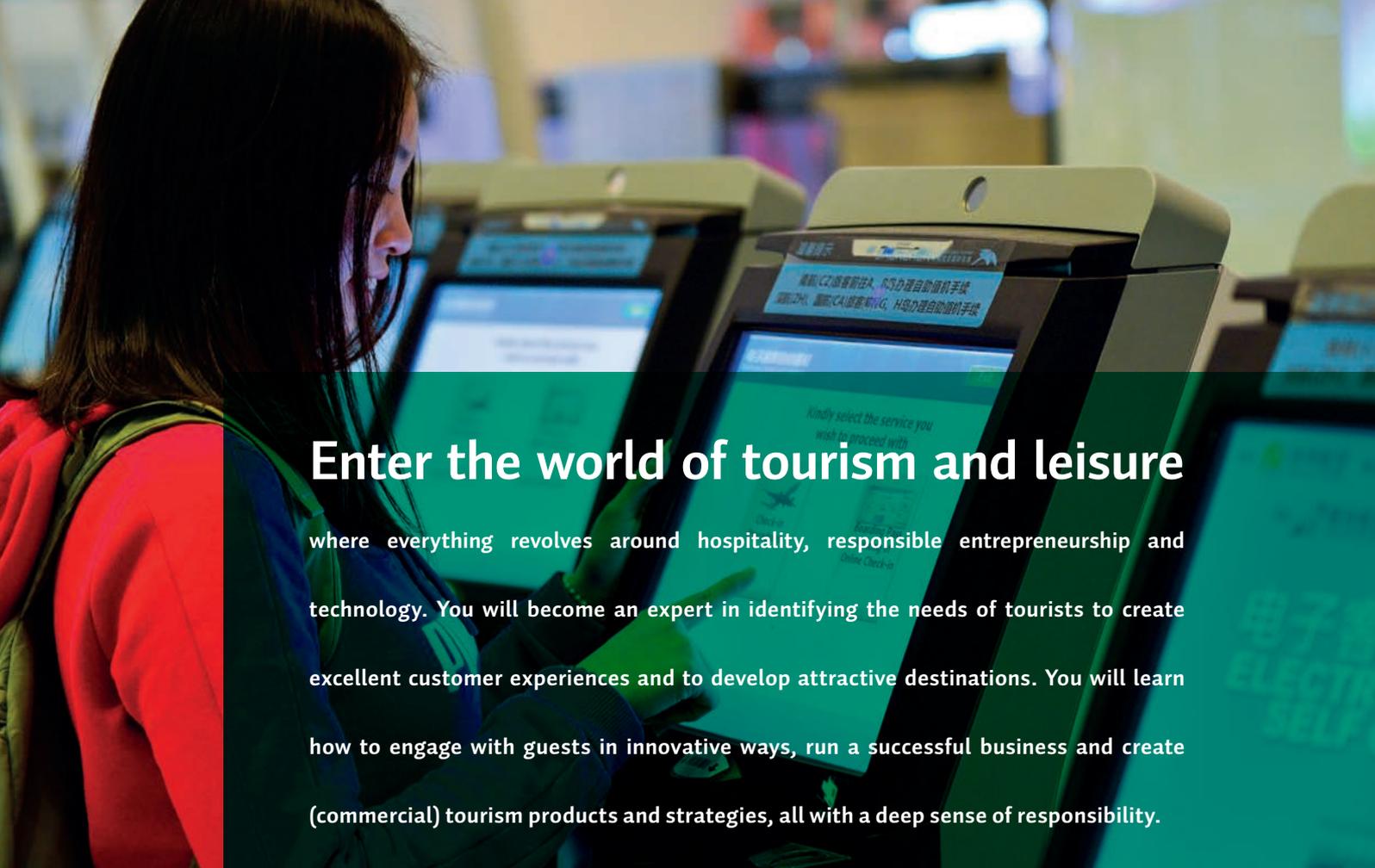




# Tourism Management

English Bachelor programme



## Enter the world of tourism and leisure

where everything revolves around hospitality, responsible entrepreneurship and technology. You will become an expert in identifying the needs of tourists to create excellent customer experiences and to develop attractive destinations. You will learn how to engage with guests in innovative ways, run a successful business and create (commercial) tourism products and strategies, all with a deep sense of responsibility.

