

ADMITTED TO THE DEGREE OF DOCTOR

Dr. Marc Stierand

Title thesis: Phenomenological Model of Culinary Innovation: A Systemic View. University of Strathclyde, Glasgow, UK 2010

Dr. Alinda Kokkinou

Title thesis: Using Simulation to Estimate the Impact of Self-service Technology Implementation on Customer Waiting Times and System Operating Costs. Pennsylvania State University, USA 2010

Dr. Ondrej Mitas

Title thesis: Positive Emotions in Mature Adults' Leisure Travel Experiences. Pennsylvania State University, USA 2010

INAUGURAL SPEECHES

Prof. dr. Jaap Lengkeek

Inaugural speech for Rector Magnificus on 25 May 2010
Title: Research in Change

Drs. Françoise van den Broek MIM, MTL

Inaugural speech for Associate Professor Logistics & Sustainability on 28 January 2010
Title: Green Supply Chain Management – Marketing Tool or Revolution?

PUBLICATIONS

Please have a look at www.nhtv.nl > Research & Consultancy > Publications



Mgr. Hopmans-
straat 1 and 15



Sibeliuslaan 13



Archimedes-
straat 17



Reduitleaan 41

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

Facts & Figures 2010/2011

NHTV Breda University of Applied Sciences

Professional Education
Scientific Education 
Executive Education
Research & Consultancy



Academies and Programmes

Number of students

Academy for Urban Development, Logistics and Mobility	892
<i>Director L. Kemps MEd</i>	
Bachelor of Traffic Engineering	171
Bachelor of Urban and Regional Planning	327
Bachelor of Logistics Management (Economics)	235
Bachelor of Logistics Management (Engineering)	159

Academy for Tourism 2441

Director W. Meijer MME

Associate degree in Profession-oriented Tourism and Recreation	166
Bachelor in Profession-oriented Tourism and Recreation	551
Bachelor of Tourism Management (incl deeltijd en duaal)	1,667
Bachelor of Science Tourism*	27
Master of Tourism Destination Management	30
Master of European Tourism Management**	pm

Academy for Digital Entertainment 1184

Director drs. F. Peters (Games & Master) & Director a.i. Y. Aronson (Media)

Bachelor of Game Architecture and Design	447
Bachelor of Media and Entertainment Management	719
Master of Media Innovation	18

Academy for Leisure 1661

Director drs. G. Pepels

Bachelor of Leisure Management	1,610
Bachelor of Leisure Sciences	26
Master of Imagineering	25

Academy of Hotel Management and Facility Management 907

Directors, G. Osinga (Hotel Management) & D. Heeroma (Facility Management)

Bachelor of Hotel Management	542
Bachelor of Facility Management	365

Total (1 October 2010) 7,085

* in cooperation with Wageningen University

** in cooperation with Bournemouth University

University Council and Senate

Board of Governors

J. G. Uijterwijk MEd, president

Ir. N. G. M. van Os, member

F. Hartevelde MSc, secretary

Rector Magnificus

Prof. dr. J. Lengkeek



Output

Number of students	7,085
% male/female	44/56
Number of foreign students	809
% male/female	33/67
Success rate (after 5 years)	61.1%
Success rate (after 8 years)	73.4%
Market share in higher professional education	1.67%
Alumni total	19,931

Personnel

Number of employees	682	546.8 FTEs
% male/female	46/54	50/50
% permanent/temporary	71/29	71/29
% full-time/part-time	44/56	
Average age		42.9 year
Illness absenteeism rate		3.61%
Length of service	0 - 4 years	46.8%
	5 - 14 years	36.2%
	15 years and more	17.0%

Education teaching staff 349

Doctoral degree holders	37	10.6%
Doctoral degree candidates	34	
Master degree holders	261	74.8%
Bachelor degree	349	100%

Reference date 1 January 2011

EXCELLENCE

NVAO distinctive features

- > Imagineering (Bachelor of Leisure Management)
- > Intercultural learning – deeper dimensions of internationalisation (Bachelor of Tourism Management)
- > Innovative professional education in an international context (Bachelor of Media and Entertainment Management)
- > Application of applied research in education (Bachelor of Game Architecture & Design)

NVAO distinctive qualities

- > Linking theory and practice in the mADE Production House (Bachelor of Media and Entertainment Management)
- > Aspect 2.1 'Demands higher education' (Bachelor of Logistics Management (Engineering))
- > Quality of staff (Bachelor of Game Architecture & Design)

International quality recognitions

- > UN World Tourism Organization (Bachelor of Tourism Management, Bachelor of Hotel Management, Bachelor of Leisure Management)
- > International Facility Management Association (Bachelor of Facility Management)

Rankings

- > In the results of Keuzegids HBO Voltijd 2011 all NHTV bachelor programmes rank first in their categories. NHTV ranks number 2 of the medium-sized institutes.

