



Discover your world

2012
2013

Tourism Destination Management

Master's
Programme

in 1 year

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1 Introduction

Tourism Destination Management

Master Tourism Destination Management in 1 year

International professionals in tourism can make a big difference: the difference between profit and loss, between chaos and structure, a difference for the tourists as well as the local people. Organisations involved in tourism at tourism destinations are looking for well educated professionals. People, who are able to analyse, interpret and apply the global developments that take place and translate these into new opportunities and solutions.

Focus

Tourism has developed into a dynamic and fast growing sector, creating an interdisciplinary field of study and research. The tourism industry offers economic benefits, growth and opportunities for people and businesses in destination areas. At the same time, matching demand (tourists) and supply (destinations) remains a challenge. The position of the destination areas is becoming more and more important. This master in Tourism Destination Management is designed to contribute to this, focusing on practice, perspectives and policies of tourism management at destinations.

Career examples

Graduates of Tourism Destination Management qualify for:

International Policy & Advisory positions

- > international advisory functions related to feasibility analysis of investment projects, business strategy and market penetration or development
- > public strategic functions in the field of development and management of (tourism) destination areas
- > advisory and management functions in the field of visitor management in urban areas, theme parks and nature reserves
- > strategic advisory functions

International Management positions

- > international (growth related) management functions in internationally operating businesses (like service companies, hotel chains, tour operators, airline companies)
- > international Marketing Management functions, with destination management organisations or (tourism) marketing consultancy agencies
- > international Consultancy positions, either project-based or permanently in commercial consulting or international development organisations

Research positions

- > research functions in the area of international (new) market development, market segmentation or market potential analysis
- > research functions with branch organisations such as WTO, PATA, Govt. Tourism Boards and Destination Management / Marketing Organisations
- > external advisory functions in the area of international corporate, financial and organisational development for small and medium sized companies

This programme is accredited by the Dutch-Flemish Accreditation Organisation NVAO, the official accreditation board of the government. Upon completion of the programme you will receive the official degree Master in Tourism Destination Management. This is an internationally recognised degree.

Why NHTV?

Why study tourism destination management at NHTV Breda

- > an extensive international network through a 40-years' tradition in tourism education
- > one of the leading and specialised institutions in the field of tourism studies in the world
- > focusing on practice, perspectives and policies of developments of and at tourism destinations
- > studying together with fellow students from many different nationalities representing many different perspectives is possibly the strongest resource you can make use of
- > certified by the UN World Tourism Organization

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.

2 Admission requirements

If you want to apply for this programme, you should have a bachelor's degree, preferably a Bachelor of Business Administration (BBA), for example in the field of tourism management, leisure management, hotel management, economics, commerce, general management or finance. Bachelor's students with such a BBA degree are directly eligible if they meet the following criteria:

- > knowledge (bachelor's level) of tourism planning and development
- > knowledge (bachelor's level) of cross-cultural studies
- > academic skills at bachelor's level (e.g. methods and researching techniques)

Additional criteria

Applicants who do not have a BBA degree, but who hold a bachelor's degree in another field of study (e.g. arts, law, cultural studies, social sciences) may also be considered for admission. However, additional criteria will be applied in selecting these students:

- > knowledge (bachelor's level) of financial management
- > knowledge (bachelor's level) of marketing
- > knowledge (bachelor's level) of tourism planning and development
- > knowledge (bachelor's level) of cross cultural studies
- > academic study and research skills (bachelor's level) including abstract and critical thinking

For these students, demonstrable and relevant working experience could support the application. If the above mentioned criteria are not met, a self-study package can be requested.

Further admission requirements

As a non-native speaker of English, you must also show sufficient results of one of these tests:

- > TOEFL test (minimum score 550 paper-based, 213 computer-based or 80 internet-based)
- > IELTS test (minimum overall band score 6.0 and a minimum sub score for Speaking 6.0)
- > Cambridge Advanced Certificate

Special conditions and exceptions apply for some students from South Asian countries like India, Pakistan and Bangladesh. Indian nationals and some other South Asian students who have completed their bachelor's degree in English may not be required to do a TOEFL test before being eligible for admission. They should produce a statement from the institute they attended proving that they completed their studies in English. This statement can be provided by the principal or by someone at the student administration office. It should be printed on official stationery of the institute.