The Tourism Management programme focuses on how to add value in today's hospitality business, like resorts, airline companies, government, travel organisations or destination marketing organisations. In this industry, where technology shapes much of the guest experience, you need to be flexible and extremely creative. You will learn how to apply new technologies, like apps, virtual reality or data, in the travel industry to attract, inspire and surprise guests.

general

### A programme with real-life case studies

The programme is built around tourism trends and real-life case studies from our extensive network of international businesses in the tourism and leisure industry, with a clear focus on hospitality, technology and responsible entrepreneurship. All case studies and projects help you to develop the essential knowledge, skills and approaches associated with the Bachelor of Arts qualification, like finance, business English, research and marketing. In these authentic cases you will develop creative tourism products, strategies, policies or business models (profit and non-profit) while taking the environment and local cultures into consideration. You have the ability to

operate successfully in different contexts: from organising an event for millennials to families or from developing a destination like crowded Barcelona to upcoming Kuala Lumpur.

### First year: explore the tourism industry

Every 7 weeks you will focus on one tourism topic in which multiple subjects are integrated, like finance, communication, research or project management. It depends on the tourism topic which subjects are needed to fulfill the issue. One of the topics you deal with is to create a social media campaign for an European city, which you actually present to the manager of the marketing destination organization. During the other topics you will inform the industry about the changing field of tourism, you advise a company to become more social and/or sustainable and you advise an organisation about hospitality to attract a specific tourist. Besides this, you also organise an event for a real client and learn a foreign language.

### Second year: experience the tourism industry

The second year sees a clear division between the two semesters. In the first semester, you deal with two tourism topics, and the second semester you will do your internship. The first topic in this semester focuses on technological innovation in the travel industry, and the other focuses on the impacts of tourism on, for example, cultures, society or the environment. You will also master a foreign language. During the second semester,

With locations in Apeldoorn, Deventer and Enschede, and approximately 26,000 students, Saxion is one of the largest and most outstanding Universities of Applied Sciences in the Netherlands. Over the past few years, the number of English taught programmes has grown considerably. Saxion currently has about 3,500 international students. Students join the programme from all over the world: Bulgaria, China, Spain, Brazil, Russia and many other countries.

The Tourism Management programme is based in Deventer, within walking distance from the railway station and the lively, historical city centre.

Deventer is just an hour's train ride from Amsterdam and Schiphol Airport.

## Studying at Saxion

you will do an internship in the hospitality business. This could be at one of our business relations in The Netherlands or all over the world like Australia, South-Africa, Spain or even in the Caribbean. You don't have to find an internship by yourself; you can choose one of our trusted business partners (like holiday resorts, hotels and travel organisations) to guarantee you both safety and quality.

'In an international environment it is also essential to master foreign languages.'

### Third to fourth year: develop your own personal profile

In the remaining two years of the programme, you will focus on various projects which you may (mostly) select based on your individual preferences. From this point on, you will be ready to tackle subjects in more depth by exploring issues, challenges and problems for current real-life business case studies. By choosing specific projects in the context of tourism and hospitality, you develop your own personal profile. You can decide to focus on your talents, interests, or perhaps you'll prefer to work on skills that need improvement. We can help you to become a successful professional or expert in a specific field.

### Foreign languages

In an international environment it is also essential to master foreign languages. Beside English we also offer courses in Spanish, German, French, Chinese and Dutch.

### Manage your own career

You take the lead in your own personal and professional development. This means that you manage your own study career while your lecturers and professors fulfil the role of coaches who support your development. You are

The reason I like Tourism Management at Saxion is that I have not only evolved personally and professionally, but that I am provided with knowledge beyond the textbooks and challenges beyond the status quo. The atmosphere here is really personal; the lecturers know the names of the students and the contact is informal. The lecturers here don't just teach you knowledge about economics or management etc. but also place great emphasis on your willingness to evolve, your ability to communicate and reflect, your competence in hospitable performance, your capability to take the lead, or your understanding when working in a multicultural team. During the studies we work on real life case studies and are offered the possibility of practical experience in the industry. The study trips and internships to places like Russia, France, Mexico, Zambia and the United States were an eye-opening experience for me and made me not only want to achieve the best grades at the project examination but made me respect and understand the world and become a global citizen.

**Anna Woithe** fourth year Tourism Management student from Germany





in charge of your own study career since you can frequently choose the projects and case studies you want to work on, or the internship or minor you want to do. On top of this, there are also many possible opportunities to go abroad: internships, study abroad (with one of our 40 partner universities) or as part of your thesis (one being compulsory, and worth 30 EC).

