Tourism Management (BBA)

Tourism Research Projects

Research line BBA Tourism Management

Yr 4

DISSERTATION

Yr 3

TOURISM RESEARCH PROJECTS

Yr 1 and 2

RESEARCH SKILLS

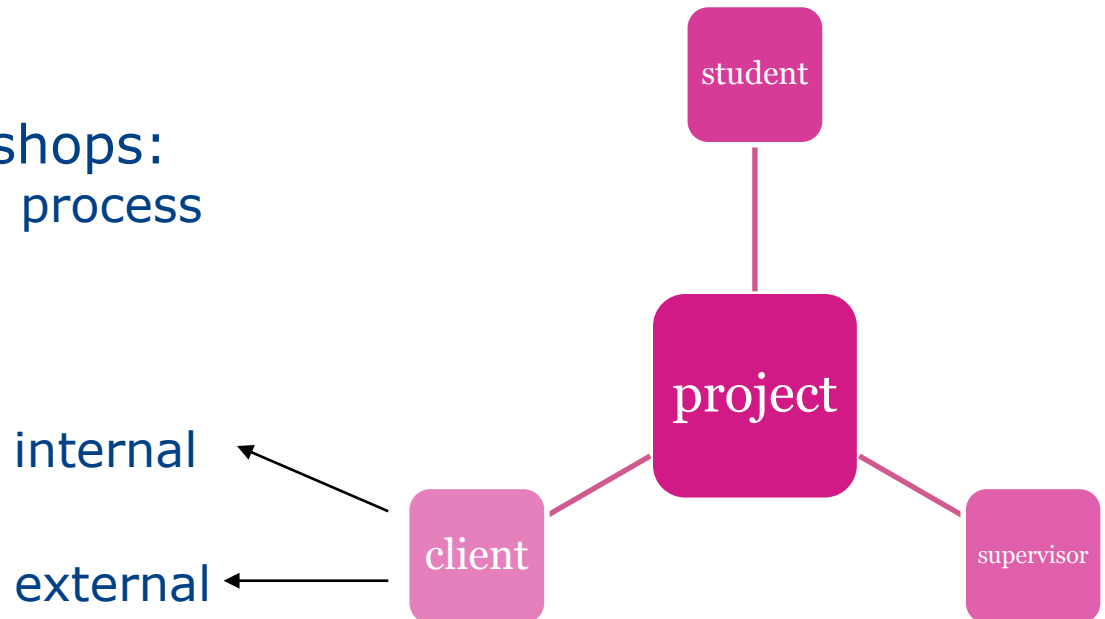RESEARCH CLASSES

GUESTS: LECTORS

Tourism Research Projects:

WHAT:
- 9 weeks projects
- Every project is unique (no cases)
- Every year around 40 different projects
- Carried out in groups of 3-5 students

HOW:
- Project work
- Lectures and workshops:
  focus on content and process

internal

external

student

project

client

supervisor

Holwerd at Sea

Project Conditions:

- **Academic:**
  Preparation for BBA thesis: use of research skills in whole research process
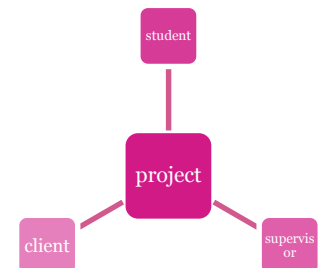
- **Relevant:**
  Relevant for students and clients/communities

