



Stenden
university



MASTER PROGRAMME

INTERNATIONAL LEISURE AND TOURISM STUDIES

LEISURE AND TOURISM IS ONE OF THE LARGEST AND FASTEST GROWING ECONOMIC SECTORS IN THE WORLD



Our goal is to prepare effective international managers for leadership responsibilities in a complex multicultural world and a fast changing marketplace.



Stenden university is positioned right in the centre of the world and is open to the whole wide world. The school, our own campus sites abroad, our educational products, the opportunities for our students, and the students themselves are all completely international. Almost 10,000 students with 60 different nationalities are currently studying at Stenden. We are proud of this and consider it of fundamental importance. An international environment broadens your view and makes it easier to get to know other cultures. This is indispensable for your future role as a manager. At Stenden you will be able to optimally develop yourself as the professional of the future. In addition, you will also be able to cope better in a rapidly changing world.

We hope that we will soon be able to meet you and say: 'Welcome to Stenden university!'

ROBERT VEENSTRA
Stenden university's Chairman of the Executive Board.

'A LIFE-CHANGING PROGRAMME THAT CHALLENGED MY TIME MANAGEMENT SKILLS, TRIGGERED MY INTELLECTUAL CAPABILITIES, AND PROVIDED MANY INTERESTING ENCOUNTERS WITH PEOPLE FROM ALL OVER THE WORLD.'

Marco Florijn, Alderman Social Affairs and Employment, Sports, Public Services, and Business Operations; Municipality of Leeuwarden, Netherlands

Unique integration of leisure, tourism, and sustainability

RATIONALE

The Master of International Leisure and Tourism Management is grounded in an integrated leisure concept and is approached from the economic service management perspective.

LEISURE FIELDS:

- › Culture and arts
- › Hospitality
- › Media and education
- › Sports, recreation and wellness
- › Events and conferences
- › Tourism

The relationships between the leisure fields are becoming increasingly interdependent. Tourism has grown into the most important area of leisure time spending and is now a key driver of socio-economic progress. In fact, tourist attractions are leisure facilities that primarily serve the citizens of the host community. Moreover, leisure and tourism activities stimulate the cross-cultural interaction of people from different countries around the world.

The interdependent relationship between leisure and tourism, and the cross-cultural interaction of people generate complex dynamics that should be taken into account in the development of leisure and tourism. This particularly applies to the sustainable development of society; an issue that demands a great deal of attention today.

The Master programme is unique in its integration of leisure and tourism. The emphasis is on the sustainable development of leisure and tourism, with quality of community life serving as an important frame of reference. The programme uses a holistic, interdisciplinary approach. Students can opt to specialize in any one of the following leisure sectors: Tourism, Recreation, Sports, Events and Conventions, Media, Education, and Culture and arts.

OBJECTIVES

As a graduate from the Master programme in International Leisure and Tourism Studies and a future professional in the leisure and tourism industry, you will be able to:

- Monitor, describe and analyze international and national developments in the leisure and tourism industry;
- Assess and understand the individual, social, economic, environmental and developmental values of (planned) leisure and tourism developments;
- Contribute to the planning and sustainable development of leisure and tourism, at local and regional level, in the context of national and international developments and based on a responsible and fair weighing of the interests of the stakeholders involved;
- Apply appropriate qualitative and quantitative research methods to collect meaningful information that supports the decision-making process using both desk research and field research;
- Support your decisions with sound argumentation, both orally and in writing;
- Demonstrate a well-developed system of personal values;
- Demonstrate a set of effective leadership skills.

CAREER PERSPECTIVE

The Master of International Leisure and Tourism Studies focuses primarily, but not exclusively on the public and semi-public sector at local and regional level. Our graduates typically find jobs in:

- Policy and Planning (e.g. policymakers at local, regional and national level);
- Management consultancy in larger Leisure and Tourism companies, such as hotel chains and leisure parks;
- Research and Education (e.g. lecturer in tourism, or to do a PhD);
- Consultancy and Development (e.g. at a consultancy firm or research institute);
- Management and coordination of the interests of different industries and stakeholders (e.g. in NGOs and other intermediary, bi-lateral and multi-lateral organisations).



'THE MILTS PROGRAMME WAS EXCELLENT IN PROVIDING ME WITH CRITICAL ANALYSIS, INTERPERSONAL AND STRATEGIC THINKING SKILLS THAT I HAVE FOUND INVALUABLE IN MY CURRENT CAREER AS A LECTURER IN TOURISM MANAGEMENT.'

Kwame Neba, Lecturer, Stenden university, Doha, Qatar.

Programme overview

THEORETICAL PERSPECTIVES ON LEISURE AND TOURISM

This first domain-specific module is a foundation module with a focus on conceptual reasoning. It provides an introduction to the concepts of leisure and tourism. It explores conceptual contributions from disciplines such as philosophy, psychology, sociology, geography, and economics. This module also includes visits to a number of sites / businesses.

QUALITY OF LEISURE AND TOURISM

This module explores how leisure and tourism contribute to the Quality of Life of the stakeholders from different value perspectives. Students investigate specific leisure sectors or market segments to determine how leisure and tourism affect the personal, social, economic, environmental and developmental aspects of human life. The investigations are augmented with visits to a number of organizations.

