

Tourism Management

(B Tourism Management), Bachelor's Degree (4 years), Full-time

Do you have an interest in tourism that extends beyond sunshine, beaches and palm trees? Are you creative and communicative, with a passion for foreign cultures? Do you like to get things done and see projects through from start to finish? If your answer is 'yes', Tourism Management could be just the course you are looking for!

- Netherlands' number one Tourism Management programme (Keuzegids Hogeronderwijs 2018).
- Gain plenty of international experience by means of projects, field trips and the final internship.
- Integrated internship of 7-10 months in the final year to increase your chances of finding a job worldwide.
- Strong focus on sustainable tourism.
- Continue your studies with one of our master programmes.

Overview

Degree

- Bachelor of Arts

Study start

- February
- September

Location

- Leeuwarden

Language

- English

Standard duration

4 years

Credits

This course amounts to a total of 240 ECTS.

Fees

- EU students (per year) € 2,143
- NON-EU students (per year) €8,350

[View all costs](#)

Application deadlines

EU: 15 January /15 August

Non-EU: 1 November /31 May

Career

The bachelor's degree in Tourism Management is a worldwide recognised degree. You will qualify for a varied range of management, administrative and consultancy roles in the tourism industry across the globe. Potential future employers include tour operators like TUI and Thomas Cook, city branding companies, theme parks, cruise lines, airlines and government organisations. The course also provides you with the skills needed to start your own business.

No day is ever the same!

As a tourism professional, you will specialise in travel products and services, acting as a central point of contact in a job that is different every day. The principles of sustainable tourism form the backbone of this programme. You learn everything about the impact of tourism on different cultures, the environment and the economic needs that play a central role in tourist destination. You have inspiring ideas about sustainable tourism concepts and know how to respond to changing trends in the industry.

Careers open to you after graduation include:

- Procurement Manager
- Marketing and Communication Manager
- Contracting Manager
- Product Manager
- Events Manager
- Regional Manager at a travel agency
- Sales Manager
- Governmental Policy Officer



Admission requirements

Academic Requirements

To be admitted to one of the bachelor programmes you must meet certain admission requirements. NHL Stenden University of Applied Sciences recognises the following general international qualifications:

- International Baccalaureate (IB) Diploma or European Baccalaureate Diploma
- High School diploma from an accredited institution
- Four GCSE/GCE 'O' level passes (final grade A, B or C) and two 'AS' level passes. These six passes combined must all be in different subjects.
- Associate, Bachelor or Master Degree

Furthermore, some of our bachelor programmes demand additional entry requirements. These can be found in the [list of admissible diplomas](#). If your diploma is not mentioned in this list, please contact our Information and Registration Centre.

21+

If you are aged 21 or older and would like to enrol at NHL Stenden University of Applied Sciences, but do not currently meet the admission requirements, you are invited to register for the entrance examination.

Read more information regarding the [21+ entrance examination](#).

Language Requirements

All non-EEA applicants are required to submit an English proficiency test with their application. Exceptions are made for students, who have had their preparatory education in a country where English is the official working and educational language. The language requirements for EEA students are the same as for Dutch students. If [your diploma is listed here](#), the additional English language test is not required.

NHL Stenden University of Applied Sciences accepts three kinds of official language tests: IELTS, TOEFL and the Cambridge Certificate of Proficiency in English.

- [Academic IELTS 6.0](#) (with a minimum of 5.0 for each skill).
- [TOEFL 550](#) (paper based), 213 (computer-based) and 80 (internet based). Original test results must be sent directly from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- Cambridge ESOL score FCE-C (169, or higher).
- [TOEIC](#) 670 (Listening and Reading) **and** 290 (Speaking and Writing).

[View the comparison](#) between the different scores.

Please note: If you do not have the appropriate level, it is possible to enrol in our [English Preparatory Language Course](#).

Course Specific Requirements

3 Year Track programme

Students with an appropriate high school level diploma (entry level for academic universities) may be eligible to follow a [3 Year Track Programme](#).

Short Track

Have you previously done a tourism-related programme or do you have experience in this area? Then you may be eligible to do the Short Track course. This enables international students to obtain a bachelor's degree in Tourism Management in a shorter amount of time, by having their prior learning and work experience accredited. The programme duration can be reduced to 1.5, 2 or 3 years, depending on your previous experience and qualifications.

The programme's Admissions Committee decides whether students qualify for the Short Track programme on an individual basis. Please contact secretariaat.LT@nhlstenden.com for further information.

“It's interesting to learn about sustainability and implementing it in our work”

Student, Tourism Management [Read more](#)

After your studies

If you would like to continue your studies after your bachelor's degree and specialise further, we recommend that you enrol in one of our master programmes:

- Master in [International Leisure, Tourism & Events Management](#) (public-funded)
- Master in [International Hospitality and Service Management](#)

Should you choose the minor Tourism Geography & Planning during your bachelor programme, then you may enrol in the Cultural Geography Master at the University of Groningen.

About the course

The Tourism Management programme provides a strong focus on sustainable tourism. You will learn all about the cultural and environmental impact of tourism, as well as the economic interests that come into play, in other words: how you can use commercial services in developing destinations.

