



## International Tourism & Travel Industry Exchange Programme 2011-2012

[Website ITTI](#)

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## **Introduction**

Welcome to International Tourism and Travel Industry (ITTI)! For those students new to NHTV Breda University of Applied Sciences: a special welcome to you!

The NHTV-ITTI team assures you that we will do our utmost to make your study at NHTV both agreeable and academically-sound.

We are convinced that our curriculum is well founded and up-to-date. You will get to know different and surprising aspects of the tourism and travel industry and therefore about the professional field. Besides, your knowledge will be extended through an academic approach of tourism as a field of study.

NHTV employs a well trained and knowledgeable staff. They will facilitate and challenge you to learn about various kinds of aspect of the tourism and travel industry. Our teaching staff expects an active and committed attitude from students. If you would have any questions, then you are welcome to ask them to the Academic Coordinator ITTI.

In conclusion, we would like to wish you an enjoyable period of studies and challenging interaction with our staff and the tourism and travel industry!



## 1. Philosophy

Over the last 150 years tourism has grown to be one of the world's biggest industries. The substantial growth of this industry marks tourism as one of the most remarkable economic and social phenomena of the past century.

Tourism contributes significantly to the economy and to employment opportunities. As an export category, it ranks fourth after fuels, chemicals and automotive products. For many destinations, tourism counts as the most important category of export earnings.

The tourism and travel industry is a highly dynamic and competitive industry. Working in this sector is challenging and inspiring. The industry has a wide focus and perspective. : It is about tourism, travel, people, profit, markets, destinations, cultural differences, theories and approaches.

The study object of ITTI is the tourism and travel industry. ITTI offers you the opportunity to study the processes and intermediaries that link tourists or (business) travellers to their destinations. ITTI deals with several perspectives, the main one being the business perspective. Furthermore, the market and the environment in which businesses operate will be elaborated on. Keywords in the study context of ITTI are, to mention only a few: consumers, global markets, law, business travels, governments and NGO's.

ITTI provides tools for planning, organising and managing processes in the tourism and travel industry. Examples of which are tour operating and aviation management. Apart from knowledge you will obtain professional, personal and management skills. As a graduate in ITTI you will be well prepared for a career in a dynamic, competitive and challenging industry: the industry of tourism and travel.



## 2. Key Dates

<b>6 February 2012 – 7 July 2012</b>	start – end spring semester
6 February	Start 2 <sup>nd</sup> semester
20 t/m 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. ITTI study program

ITTI is a three year post-propaedeutic program. The program is accessible for students having done the first year Leisure and Tourism Management, the first year Dutch propedeuse Management Toerisme, and for fast track students and influx students.

##### 4.1 ITTI - curriculum

ITTI has two semesters per academic year. Roughly, a semester holds 20 weeks of study. Furthermore, semesters are divided into two blocks of 10 weeks.

- The first and second semester will provide you with theory and assignments on subjects related to the tourism and travel industry. Subjects are tour operating, aviation management, marketing, management, research, imagineering, accounting, and commercial skills.
- Incoming ITTI exchange students will be offered English (high levels) and Dutch (beginners). **Other languages are not possible within the ITTI program.**
- Students that want to do Dutch for Beginners need to contact the language co-ordinator (room N2.401) Mrs Gerdy Verschueren before applying ([Verschueren.G@nhtv.nl](mailto:Verschueren.G@nhtv.nl))

##### 4.2 Methods

The ITTI study program uses a wide range of methods. There are projects, courses, skills training, workshops, (guest) lectures, group assignments, individual tasks, fieldtrip, placement and thesis.

In general, you will have to plan and organise your own work. Lecturers, however, will provide guidance and will support in organising (team) work for different subjects.

##### 4.3 Exams and resits

For every subject you will be provided with a written study manual in which you can find all details about the subject. This includes literature, time schedules, exams, grading and resit possibilities. Depending on the different subjects and methods there will be written or oral exams, or you might have to hand in reports or do a presentation. Exams and resits are scheduled in fixed periods, usually in the midst and at the end of semesters (see year schedule on ITTI intranet). Assessments and marks can be for group effort as well as for individual effort. Students are entitled to at least two exam possibilities per academic year (resit included).