- **Empowerment:**
  Students become project leaders, and develop their leadership skills
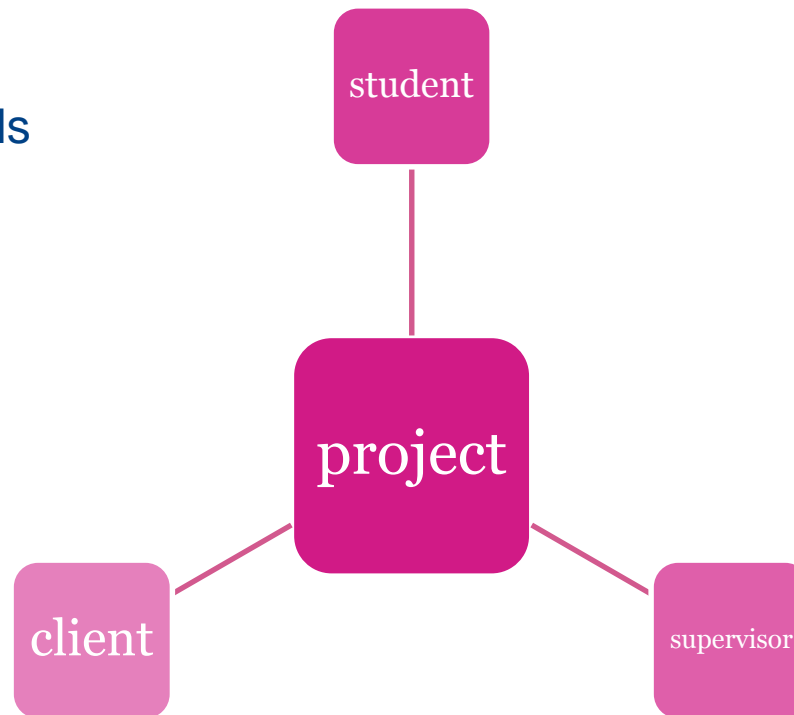 → Project room: FutureLab

Realises there is a 'reality':
Flexibility
Research skills
Leadership skills

student

project

client

supervisor

Realises 'student reality':
Commitment to meet students
Knowledge on module practicalities

Realises 'building bridges to reality':
Cliënt-student
Student-student

Real world in the classroom: reality Some examples…

- Colonial Narratives and Postcolonial Identities in Museums
- Analyzing the effects of a UNESCO status on flows of tourism
- Why we stop traveling: the VR scenario for the tourism industry
- The role of National Parks in decision making of tourists
- The Dutch and German Waddencoast: An entrepreneurial context.

- 'Potatoes Go Wild' Leeuwarden 2018 project
- Photo competition municipality Emmen
- Managing visitor pressure in European city centres
- Consumer research Best City Center of The Netherlands
- Product development Estate Poutsma Staete

RELEVANT

+

EMPOWERMENT

Real world in the classroom: reality Some examples…

- Colonial Narratives and Postcolonial Identities in Museums
- Analyzing the effects of a UNESCO status on flows of tourism
- Why we stop traveling; the VR scenario of the tourism industry
- The role of National Parks in decision making of tourists
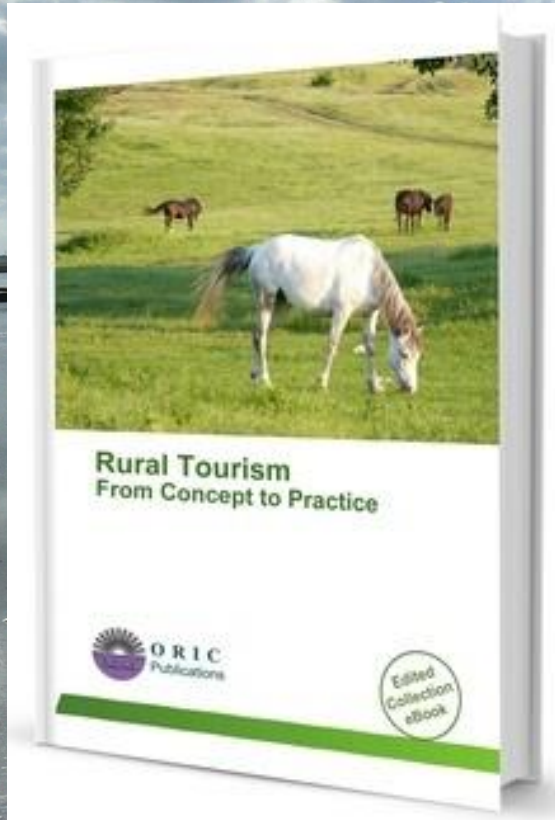- The Dutch and German Waddencoast: An entrepreneurial context.

