

Work with our students

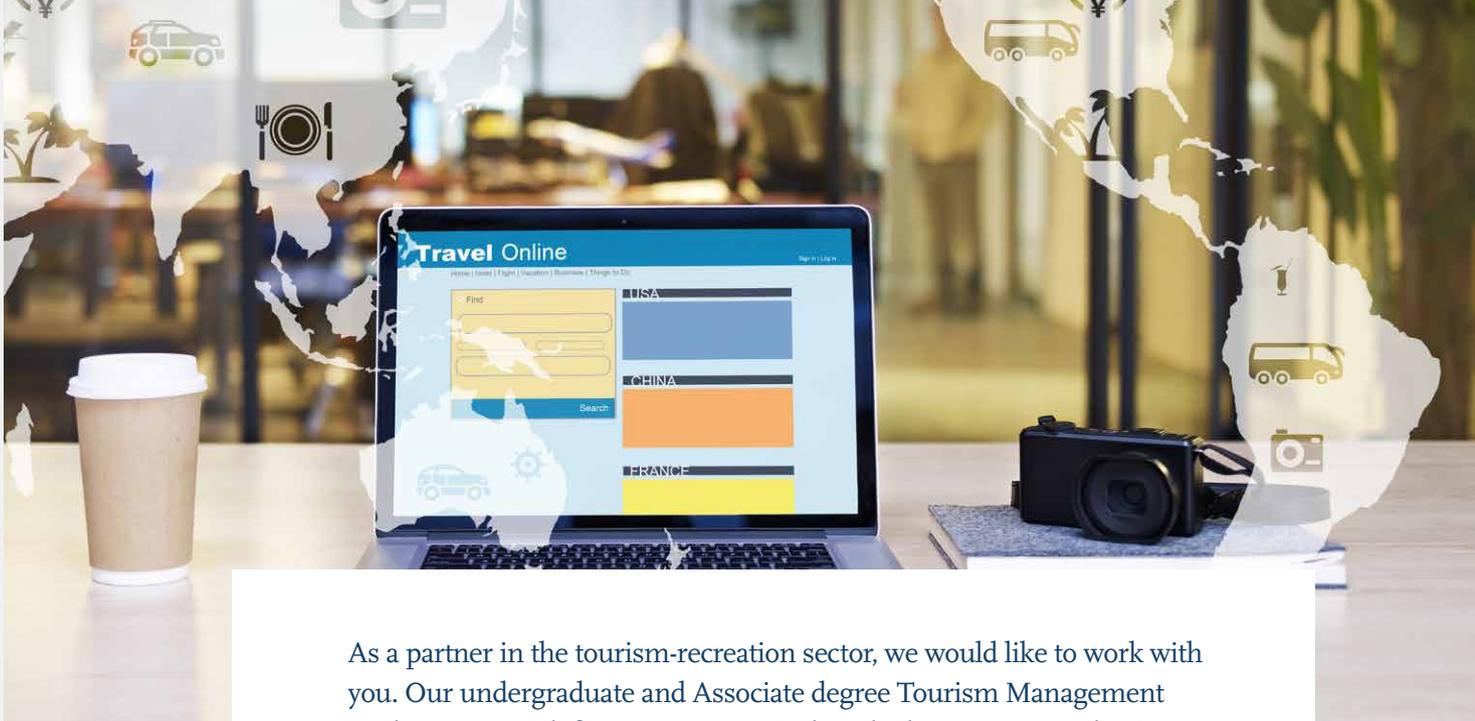
Placements, graduation and practical assignments



Tourism



CREATING MEANINGFUL EXPERIENCES



As a partner in the tourism-recreation sector, we would like to work with you. Our undergraduate and Associate degree Tourism Management students can work for you on a practical work placement, a graduation project or a practical assignment.

About Breda University of Applied Sciences

Breda University of Applied Sciences (BUAs) is a specialist and global higher education organisation in Breda, the Netherlands.

On our green and small-scale campus and in our diverse learning communities, students, staff and industry partners empower each other to shape a better world by Creating Meaningful Experiences.

They do so in the fields of Tourism, Leisure & Events, Hotel & Facility Management, Built Environment, Logistics Management, Game Design, Creative Business and Data Science & AI.