## 5. Curriculum overview ITTI 2011-2012

ITTI	Code	Semester & Terms	ECTS
Tour operating (1)	CITT2TOU1	1-1	3
Tour operating (2)	CITT2TOU2	2-3	3
Aviation Management (1)	CITT2AVM1	2-3	3
Aviation Management (2)	CITT2AVM2	2-4	3
Fieldtrip 1	CITT2FRP	2-4	2
Tourism Marketing Instruments	CITT2TMI	1-2	2
Tourism Marketing Strategies	CITT2TMS	2-4	2
Imagineering project	CITT2IMA-P	1-1,2	5
Management	CITT2MAN	2-3	3
Operational Management Project	CITT2OPE-P	2-4	5
Management Accounting	CITT2MAC	2-3	3
Commercial Skills	CITT2CSK	1-1	2
Quantitative Research	CITT2RESQN	1-2	3
Qualitative Research	CITT2RESQL	1-1	3
English 1	CITT2EN1	1-1,2	3
English 2	CITT2EN2	2-3,4	3
Language: Dutch *	CITM2NLBL		3
Dutch Culture & Society **	CITM2DCS		3

\* Incoming ITTI exchange students will be offered English (high levels) and Dutch (beginners). Other languages are not possible within the ITTI program.

\*\* DCS obligatory for International Students with no such course followed before

Semester Terms:     1-1: week 36-43  
                               1-2: week 45-1;  
                               1-3: week 2-5  
                               2-4: week 6-14;  
                               2-5: week 15-27

## 6. Course Descriptions

### ***Tour Operating***

Tour operating is about the whole process of planning and organising holidays and business trips. In the Tour Operating course the travel products and travel organisations will be looked at closely. What are the main activities of a tour operator? How is the branch shaped and who are the main suppliers on the Dutch and European market?

There are many different ways to celebrate holidays. You could do nothing at all. However, a lot of people choose to travel somewhere and undertake activities. People like to do water sports, city trips, hiking, paragliding, driving around (often in rental cars), sunbathing, dining, fun shopping, and so on.

Also, there are thousands and thousands of people who travel for business. These business travellers demand high service. They like to have flights on the right time, they like reliable transportation at their destinations, they have specific wants and needs regarding hotels, they demand good service and facilities.

Did you even wonder who is organising all these holidays and business trips? Can you imagine that there is a whole business in support of the holidays of people? Can you imagine that business travellers need support? Can you think of all the people working in this business? And about their jobs and activities?

In the courses tour operating you will learn about planning and organising tours for holiday travellers as well as business travellers. Keywords in the courses are:

- industry analysis
- trends and developments
- customer behaviour
- planning
- purchase
- production
- calculation
- distribution
- marketing, communication
- customer relations
- evaluation
- tour management

### ***Aviation Management***

These courses are an introduction into the main topics of aviation management. The courses will provide the student with an integral overview and general introduction on all aspects of the aviation industry on a global level.

Aviation management is about the airline business. Most of you already experienced flying. There are many different ways of flying: long-haul or short-haul; economy class, business class, first class, premium class; low-cost or at higher price; in a Boeing 747 or in the Airbus 380; in twin-engine jets or four-engine jets; in airplanes or sea planes; and so on.

Also, you probably left from and arrived at different airports, either national airports, or regional or even local airports. Some are modern and are almost a city in itself, some only have basic facilities.

The course aviation management will provide you with a general introduction and an integral overview of all aspects of the aviation industry on a global level. You will learn about the airline business and about airports.