Applicants who do not comply with the above-mentioned requirements, may request a self-study package to eliminate their deficiencies.

Self-study package

To eliminate any deficiencies, NHTV offers a self-study package with a corresponding examination. In concrete terms it encompasses:

- > Tourism Planning and Development ((bachelor's level)
- > Cross Cultural Studies (bachelor's level)
- > Financial Management (bachelor's level)
- > Research Methods and Techniques (bachelor's level)

Assessment

In all circumstances, a personal interview is part of the selection procedure. Based on a written application, including a portfolio, an intake interview will take place to assess the admission requirements. Based on the assessment results it will be determined whether the student will be accepted or whether any deficiencies need to be resolved. The portfolio needs to contain:

- > Application form
- > Official copies of diplomas
- > Curriculum Vitae with a personal motivation for following the master's programme

3 Course characteristics

Developments in Tourism Destination Management

Tourism has developed into a dynamic and fast growing sector, creating an interdisciplinary field of study and research. The tourism industry offers economic benefits, growth and opportunities for people and businesses in destination areas. At the same time, matching demand (tourists) and supply (destinations) remains a challenge. It will always lead to a permanent but fluctuating flow of consumers to and from the destination areas. In tourism, as opposed to nearly all other economic goods and services, it is not the goods and services, but the consumers who are 'distributed'. Without trivialising the role and the importance of the tourist as a consumer, it is clear that the position of the destination areas is becoming more and more important.

The role of a Tourism Destination Manager

The commercial position of tour operators in the areas of origin (tourism markets) is under pressure from an increasingly empowered position of the suppliers of tourism products and services at the destination. It is expected that a shift of power will take place from the tour operators in the market areas towards the operators of tourism products and services at the destination areas. This requires knowledge and expertise, which is closely interwoven with the destination areas themselves. This master in Tourism Destination Management is designed to contribute to this, focusing on practice, perspectives and policies of tourism management at destinations.

Aim of the programme

This master's programme offers graduates the required qualifications for international managerial and consultancy positions with private, public or non-profit organisations in the tourism sector. Graduates qualify for international positions, such as:

- > Management positions
- > Consultancy positions
- > Policy & Advisory positions
- > Research positions

Course details

The curriculum is subdivided into three phases. The first phase in Breda has an emphasis on theory and is considered to be the preparation for the second phase which will take place on three different types of tourism destinations. This second phase has a focus on the tourism practice under different circumstances and you will work in international student research teams. In the final phase, the dissertation is written in which practice and theory should be brought together and in which is strived towards new insights, theories or generalisations.

PHASE 1: BREDA

16 weeks, 24 ECTS

During the first phase, you will gain theoretical knowledge and develop your professional skills. This enables you to effectively analyse the current situation and available potential for development strategies at various tourism destinations. Destination theories, models, developments and practical cases will be studied. Courses are given by lecturers, along with an interesting team of visiting lecturers from international organisations and universities. Students interact on a daily basis with this specialised team of academics and tourism professionals.

1. Destination specific tourism subjects focusing on theoretical knowledge and tourism practice

- > Destination Stakeholder Analysis (3 ECTS)
- > Destination Cultural Analysis (3 ECTS)
- > Destination Development Strategies (3 ECTS)
- > Tourism Destination Finance (3 ECTS)
- > Tourism Destination Marketing (3 ECTS)

2. General context related subjects with a focus on knowledge and actual issues

- > International Tourism Context (3 ECTS)
- > International Project Management (3 ECTS)
- > International Tourism Research (3 ECTS)

PHASE 2: FIELDWORK

13 weeks, 20 ECTS

In the second phase you will carry out assignments at three different locations in the Asia Pacific. These assignments are written by the staff in cooperation with stakeholders involved in developments of and at tourist destinations in this region. The Asia Pacific has been selected because of the:

- > great familiarity of the staff with the area
- > many contacts with businesses, governmental institutions and academies
- > familiarity with developments and dynamics
- > many variations in culture
- > ever changing combinations of Western and Eastern influences

Three different locations in the Asia Pacific region

This fieldwork research project is an important, if not crucial part of the programme. You carry out field research and consultancy assignments at three different locations in the Asia Pacific region. These destinations vary each year. Students visit:

- > an area with a typical tourist character (e.g. Bali, Phuket)
- > an urban area with tourism development (e.g. Singapore, Brisbane)
- > a rural area with existing but limited tourism developments (e.g. Palawan / Phillipines, Da Nang / Vietnam)

Practical team assignments

Through these assignments theoretical insights come together with professional skills in management and research. You will also interact with stakeholders at a professional and managerial level as you work in close cooperation with professional and well-known tourism organisations in this area.