For more information, please go to BUas.nl/en.

Tourism Management

This economics bachelor's degree prepares students for a managerial position in tourism or leisure. Students take online marketing, research, design thinking, consumer behaviour, financial management and language courses. They work on tourism projects and digital skills, which they need, for example, to create a website or podcast.

In short

Bachelor's degree

- > English and Dutch tracks
- > 4 years
- > 20-week work placement in the third year of study
- > 18-week graduation track
- > Graduation title: Bachelor of Arts
- > Examples of jobs:
 - commerce manager at a theme park
 - product manager at a tour operator
 - digital marketing specialist at an online booking platform
 - sustainability coordinator at a resort
 - consultant at a destination marketing organisation
 - policy officer at a municipality
 - yield/ revenue manager at an airline

Associate degree

- > In Dutch
- > 2 years
- > 20-week work placement in the second year of study
- > Final assessment
- > Graduation title: Associate degree
- > Examples of jobs:
 - assistant manager at a resort
 - social media coordinator at a theme park
 - senior customer service officer at a tour operator
 - project officer at a marketing organisation
 - communications officer at a tourist board





Good to know

- > Our programmes have been receiving high scores in the Keuzegids HBO for years. This is an independent consumer guide which assesses and compares the quality of all university of applied sciences' programmes in the Netherlands.
- > We are internationally recognised by the UN World Tourism Organisation and the World Leisure Organisation, among others.
- > We are certified by and received an excellent rating from Thuiswinkel E-Academy, this guarantees high quality E-business education which contributes to the increasing digital demands of business.
- > With more than 50 years of experience, we have a large (inter)national network. We work with TUI, NBTC, Transavia, Sunweb, Breda Marketing, Groupe Pierre & Vacances, Center Parcs and Disney, among others.
- > We have the special 'Internationalisation' certification from the Netherlands Flemish Accreditation Organisation.



BUas students have a fresh perspective and can participate fully

"We are very happy to have student from Breda University of Applied Sciences. They are versatile, have a positive work ethic and bring innovative ideas. It is important to us that the people working at Riksja Travel do what they do best. We find that BUas students can be work in various departments and really contribute something. This is why we have been collaborating with great satisfaction for years."

John Frederik

HR Advisor Recruitment & Development at Riksja Travel



Practical work placement, graduation & practical assignment

Would you like to take advantage of our students' innovative take on the tourism-recreation world?

Practical experience at home or abroad

Does your company have plans to develop a sustainable tourism product? Do you finally want to see that social media plan developed? Or would you like to commission a study on influencer marketing? Our students can help. They are trained as professionals in the tourism-recreation field and are motivated to gain practical experience at home or abroad.

Availability of our students*

Work placement | Bachelor's degree 3rd year

20 weeks in Sep-Jan or 20 weeks in Feb-Jun

Work placement | Associate degree 2nd year

20 weeks in Sep-Jan

Graduation assignment | Bachelor's degree final year

18 weeks in Feb-May

Practical assignments | All courses

Year-round opportunities**

* Our students are not available for work placements, projects and assignments during the summer holidays (July and August)

** Please submit practical assignments in good time; we will then see if and where this assignment fits within the curriculum



Their positive impact is huge

"At Nature.house, we always really like BUAs' students. For some time now, we have had several students join us for every placement period. They want to make an impact on the tourism sector with us. Sustainability is here to stay and we notice that students are keen to contribute to this. Their positive impact is huge. They give us new insights into ways of working and, conversely, we see the students as fully fledged employees. On the other hand, we hear that the interns have a good time with us. Because we are not very big yet, the students learn quickly from different online disciplines within the company. We hope to welcome BUAs students for many years to come!"

Tim Salet

Recruitment Specialist at Natuurhuisje.nl / Nature.house



What can our students do for you?

To give you an idea of what our students can do for you, we provide some examples of tasks and assignments students can work on during a practical work placement, graduation project or practical assignment below. Depending on the student's year of study, the level of the assignment or research varies.