Keywords in this course are: airlines, airplanes and airports. These form the context of what the course aims at: to give you an insight in all kinds of developments and operations related towards the aviation industry. The keywords in the course are:

- Introduction to aviation management
- Airplanes
- Airplane characteristics
- Seating / Configuration
- Air Traffic Control (ATC)
- Slots
- Airlines
- Airline cost structure
- Financing and leasing
- Low cost
- Business & General Aviation
- Deregulation
- Alliances
- Distribution
- GDS
- Airport
- Cargo

### ***Fieldtrip***

ITTI will organize a fieldtrip in the 2nd semester of the 2nd year. The purpose of the fieldtrip is to apply theory into practice and to meet with professionals. The fieldtrip is about tour operating and aviation and students have to look into several aspects of their processes. What are important criteria in the choice of a destination? What destinations and what supporting facilities are suitable for what market segments? What kind of trip or which excursions can be offered? How to choose local agents or airlines to cooperate with? What to prepare and organise in the office? And so on.

The fieldtrip will be linked to the courses Tour operating and Aviation.

There will be extra costs involved as well as an alternative program.

### ***Tourism Marketing Instruments***

The main aim of this course is to increase the student's knowledge of marketing instruments, as well as to gain insight in the connection and interaction between these marketing instruments and the marketing environment in the tourism industry.

The aim of the course is for the student to gain:

- In-depth knowledge of marketing process and the marketing instruments in the tourism and travel industry.
- Insight in the interactions between marketing instruments, as well as the interactions between these instruments and the marketing environment.

### ***Tourism Marketing Strategies***

This course is about market Segmentation and choosing a target market; models for (competitive) strategies; value proposition, positioning and value network; and marketing mix strategies.

At the end of this course the student will:

- be able to transform the results of a marketing analysis to a marketing strategy that will lead to a competitive advantage for a supplier in the tourism industry
- know and comprehend the criteria that may be used for market segmentation
- be able to segment a market and choose a target group based on the results of a marketing analysis
- be able to choose a value proposition and positioning within a target market based on the results of analysis of this market
- be able to translate this proposition and positioning into goals and strategies for the different marketing mix elements.

### ***Imagineering - PROJECT***

The world is changing. We are moving from an economy based on commodities, knowledge and technology into an experience economy based on services, experiences and emotions. In this world people are continuously seeking for excitement, emotions and experiences. There is a growing need for professionals who can approach tourism and travel from the experience perspective.

The keywords of this project are:

- Imagineering
- Vision statements, branding and concepting
- Industry analysis
- Customer experiences
- Values, value creation and value fit
- Consumer behaviour and market segmentation
- Trend analysis and research

### ***Management***

Learning outcomes

- Explain the management process and the Business-Excellence-Model EFQM
- Compare and evaluate different styles of leadership and different motivation theories
- Explain the concept of Performance management
- Explain the concept of HRM and the relationship with business strategy
- Explain and analyze internal communication

Contents

- Management process and policy development
- EFQM model and the Deming-cycle
- Different styles of leadership

- Motivation theories
- Organizational culture
- Performance management and balanced scorecard
- HRM plan (HRM strategy and HRM instruments)
- Communication process and policy
- Internal communication plan

### ***Operational Management - PROJECT***

Learning outcomes

Define HRM policy and a HRM plan for Travel Partner International (case)

Define the internal communication policy and an internal communication plan for Travel Partner International (case). (In the case description specific appraisal criteria are formulated)

Content

- HRM policy
- Human Resource Planning
- Performance appraisal
- Competence management and training
- Rewarding performance
- Leading and motivation
- Internal communication
- Intercultural management

### ***Management Accounting***

Finance and Accounting has been divided into two main areas: management Accounting (2<sup>nd</sup> year) and financial accounting (3<sup>rd</sup> year, not for Exchange students). Management accounting, as the name suggests, is concerned with providing managers (internal users) with the information they require for the day-to-day operation of their organization. Financial accounting is concerned with providing the other (mainly external) users with information they find useful.

The course Finance and Accounting I focuses on management accounting (MAC) while the Finance and Accounting II course will be more about financial accounting problems (FAC). Both courses have been developed for non-accounting students, as part of their bachelor's degree in tourism and leisure. This course seeks to introduce finance and accounting, particularly to those people who wish or need to have an understanding of the subject or to communicate with professionals concerned without going into a lot of (too) technical details.