The assignments are based on complex subjects relevant to each destination. Based on an initial briefing document, you conduct research, use theory and international case studies, after which you present your advice to stakeholders. These presentations offer a great opportunity for professional interaction and discussion between students, staff and stakeholder representatives.

PHASE 3: DISSERTATION

16 weeks, 24 ECTS

By writing a dissertation during the last phase of the programme, you apply your research skills and demonstrate a true understanding of tourism destination management from a professional and academic point of view. You are required to demonstrate critical analysis and evaluation. The dissertation uses concepts, insights and practical abilities to develop a

better understanding of the subject under investigation. A dissertation is an individual assignment, carefully supervised by one of the NHTV lecturers.

Final thesis

Producing a dissertation is an independent process. While producing you demonstrate your ability to do research and understand a topic of your choice in the field of your preceding education in and outside NHTV. This challenge, when undertaken thoroughly, can be a difficult but a very rewarding one as well.

Dissertation subjects

A dissertation is a major commitment of time and energy. The dissertation subject, as a consequence, often personally motivates and interests the student and (new) ideas of students can be openly discussed with the NHTV staff. In principle the dissertation subject should be a topic or an issue in an international tourism context. Students have to ensure, however, that the research idea is both appropriate and feasible. The dissertation should be written in English, unless another language is really more appropriate.

Cooperation with an external commissioner

You can opt for writing a dissertation in close cooperation with an external commissioner. This enables you to closely cooperate with international tourism organisations and therefore adds an additional and professional dimension to the research project. However, many students write an independent research and travel to a tourism destination to study their subject in-depth. Working without an external commissioner often ensures a more independent, and also critical, research product with interesting academic views.

Location of research

Conducting a research and writing a dissertation in this third phase can be done anywhere in the world. The final (oral) examination takes place in the Netherlands.

4 Study costs

Tuition fee

The tuition fee for the academic year 2012-2013 is 8,742 euros. More information about tuition fee can be found in the tuition fee regulations at www.nhtv.nl/fee.

Additional costs

For an estimate of your other costs please check www.nhtv.nl.

Application fee

Application fee: 82.50 euros (foreign students only)

Grants and scholarships

For more information about grants and scholarships, please contact our International Office at international.office@nhtv.nl.

Accommodation

NHTV does not offer on-campus housing facilities. However, our International Office tries to assist international students in finding suitable living accommodation. Students of the master in Tourism Destination Management programme will spend phase 2 of this programme in the Asia Pacific region. Students are encouraged to find their own place to live there. Please note that accommodation costs in most Asian countries are relatively low compared to the Netherlands.

5 Application

Application deadlines

- > 1st July for Dutch and EEA students
 - > 1st June for non-EEA students
-

Please take into account the time it takes to organise all the required legal documents such as visas and residence permits.

More information can be requested at international.office@nhtv.nl.

How do I apply?

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

Step 1

If you meet the admission requirements, please register with Studielink. This is the national administration system for higher education in the Netherlands.

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

Step 2

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

The certified copies of the diploma plus grade list, including the translated documents if applicable, need to be sent by regular mail, to the following address:

NHTV Breda University of Applied Sciences
International Office – Admissions
PO Box 3917
NL – 4800 DX Breda
The Netherlands

Outcome

If the complete form and all required documents are received, your resume and motivation letter will be judged by the management team and they will let you know if you will be invited for an intake interview. This interview will take place face-to-face if you live in the Netherlands, otherwise it will take place by phone. After the interview you will be informed about your admission in short notice.

Questions?

For further assistance you may contact 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.

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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