- > Marketing a product through online and offline distribution channels
- > Creating a social media strategy
- > Conducting a conversion optimisation project for a website
- > Initiating an online marketing plan
- > Mapping and/or optimising processes
- > Developing an experience based on Design thinking principles
- > Developing tourism development scenarios and policies for destinations and businesses
- > Developing sustainable products and concepts
- > Conducting a feasibility study
- > Conducting a quality survey among customers

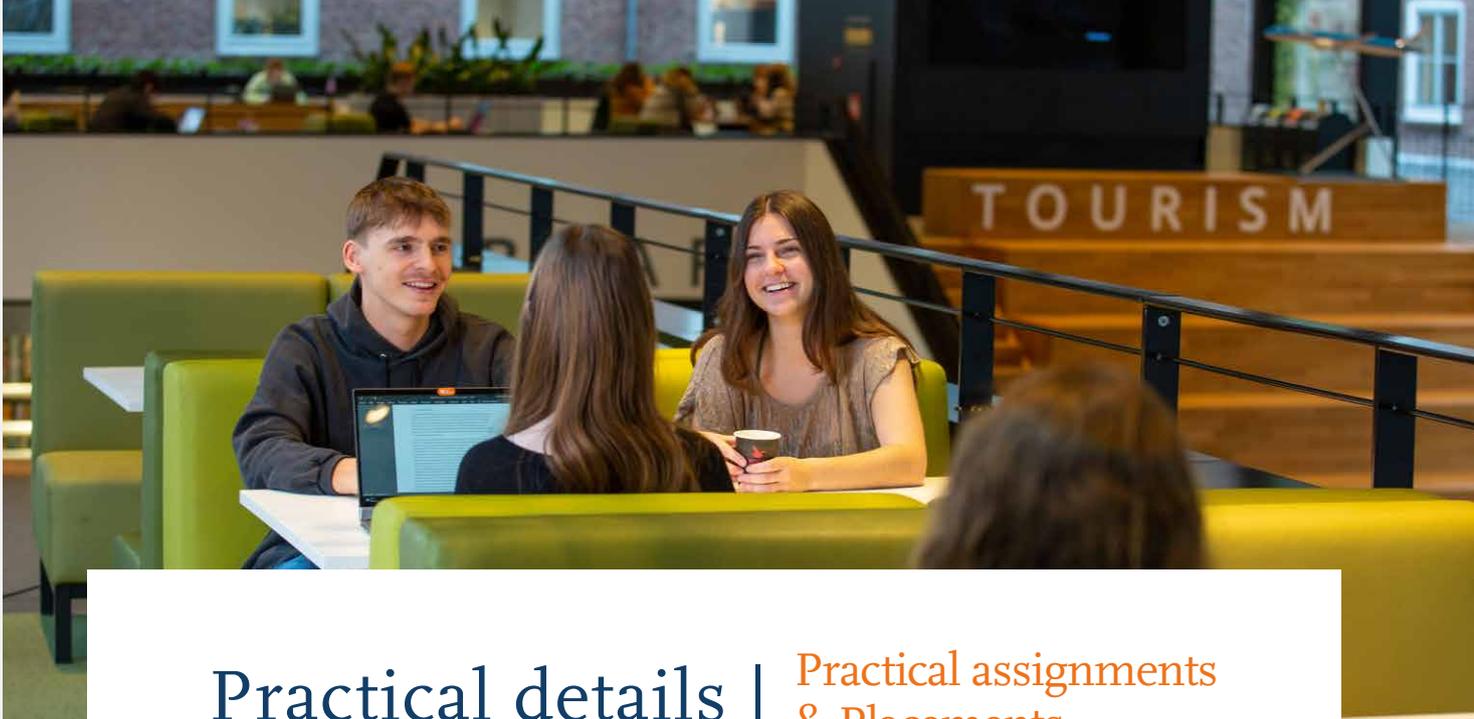


My work placement in Norway was a once-in-a-lifetime experience!

"For my work placement at Authentic Scandinavia I went to Oslo. Authentic Scandinavia is an online tour operator, which specialises in providing independent package tours and guided coach tours to Scandinavia and the Baltic states. I worked in the sales department as a booking assistant. I was tasked with processing bookings, maintaining contact with customers and suppliers via phone and e-mail, registering payments and updating prices and texts on the website. My placement assignment was to write an advisory report about the social media marketing of Authentic Scandinavia, which I found very interesting! During my time at Authentic Scandinavia I learned a lot about customer service and I became very independent. Living in Norway was a great experience and I will never forget the moment I first saw the Northern lights!"