First Year: Introduction to the industry

In the first semester you will discover the fundamentals of the tourism industry, including the role of nature, organisations, markets and other aspects of tourism. You will also work in a group on a large tourism fair project in which you will represent a travel destination that you have explored in detail. Lectures and workshops are your sources of inspiration and support.

In the second semester, you will explore tourism products in more depth and investigate how online marketing can be used to present them to market. Assessing tourism products and carrying out product innovation for a particular target group form a part of the project in the second half of your first year. Again, subjects such as research, communication and finance & control will provide the necessary insights

Second Year: More in-depth study

You will explore the sustainability aspects of tourism, how to find the right balance between people, planet and profit (aka the ‘triple bottom line’) and how to use various marketing tools to promote specific destinations. The course also takes an in-depth look at tour operating and service management.

In the second year, you will develop and broaden your knowledge of certain aspects of the tourism industry, in particular the marketing and management of travel destinations. You will also learn about tourism organisations, HRM, culture and nature. Practical assignments and field trips play a larger role in the second year and you can take elective subjects such as Spanish.

Third Year: Specialisation and international opportunities

This year will focus on strategic management and collaboration with other tourism organisations. You will get to further develop your research skills and potential and conduct a significant piece of research in a group of four to five students. You then choose two electives (minor subjects) to specialise in a specific area of tourism management. You have the opportunity to do these minors at any of our campus sites in the Netherlands, Indonesia (Bali), Qatar, South Africa or Thailand (we refer to this

as the ‘Grand Tour’) or spend a semester abroad at one of more than 200 partner universities of applied sciences.

Fourth Year: Internship and dissertation

The fourth and final year of your course is where you get to put to practice everything you have learned so far. You will complete a 7-month or 30-week internship anywhere in the world. Finally, you will write your dissertation to prove your academic capabilities to analyse and translate industry-related problems and present feasible solutions.

You will learn more about the following themes:

- Sustainability & responsible tourism
- Change management
- Consumer behaviour
- (Online) marketing
- Experience marketing
- Tour operating
- Tourism products innovation & development
- Human Resource Management
- Business Economics
- Strategic management

You will develop yourself in the following skills

- Creativity
- Critical thinking & problemsolving
- Management & change agent skills
- Research skills
- Communication skills
- Cross-cultural management skills
- Co-creation

Specialisation

Tourism Management is a broad-ranging course. In your third year, you will have the option to specialise by taking a number of minors: these are electives in which you focus on a specific subject or expand your knowledge by taking an additional subject. This allows you to truly take charge of your education by ‘customising’ your course.

You can take these minors in the Netherlands or at one of the international campus sites located in Qatar, South Africa, Thailand or Indonesia (we call this the Grand Tour). You may also choose from minors offered by other courses and universities of applied sciences – this is all part of broadening your academic skills.

Some of the minors that you can choose from are:

Heritage Experience Management (Leeuwarden, the Netherlands):

Focuses on the management of natural and cultural heritage. Next to researching the tourist possibilities, students also focus on maintaining and protecting this heritage. On behalf of local companies, students work on – for example - the development of an app or an experience related to heritage.

Outdoor Leadership and Adventure (Leeuwarden, the Netherlands):

Focuses on planning and guiding/managing outdoor activities. Think of climbing, mountain biking, survival, etc. You learn in practice what it takes to be an entrepreneur in this industry; how do you set up a business, what does it mean to be a leader, which problems, opportunities and challenges do you have to face and how do you handle these? You will also learn to understand, develop and deploy sustainable tourism products and innovative strategies.

Community-Based Tourism (Thailand):

Focuses on small-scale tourism in developing countries in cooperation with development organisations and the tourism industry. [Read more about Community-Based Tourism.](#)

International Destination Branding (Qatar):

Explores how events are used to create a brand identity and, as a result, make a destination competitive.

Tourism Geography & Planning (Leeuwarden):

A new pre-master programme on Geography and Tourism. The programme consists of two minors and a dissertation and is offered in cooperation with the Rijksuniversiteit Groningen (RUG). After completion of this pre-master programme and the bachelor's degree, students may directly enrol in the Cultural Geography Master programme offered by the RUG.

Research and practice

You will gain substantial practical experience in your chosen field throughout your studies. You do this for example by taking on practical assignments from companies, our various departments and our ETFI research institute or the Centre of Expertise for Leisure, Tourism and Hospitality (CELTH), of which this course forms part. You will also go on several international field trips during your course.

In order to share research data and knowledge within the education system and the professional field, a large team of researchers are affiliated with the course, along with three NHL Stenden departments. These departments include:

- Sustainable Innovation in the Regional Knowledge Economy
- Marine Wetland Studies
- Scenario Planning

Recognised all over the world

In April 2017 The Accreditation Organisation of the Netherlands and Flanders (NVAO) awarded the NHL Stenden programme in Tourism Management the 'Sustainable Development' seal of approval. The organisation grants these seals of approval to educational programmes which have performed exceptionally in a specific area.

THE-ICE accreditation

The Tourism and Hospitality Management programme at NHL Stenden University of Applied Sciences successfully completed the accreditation process for the International Accreditation Standards of Excellence. NHL Stenden is a full member of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) and is the first institution in the Netherlands and the second in Europe to receive this accreditation. This confirms that NHL Stenden is committed to excellent education in tourism and hospitality, as well as to internationalisation.