INTERNATIONALISATION

Internationalisation is part and parcel of the 'NHTV way of life'. NHTV people are dynamic people with an international outlook. NHTV has established 65 targeted worldwide partnerships with universities and institutes of higher education. This network not only generates valuable (exchange) opportunities for students and staff but also contributes to the further development of academic cooperation and joint research.

International students	809 (=11% of the total student population)
International employees	53 (= 7.8% of the total number of employees)
Incoming/outgoing exchange students	131/130
Work placements abroad	547 (= 50% of all placements)

ACADEMIA

Research Director prof. dr. Johan Bouwer

Associate Professorships

Academy for Digital Entertainment

Digital Media Concepts	dr. Hans Bouwknegt
Entertainment Technology	drs. Jacco Bikker ^{PhD-candidate}

Academy of Hotel Management and Facility Management

International Hospitality Management	dr. Roy C. Wood
Facility Management	ir. Bernard Drion

Academy for Leisure

Imagineering	drs. Diane Nijs ^{PhD-candidate}
Leisure and Sports Management	dr. ir. Hugo van der Poel
Storytelling and Experience	drs. Moniek Hover ^{PhD-candidate}
Productivity in Leisure and Hospitality	Han Verheijden
Business Development in Leisure	drs. Bart de Boer
Storytelling and Imagineering	Olaf Vugts MI

Academy for Tourism

Business Travel Management	Herman Mensink
Cross-Cultural Understanding	dr. Vincent Platenkamp
Productivity in Leisure and Hospitality	Han Verheijden
Sustainable Transport and Tourism	ing. Paul Peeters ^{PhD-candidate}
Tourism Destination Management	prof. dr. Brian Wheeler
Tourism Experiences and Co-creation	drs. Koert de Jager ^{PhD-candidate}
Visitor Studies	dr. Elke Ennen

Academy for Urban Development, Logistics and Mobility

Dynamic Traffic Management	ir. Ad Wilson
Logistics and Sustainability	drs. Françoise van den Broek ^{MIM, MTL}
Traffic and Urban Management	ir. Ineke Spapé
Transport and Logistics	drs. ing. Jan Willem Proper ^{PhD-candidate}

Financial indicators

Solvability	37.7%
Liquidity	1,04
Rate of return	3.9%

Income (* € 1,000)

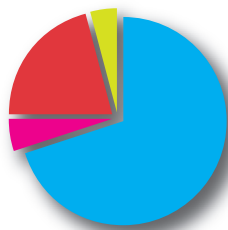
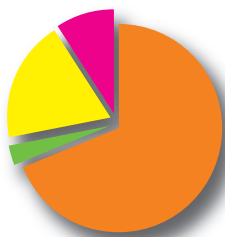
Government grant	41,537
Other grants	1,679
Tuition fees	11,425
Other assets	5,679

Total **60,320**

Expenses (* € 1,000)

Personnel	42,581
Write-offs	2,839
Others	12,466
Net-finance income	92
Results	2,342

Total **60,320**



Consolidated balance sheet (* €1,000)

Fixed assets	23,981
Current assets	18,137
Total	42,118

(Equity) Capital	15,891
Provisions	3,755
Long-term debts	5,070
Short-term debts	17,403
Total	42,118

Reference date 31 December 2010

NHTV KNOWLEDGE AND RESEARCH CENTRES

Centre for Leisure and Tourism Research (CeLToR) in association with Tilburg University & Wageningen University

As a centre of knowledge and education in the area of leisure sciences, CeLToR is committed to promoting - and improving the quality of - initiatives related to leisure, tourism and recreation, with a view to the further economic growth of these industries and the continued development of the disciplines within society.
www.celtor.eu

Knowledge Centre Coastal Tourism in association with Hogeschool Zeeland

This research centre on coastal tourism wants to facilitate innovation in tourism by sharing knowledge with entrepreneurs, government and universities. Knowledge is shared in publications, meetings and online. Additionally, new knowledge is being developed and applied in several projects.

www.kenniscentrumtoerisme.nl

Advisory and Innovation Centre for Urban Development, Logistics and Mobility (AIC-SLM)

Knowledge development and knowledge circulation are the priority areas of the AIC-SLM. By order of or in cooperation with professionals (business and/or government) it organises and delivers training programmes and undertakes advisory assignments, projects or research in the area of logistics, traffic management and spatial planning.

International Centre for Experimental Media Effects Research

This NHTV Centre enables experimental (media) effects research in near-living lab settings. The lab consists of four screens for high quality projections that comprise a life size 3D environment and of state-of-the-art equipment for continuous response measurements, like eye tracking, skin conductance and muscle tension. Together, they allow very detailed moment-to-moment scrutinizing of (media) effects at cognitive, affective, and evaluative level.