Anouk van den Biggelaar

Did a placement in year 3 at Authentic Scandinavia



Practical details | Practical assignments & Placements

Practical assignments within the programmes

It is important to us that our students work on a lot of real-life assignments. To this end, we are always looking for cases and challenges which can contribute to our programmes. We encourage working in a learning community, where students, lecturers and the business community motivate and encourage each other to exchange knowledge.

Examples of assignments include:

- > A feasibility study with regard to marketing a new product
- > Developing a new cycling route for a destination
- > Conducting research and developing a conversion optimisation plan

Placements

The placement constitutes a crucial component of the study and is designed to provide the student with the opportunity to apply the acquired knowledge and skills in practice for learning purposes. During the placement period, the student must (further) develop a set of competencies defined by the programme. The student is guided by a lecturer from the programme. The role of this supervisor includes, among other things, evaluating the placement through discussions with the student and the company supervisor. The student keeps the lecturer supervisor informed about the progress of the tasks and assignment(s).

If you would like to work with our students, we require the following:

- > During the work placement, the student works for a period of 20 weeks in a department within your tourism-recreation organisation, for example, the Sales, Marketing and Communication, Procurement and Product Management, Groups and Incentives, Yield Management or E-Commerce department.
- > For Associate degree (ad) students, the opportunity to work on a school-assigned task for half a day per week.
- > For bachelor students, the opportunity to work on a company assignment formulated by you for a full day per week> You appoint a company supervisor who introduces the student to your organisation, who supervises the student in a work- and assignment-oriented manner and who conducts regular meetings with the student (at least 2x) in order to discuss progress.
- > Your company is ultimately responsible for the work performed by the student.
- > Your company provides a professional workplace and preferably reimbursement for expenses incurred (travel, accommodation). Whenever possible, students arrange their own insurance and, when necessary, a work permit and visa.



Practical details | Graduation

Graduation

In the final year of study, the student will apply his/her knowledge in practice during the graduation phase. Based on an issue, challenge, opportunity or problem in the industry, the student works on a fairly complex assignment. For example, an assignment in the field of product development, e-business, marketing, communication or management.

Together with 4 or 5 fellow students the student makes up a so-called thesis community. This group is supervised by a lecturer. This community meets regularly to exchange feedback and tips.

An oral assessment takes place at the end of the graduation period. The report and oral assessment are evaluated by a three-member graduation committee, consisting of the supervising lecturer, a second lecturer and someone from the tourism and recreation industry.

If you would like to work with our graduating students, we require the following:

- > A student may perform regular work in addition to his/her thesis assignment. In consultation with the student, the desirability of this is determined. No assessment is linked to this.
 - > You appoint a company supervisor who introduces the student to your organisation, discusses the graduation assignment with the student and supervises the student on the job.
 - > The student has access to the necessary information (annual report, policy plans, data).
 - > Your company is ultimately responsible for the work performed by the student.
 - > If applicable, your organisation provides a professional workplace and preferably compensation for expenses incurred (travel, accommodation). Whenever possible, students arrange their own insurance and, when necessary, a work permit and visa.
- > You should expect the student to be able to work independently. The time to be spent on supervision should not need to exceed 1-2 hours per week.

