IB-Groep' (in Dutch). More information in English will follow as soon as possible.

Additional costs

Besides the nationally-set tuition fee, please take into account the cost of:

- > a laptop (approximately 600/700 euros)
- > the introduction programme
- > textbooks (a maximum of 350 euros in the first year)
- > study trips (approximately 1200 euros)

Note: all prices are subject to change

5 Application

Application Dutch students

For the academic year of 2012-2013, a maximum of 450 students will be admitted on to the International Tourism Management programme. At this moment a few places are still available.

Choices

This course offers a variety of choices, such as the Dutch-taught variant or fast tracks. In all cases, you have to apply for the first year of the programme International Tourism Management. After application, NHTV will contact you so that you can inform us of your choices.

Attention: the official Studielink name of this programme is B Hoger Toeristisch en Recreatief Onderwijs.

Application and selection: Intake assessment and 'Pleased to meet you'

- > Application (step 1)
- > Intake assessment (step 2)
- > 'Pleased to meet you' session (step 3)

Step 1

Apply through Studielink as soon as possible since admission will be based on registration date. On our website www.nhtv.nl an Application manual is available.

Step 2

After you have registered with Studielink you will receive an invitation by email to fill in an online NHTV intake assessment. Topics and questions which are discussed in this assessment are related to your:

- > grades
- > language (English level)
- > analytical skills
- > social intelligence
- > business insight
- > interest in the industry
- > learning style
- > motivation
- > capacity for innovative thinking
- > positive, critical attitude

Step 3

After we have received your online intake assessment, you will be invited to take part in a 'Pleased to Meet You' session. Central themes of this two-hour session will be the content of the study programme, the expectations you have of the study programme, and the desired attitude towards studying. Afterwards, you will have the opportunity to talk to a coach and/or student counsellor in person. As a result, you will acquire a better understanding of your suitability for the study programme, and what's more, you will decide whether you want to go ahead with your application.

Admission

Prospective students who registered before May 15th and meet all demands of DUO, can be sure of admission.

Prospective students who registered after May 15th will be admitted based on registration date. During the 'Pleased to meet you' session we will let you know what your chances of admission are on that very moment. You will be informed about your admission by DUO around August 20th.

Please remember that you must make your application definite at DUO by redeeming your award certificate through Studielink.

Questions?

If you have any further questions please contact Lieke Mensink, mensink.l(at)nhtv.nl.

Application foreign students

The Academy for Tourism applies a selection procedure as it admits a limited number of students every year.

Numerus fixus - Restricted intake

For the academic year of 2012-2013, a maximum of 450 students will be admitted on to this programme. NHTV is allowed to select 100% of its own students directly. For selection we advise you to apply before 15th April as you need time for the selection process.

Application deadlines

In appropriate cases the deadlines are changed, so keep an eye on the education news.

- > 15th May for Dutch students
- > 1st May for EEA students
- > 1st May for Non-EEA students
- > 1st May for Non-EEA students living in the Netherlands

Update 15 May 2012:

EEA students: We still have some places left for International Tourism Management but you need to apply now!

How do I apply?

Students from abroad must apply through Studielink and the International Office of NHTV.

Step 1

If you meet the admission requirements (diploma of secondary education and sufficient results of an English language test), please register with Studielink. This is the national administration system for higher education in the Netherlands. At our website www.nhtv.nl an Application manual is available.

Please note: We won't start processing your application until you are registered with Studielink.

Step 2

Fill in the application form foreign students. Please make sure you submit all additional documents requested in the application form and sent the digital files to applicationpackages@nhtv.nl.

Step 3

If your application is approved you will be invited for an online NHTV intake assessment. You will be admitted on bases of your grades, CV, diploma and outcome of the assessment. You will be informed in due course whether or not you have been accepted once your application is complete.

Questions?

Students from abroad who have any further questions may contact International Office (international.office@nhtv.nl).

6 Find out for yourself

How do you find out whether a study programme really suits 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!

Open days and evening all NHTV academies

12
NOV

OPEN DAY: 10.00 - 15.00 hrs.

10
MAR

OPEN DAY: 10.00 - 15.00 hrs.

19
APR

OPEN EVENING: 19.30 - 21.30 hrs.

Orientation Days

24
NOV

19
JAN

1
MAR

15
MAR

22
MAR

26
APR

10
MAY

NHTV Breda - An overview of all programmes

In the brochure 'NHTV Breda - An overview of all programmes' you will find information on:

- > All NHTV's programmes
- > NHTV's international character
- > NHTV's educational vision
- > Holland and Breda facts
- > Studentlife

You can download the brochure at www.nhtv.nl.

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