After the two courses on finance and accounting students will be able to:

- Distinguish between relevant cost categories: variable and fixed, direct and indirect
- Calculate full and marginal cost prices
- Calculate and analyze break even targets and safety margins
- Calculate cost prices per season using the price differentiation method
- Compose, understand and interpret the three major financial statements
- Calculate and interpret relevant financial ratios
- Understand the instruments used for short, middle and long term budgeting
- Understand the instruments used for capital investment decisions

### **Commercial Skills**

Students will learn about and practice communication skills in different situations. They will also obtain theoretical information about processes, communication stages, roles & communication styles.

At the end of the course, the student is able to:

- Evaluate his/hers personal commercial capacities
- Structure a sales meeting by knowledge of the different phases
- Perform in the role of a consultant: build relationships, interview, advice and negotiate.
- Develop a customer oriented proposal

### **Qualitative and Quantitative Research in Tourism and Travel**

This course is a general course on the process of research and on research techniques. The acquired skills can be used in any project, assignment and placement.

Topics to be discussed are various qualitative and quantitative methodologies. All parts of the research process are present: problem analysis, problem definition, set up of a survey, data collection, analysis, conclusions and report writing.

Students will learn (among others) about interviews and interview techniques, mood board, Chinese portrait, laddering, probing, SPSS and others.

### **Foreign languages**

In the ITTI program English is compulsory. Furthermore, Incoming ITTI exchange students will be offered English (high levels) and Dutch (beginners). Other languages are not possible within the ITTI program.

#### *English 1*

Learning outcomes

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 analyze aspects of the structure of the English language and evaluate how this affects communication, especially across cultures.

Content

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

#### *English 2*

Learning outcomes

The main aim of this course is to focus on the requirements for good academic essay and business report writing. We will look at how to write a cogent essay and how to produce a clear business proposal. Good academic and business English writing depends on an awareness of a number of vocabulary, register and grammatical issues, which this course also intends to focus on.

A number of relevant elements of grammar will be revised and worked on namely:

- Phrasal verbs
- Relative clauses
- Prepositions
- Conjunctions
- Indirect speech
- Sentence construction
- Upgrading vocabulary

#### *Dutch*

Mrs. Gerdy Verschueren is the Language co-ordinator. She can answer specific questions about the Dutch Language Courses.

Goals & methods of Dutch:

- to have a conversation at a basic level
- to listen to conversations at a basic level, concerning daily life matters and tourism
- to write simple essays and letters
- to read simple texts concerning daily life matters and tourism
- to be aware of cultural differences

### **7. Marking scheme and assessment**

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

You can 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 allocated the various units of study of the programme during this year, is stated in the curriculum (paragraph 4).

### **8. Useful Information**

#### ITTI Field Trip

***During the second semester of the second year of ITTI there will be a field trip outside Europe.***

The focus of this field trip will be the development of travel products. Destination possibilities, industry perspectives and target group aspects will play an important role during this fieldtrip.

Students that will/can not take part will be offered an alternative.

Extra costs will be charged.

#### Electronic Learning Environment

Much of the information that is important for your studies is offered digitally. Please find the various digital options in the paragraph.

#### *Intranet*

In addition to the general internet site of NHTV Breda, [www.nhtv.nl](http://www.nhtv.nl) There is 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 an university 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 many possibilities, and as a result, benefits.

As we will be working with the ELO system 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 programme, it is highly recommendable that students arrive no later than 5 September.

#### 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 offers 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 counselors for Dutch students are:

Mrs. Els Pigmans, [Pigmans.E@nhtv.nl](mailto:Pigmans.E@nhtv.nl)

Mrs. Marie-José Raaijmakers, [Raaijmakers.M@nhtv.nl](mailto:Raaijmakers.M@nhtv.nl)

The counselor for International students is: Mrs Felicia van Dulken, [Dulken.F@nhtv.nl](mailto:Dulken.F@nhtv.nl)