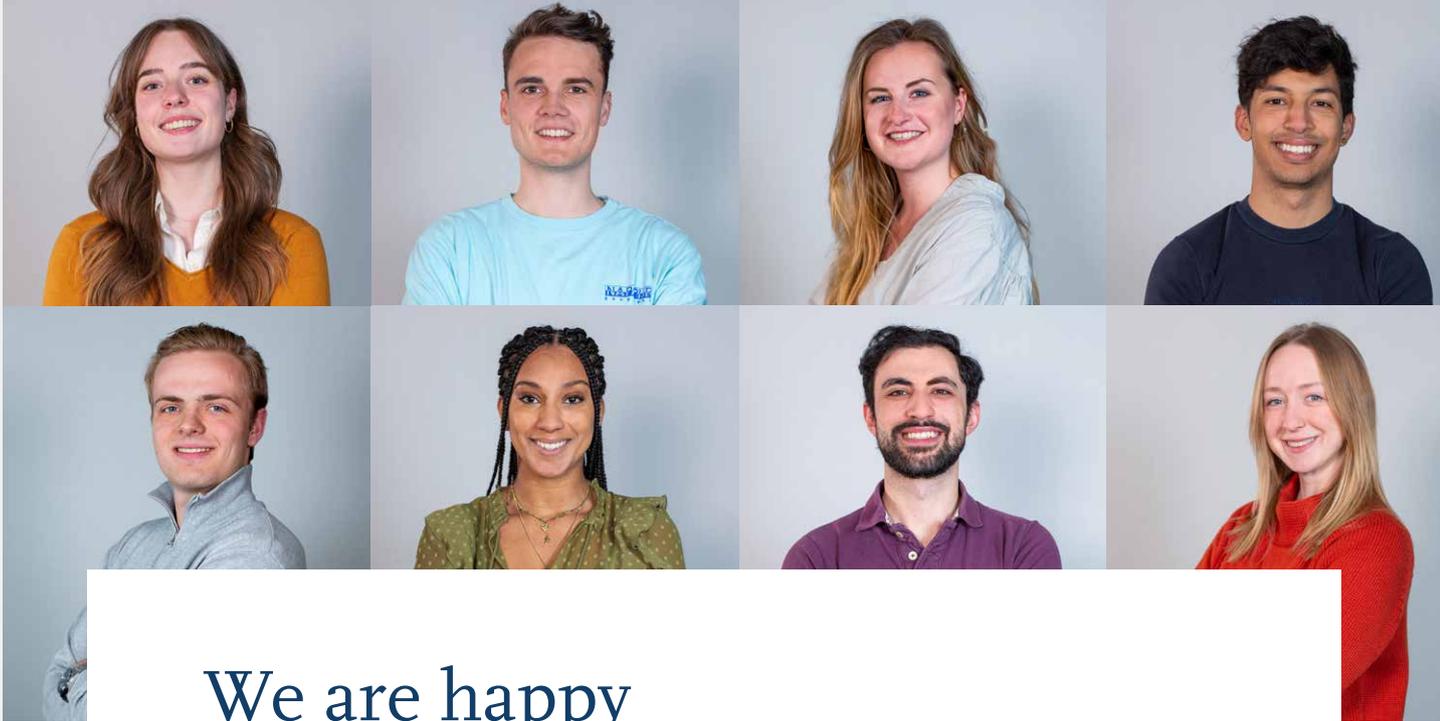


Product development based on Design Thinking proved to be important

“For my thesis, I travelled to Seville and went to work as a cycling tour guide while conducting research for Andalucía Tours and Discovery. Because of my position as a tour guide within the company, I made useful connections and was able to effortlessly reach the necessary target group for an adequate result. During this research, product development based on Design Thinking proved to be important to solve current problems for the company. Thanks to my education, I knew exactly how to apply this method and more. This led to the development of a new product in cycling tourism. Now that I have graduated, I am going to further develop and implement this product together with the help of the company to market it. Something I would never have dreamt of without the knowledge and network gained at Breda University of Applied Sciences.”

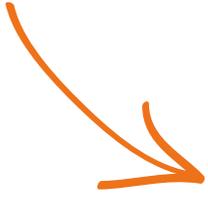
Daniëk Roovers

Did a graduation research for Andalucía Tours and Discovery (Seville, Spain)



We are happy to help you out!

Practical experience in a tourism-recreation organisation is very valuable to our students. Do you have a great work placement for our students or a challenging research assignment? We would love to help you out.



How to submit a vacancy?

If you have a suitable and challenging work placement, graduation or practical assignment, please contact our team at praktijkbureautoerisme@buas.nl.

Do you have any questions or would you like to discuss the best match for your business or assignment? Send us an e-mail and we will contact you.

Get inspired by BUas learning community projects, expertise and insights into the Tourism domain: tourism.BUas.nl

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