#### **Your personal study career counsellor**

The study career counsellor will coach and advise you throughout your time at Saxion on study matters and any other concerns. He or she will be there for you when you need to make decisions about e.g. internships, exploring your talents and future career.

#### **Career prospects**

Tourism is one of the biggest industries in the world. According to UNWTO (2017) the sector is responsible for 10% of global GDP and creates 1 out of 10 jobs. Your degree in Tourism Management is your ticket to a wide range of exciting careers. You could become a hospitality manager at an airline, an independent travel advisor, a product manager at an

online travel organisation, a manager at a holiday resort, a marketing or customer experience consultant at an agency, a tourism advisor for the government or, of course, an entrepreneur that shakes up the industry. You can also find a job at one of the relatively new companies that offer online platforms, like Airbnb or Skyscanner.

#### **Why study Tourism Management at Saxion?**

- Real-life case studies and internships from an extensive (international) network
- Focus on hospitality, technology and responsible entrepreneurship
- Personal contact and equal relationship between students and lecturers
- Students and lecturers with a diverse cultural background
- Students treated as individuals, not one out of many
- Practical teaching method, one to three semesters abroad, fieldtrips, guest lecturers
- Focus on talent and personal and professional development



### **The short degree programme**

Depending on the number of semesters from which you are exempted based on your previous education and/or vocational experience, the Tourism Management SDP programme can be a 1, 1,5 or 2-year programme. You need a minimum of three years of higher education (leading to a bachelor's degree) programme in a hotel or tourism management related field, such as customer services management, hotel or catering management, tourism management or other related management fields.

Before being accepted onto the Tourism Management SDP programme, you will need to pass an additional intake meeting as part of the compulsory admission procedure. If the outcome is approved by the admission officer, and you meet the rest of the general admission requirements you will be allowed to start. If you're keen to discover whether you could be eligible for the short degree programme, go to [www.saxion.edu](http://www.saxion.edu), where you will find more information about the entry requirements and the content of the short degree programme. In case of

**'Tourism is one of  
the biggest industries  
in the world.'**

any questions contentwise, please don't hesitate to contact the admission officer of the Tourism Management SDP programme [tm.admissionofficer.hbs@saxion.nl](mailto:tm.admissionofficer.hbs@saxion.nl)

### **Get in touch with our students and lecturers**

Would you like to hear more about Saxion Tourism Management? Or would you like to receive newsletters with vlogs and stories from our tourism students? Please send us a message with your questions and our students and lecturers are happy to answer them. Feel free to contact us by email: [hbsfrontoffice@saxion.nl](mailto:hbsfrontoffice@saxion.nl) or by phone +31 88-0193400.

## Get Ready for a Smart World

Technological innovations have an impact not only on your social life but on your future professional life, too.

At Saxion University of Applied Sciences, we teach you how these innovations impact your future professional field and how you can apply technology to perform your work even better, so no matter which programme you choose, you will be prepared for a world that is getting smarter.

Studying at Saxion also means growing as a person. Who are you as a person? Where do your talents lie and what do you want to excel at? We will help you develop a moral compass, build your self-confidence and broaden your horizon.

You will learn a lot by doing a work placement or by taking a minor in another programme here, elsewhere in the Netherlands or abroad.

This way, you will learn to take responsibility and prepare yourself for a business endeavour or a challenging job. You are in control!



More information:



Saxion partners



## Master

After having obtained our internationally validated Bachelor of Arts (BA), you may choose to continue your studies on one of Saxion's Master programmes.

The MBA (admission requirement - 2 year work experience), or MA in Management (admission requirement - 1 year work experience).

## Fee structure

Please refer to saxion.edu for information about the fee structure, since different fees apply to different groups of students. The website also contains information about scholarships and additional expenses such as books.

## Additional information

To enrol in Tourism Management, first of all you need to meet our general entry requirements. Please check saxion.edu/entry-requirements for more information.

If you have any questions, feel free to contact us by email: hbsfrontoffice@saxion.nl or by phone: +31 88-0193400.

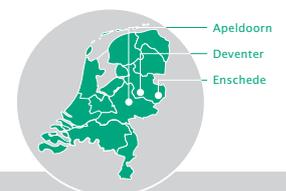
## Would you like to apply?

Start your application procedure on saxion.edu/application-form.

## Saxion Deventer

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# Information