- 'Potatoes Go Wild' Leeuwarden 2018 project
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- Managing visitor pressure in European city centres
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ACADEMIC

NON-ACADEMIC?

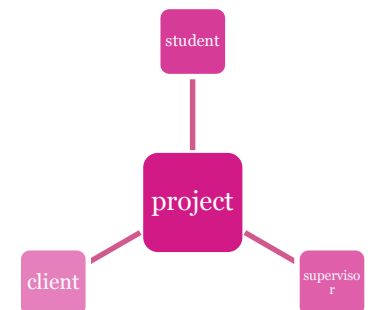# Dutch and German Waddencoast: an entrepreneurial context
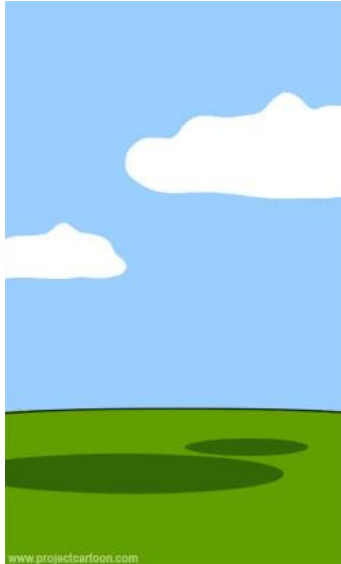
Real world in the classroom: reality

Real world in the classroom: reality

Content:
project description
project brief
research proposal
progress meetings clients
role supervisor

Process:
peer assessment
minutes
portfolio
role supervisor

Can students fail?

Can a project fail?

Real world in the classroom: reality

Stenden
university
University of Applied Sciences

More than 300 projects in last 10 years
Serves students, staff and communities
Overall student satisfaction very positive
Overall client satisfaction very positive

Visitor pressure European cities

Best Inner City – The Netherlands

Dear Grace and Albert,

We would herewith like to hand in our final report on the research we've done on the "Beste Binnenstad 2015-2017" project. It has been a really interesting and challenging module and I think it is safe to say that we all thoroughly enjoyed working on this project! We hope that this report meets the expectations you have and that the outcomes of our research are as interesting for you as they were for us.

We hope to see you tomorrow at the conference!

Kind regards,

The Beste Binnenstad Group,

Maria, Viet, Nine and Alexis

RESEARCH

Place: Room C161

Time: 09:30

The importance of research for future development

Stenden | etfi European Tourism Futures Institute

Stenden hogeschool

Exploring the Treasures of Research

Stenden Hogeschool and ITM students

would like to invite you to the

Tourism Conference 2014

Ten trending topics from the field of tourism will be subject of the conference

When: Thursday, **November 6th 2014**

8:45 AM

Where: **Room 2.48**

Stenden Hogeschool

Rengerslaan 8, 8917 DD, **Leeuwarden**

If you need further information, please **contact** us at itmconferenceteam2014@outlook.com

We are looking forward to seeing you!

R.S.V.P.

★ TOURISM RESEARCH PROJECT ★

T·R·P

STENDEN UNIVESITY

SILENCE CENTRE

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8917 DD Leeuwarden

T: +31 58 244 14 41

TOURISM RESEARCH | **9 APRIL**

CONFERENCE | 8:45-13:30

Tourism Research Project
CONFERENCE

YOU ARE CORDIALLY INVITED TO OUR RESEARCH CONFERENCE

TRP GROUPS WILL PRESENT THE TOPICS 'EEN ONDERZOEK NAAR DE MARKTVERSCHUIVING BINNEN DE SECTOR GROEPSVERBLIJVEN AMELAND'
&
'THE IMPACT OF ACCESSION TO EU ON A COUNTRY'S TOURISM'

WHEN: THURSDAY - 18 JUNE
08.45 - 10.30
WHERE: ROOM 257

Stenden
university
University of Applied Sciences

Real world learning:

Inside and outside the classroom!

Thank you

Hanny Kadijk: hanny.kadijk@stenden.com