



**International Tourism Management and Consultancy (ITMC)  
Exchange Programme 2011-2012**

**[Website International Tourism Management & Consultancy](#)**

Address:  
Academy of Tourism  
Location: Mgr. Hopmansstraat 1, 4817 JT Breda

Contact persons: Academic Coordinators Tourism – Incoming Exchange  
Mr. Harald Buijtendijk; E-mail: [Buijtendijk.H@nhtv.nl](mailto:Buijtendijk.H@nhtv.nl)  
Mrs. Ellen de Groot; E-mail: [Groot.E@nhtv.nl](mailto:Groot.E@nhtv.nl) (maternity leave 14/10/11-05/03/12)



## **Introduction**

ITMC focuses on management and development in tourist destination areas outside the Netherlands. We aim at students who are interested in working internationally and abroad.

Therefore the fully English taught program is developed and constantly adjusted with an international content and accents on planning and development, tourism context and culture, international marketing, business and financial management.

Independent international students from all over the world work together in multinational groups. This is not easy, as you will find out, but worthwhile putting a lot of effort in it. Each fellow student has an own unique background culturally seen, but you are also from different educational systems, like the different ones in the Netherlands itself. This will influence the ways you see each other and the ways you will overcome difficulties and the ways you will make it a useful experience for yourself and each other.



NHTV location: Mgr. Hopmansstraat

### **1. Philosophy; Key issue: the Destination**

Key issue in the ITMC-programme is THE DESTINATION. Internationally working managers in tourism and developers of businesses and destinations should be able to analyse destination areas and businesses to propose ideas for future management and further development. They have to recognize the relevant cross-cultural aspects that play a role in destinations and involve them in responsible policies. They need to know about, to analyse and to bring into practice feasibility studies, market-, concept and product development, marketing- and business plans, future strategies and financial accounting.

Within “THE DESTINATION” three main lines are used to give meaning and contents to the subjects you are studying: Tourism Planning and Development, Marketing and Tourism Context and Culture, all of course in an international context.

### **2. Key Dates**

30 January 2012 – 7 July 2012	start – end spring semester
30 January	Start ITMC 2 <sup>nd</sup> semester program
20- 24 February 2012	Spring Break
6 April 2012	Good Friday
9 April 2012	Easter Monday
30 April 2012	Queens day
30 April - 4 May 2012	May Break
17 May 2012	Ascension Day
28 May 2012	Whit Monday

### 3. A sneak preview of the program...



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#### 4. Programme 2<sup>nd</sup> year, 2<sup>nd</sup> semester

As an exchange student, you will take part in a number of 2<sup>nd</sup> year mandatory courses. As like regular students, exchange students will receive ECTS (European Credits) based on successfully completing the following courses:

A detailed timetable will be available upon arrival.

NOTE: for the second semester it is only possible to do 2<sup>nd</sup> year subjects, there is no possibility to add any third or fourth year courses since the third year students started their placement and the fourth year students are in the process of writing their thesis.

ITMC	Code	Year 2		ECTS
		Semester 1	Semester 2	
<b>THE DESTINATION</b>				
Tourism Context and Culture	CITM2TCC		X	6
Analysing Tourism Markets	CITM2ATM		X	4
Tourism Networks Dynamics	CITM2TND		X	3
Pre Feasibility Study	CITM2PFS		X	3
Management Accounting	CITM2MAC		X	3
Field Research Project	CITM2FRP		X	1
<b>LANGUAGES</b>				
English I-2	CITM2EN2		X	3
Language: Dutch **	CITM2NLBL	X	X	3
Dutch Culture & Society ***	CITM2DCS	X	X	2
<b>TOTAL</b>				<b>28</b>

- \* The Field Research Project is compulsory for all (exchange) students
- \*\* Incoming ITMC exchange students will be offered English and Dutch (beginners).  
Other languages are **NOT** possible within the ITMC program.
- \*\*\* DCS obligatory for International Students with no such course followed before
- \*\*\*\* Please, note that changes might be made since the final semesterbook is not published yet.

## 5. Course Descriptions

### THEME 2: THE DESTINATION

#### *Fieldtrip during 2<sup>nd</sup> (Spring) Semester*

Students applying for an exchange programme at NHTV within the 2<sup>nd</sup> year of the ITMC programme during the Spring Semester are expected to carry out a field research in a certain tourist destination. The first part of the programme will focus on “making a destination analysis”. The practical part of the programme will be embodied in a fieldwork project for a period of three weeks. At this very moment we do not know yet where this will take place, but as an indication we can tell you that in 2010-11 our students and teachers went to Cambodia and Vietnam, and in previous years Thailand, Australia, Singapore and Bali (Indonesia) were the destinations. The total costs involved will approximately be €900, including flight and one-week accommodation.

**The main project will be in Asia, so only because of financial reasons you can participate in the project in the Netherlands.**

*For those who cannot afford this amount of money, there will be an alternative research project in the Netherlands with an approximately cost of €400.*

*In the second part of the Spring Semester students will have to build on the field research project results by producing a plan for future development of tourism in the destination they investigated. This will all be done at NHTV in Breda.*

**Bear in mind that it is obligatory to participate in the fieldwork programme!**

### THEME 3: LANGUAGES

#### **1. (CITM2EN1) ENGLISH 1-2 THE WORLD OF WORK**

Goal:

This module examines two aspects of the English language. The first helps the students to become aware of the role of professional English and aspects of job applications, such as letter writing and interview techniques. The second allows students to analyse aspects of the structure of the English language and evaluate how this affects communication, especially across cultures.

Contents:

- English language analysis
- letters of application and CV writing
- interview techniques
- English in business and across cultures

Method:

The module runs through the entire semester, with lesson weeks and self-study weeks alternating.

**Assessment:**

In order to pass, students have to give a short talk in class, pass an oral assessment consisting of a job interview and submit a language analysis in week 46 and portfolio in week 51 that gives evidence of their work.

**Literature:**

Reader "World of work."

**Work load:**

3 ECTS-credits

**2. (CITM2NLBL) LANGUAGES: Dutch**

Incoming ITMC exchange students will be offered English and Dutch (beginners). Other languages are not possible within the ITMC program.

NLBL 1,2 and 3: Dutch for International students: for exchange students and new 2nd year incoming students.

For questions about the programme, please contact Harald Buijtendijk ([Buijtendijk.H@nhtv.nl](mailto:Buijtendijk.H@nhtv.nl)) or Ellen de Groot ([Groot.E@nhtv.nl](mailto:Groot.E@nhtv.nl), on maternity leave 14 October – 5 March 2012)

**6. Marking scheme and assessment**

The ITMS (International Tourism Management Studies) Education and Exam Regulations are leading and binding.

You will find the education and exam regulations on the intranet.

Each year of studies, you can earn a total of 60 ECTS, so for 1 semester 30 ECTS. One ECTS represents a study load of 28 hours. How these ECTS are spread over the various units of study of the programme during this year, is stated in the curriculum (see possibilities for exchange students for semester 2 on page 5).

**7. Useful Information**

Electronic Learning Environment

Much of the information that is important for your studies is offered digitally.

*Intranet*

In addition to the general internet site of NHTV Breda, [www.nhtv.nl](http://www.nhtv.nl), we have Intranet, our internal digital source of information. Intranet provides you with all the information about general matters you need as a student. It can only be accessed by NHTV students and staff. You can find Intranet in two ways. You can go to the general [www.nhtv.nl](http://www.nhtv.nl) site and click through to Intranet from there, or you start up internet on a school computer, where Intranet is presented as start page.

To access Intranet outside the NHTV building, you need a log-in code. As a student, you will receive this code upon commencement of your studies. Moreover, you will receive a free e-mail address with your own student code (called "ID code").

#### *Electronic Learning Environment*

Furthermore, we would like to draw your attention to the fact that NHTV Breda University of Applied Sciences makes use of an electronic learning environment (= ELO) or N@tschool. This ELO system offers you a great many possibilities, and as a result, benefits.

As we will be working with the ELO system (N@tschool) throughout the entire course program, you are strongly recommended to buy a laptop.

#### Late arrivals

For optimal performance and because of the integrated nature of the program, it is highly recommendable that students arrive no later than 30 January.

#### Counselors

In the Netherlands, students are supported by student counselors in the area of academic career guidance, student facilities, and questions or problems of a personal nature. They promote the students' interests and are the contact persons of the students. In the department of Tourism there are two student counselors available. An international student counselor has been appointed especially for International students.

The student counselor may offer mediation, advice, information and help in the following areas:

- study problems resulting from a different manner of studying, language problems, problems in co-operating with fellow-students or other problems that
- may have an adverse effect on your course of studies;
- personal questions or problems with regard to adjustment to the Dutch people and/or their culture, homesickness, loneliness, illness, special (family) circumstances, presenting yourself and communication;
- problems with regard to student facilities and student housing;
- or just a chat, if you feel the need.

The counselor for International students is: Mrs Marise van der Eijnden;  
[Eijnden.M@nhtv.nl](mailto:Eijnden.M@nhtv.nl)