POLICY AND PLANNING FOR LEISURE AND TOURISM

This module focuses on strategic analysis. Students are introduced to the main aspects of the strategic policy and planning process in leisure and tourism, political ideologies, the role of the market, and the actors in the policy process. Specific attention is also given to planning, forecasting and evaluation methods, as well as to the implications of sustainable development for policy and planning.

MARKET VALUE CREATION

The transition from industrial to service society has brought about fundamental changes in the way organisations create market value. This module reflects on the broader societal and economic aspects of the emergence of the service society and the experience economy. It focuses on different ways of improving service performance and creating market value while avoiding the pitfalls of an exclusive focus on financial indicators.

SUSTAINABLE VALUE CREATION

This module addresses issues concerning the service society, the quality of life and the role of business in society from the perspective of sustainability. It emphasises the interconnectedness of the personal, organisational and societal levels of sustainability. The module also covers aspects of the debate on business ethics, sustainable development, social responsibility, and stakeholder involvement. The aim is to provide insight in the role of sustainability in service organisations, both private and public.

RESEARCH

This module focuses on issues relating to the research process necessary to write a Master's thesis. Attention is also given to research philosophy and epistemology, qualitative and quantitative techniques of data collection, analysis, academic reading and writing skills, and the interface between research and strategic decision-making. The module aims to equip participants with a more critical understanding of the research process and the outcomes of service research studies. A variety of research methods will be critically examined and applied.

PERSONAL VALUE CREATION

This module explores possible paths for leadership development. This is done encouraging the development of the participant's personal qualities and professional (management) competencies, focusing on the achievement of a higher degree of interpersonal skills (interdependency), self-confidence, initiative and entrepreneurship, and an appropriate attitude to work (independency).

ELECTIVES

The elective modules provide the opportunity to broaden and deepen the student's knowledge of specific subjects. Electives will be offered depending on the number of prospective participants. The electives include:

- Project Management
- Change Management
- Event Management
- Critical Impacts of Tourism
- International Research Project

Programme duration:	1 year full-time or 2 years full-time with internship** 2 years part-time with classes in Leeuwarden and Amersfoort
Study workload:	1,680 hours, 1,800 hours, including study trip.

**A limited number of internship placements are available within Stenden university for applicants who wish to combine their studies with relevant work experience. The tuition fees of all students that are accepted for the internship programme will be refunded. Please visit www.stenden.com for details.

'MILTS HELPED TO GIVE ME A BROAD OVERVIEW OF THE LEISURE INDUSTRY AND, TODAY, HELPS ME TO LOOK AT CHALLENGES FROM DIFFERENT PERSPECTIVES AND FROM A HIGHER LEVEL.'

Jan Joris Kriele, Director of Operations, Hilton Stockholm, Sweden



Why choose Stenden university?

Stenden university is a dynamic, top-quality university with campuses within and outside the Netherlands. That, in a nutshell, is the profile of Stenden university. The university currently has approximately 10,000 students from 60 different countries and 800 staff members. The university offers specialised international Associate, Bachelor and Master studies; and commercial services in the areas of service management (hospitality, leisure, small business and retail, office management and management and business studies), primary education (teacher's education), and social management (social work and arts therapies).

Under the heading, 'Global Campus', Stenden university, with campus sites in The Netherlands (Leeuwarden, Emmen, Groningen, Assen, Meppel), South Africa (Port Alfred), Qatar (Doha) and Thailand (Bangkok), is making excellent progress in developing into a university with an international character. Stenden university provides innovative higher education that is relevant and valuable to students and society. Applied research and service form an integral part of the educational concept. From the perspective of its communal educational vision, Stenden university creates a challenging working environment in which the learning student forms the central focus. Members of staff and students learn from and with each other, accept responsibility, and adopt a critical approach to each other's attitudes, quality levels and performance. Stenden university creates a climate in which members of staff and students project enthusiasm and entrepreneurial spirit. It has technically well-equipped buildings with computer workstations and beamers, and small, medium and large classrooms that provide for an excellent learning environment. The educational processes at Stenden university are geared towards giving students the maximum possible exposure to their future professional work fields. Gaining practical experience is an important element in the professional training. To that end, the school offers unique practical training facilities. In addition, external guests and companies are also invited to make use of facilities, such as the Stenden university hotel, the Stenden meetingU Conference and Events Office and the Institute Service Management (ISM). Some of the teaching companies are linked to a Stenden institute. The institutes also serve as teaching companies, whereby students can obtain relevant work experience in all departments.

STENDEN UNIVERSITY IN LEEUWARDEN OFFERS MANY SERVICES TO ITS STUDENTS:

- › School restaurants
- › Grand Café
- › Hairdresser
- › Job agency Randstad
- › ABN AMRO Bank
- › Student Lounge
- › Computing, library and media services
- › The Meeting Centre and Chapel
- › International student support

Stenden university's School of Graduate Studies (SGS)

OBJECTIVE

Once you have obtained a bachelor degree at Stenden university or elsewhere, you can continue to study for a Master of Arts (MA) degree at Stenden university. Stenden-SGS offers you a unique opportunity to obtain a BA degree as well as a MA degree in five years (four years BA, one year MA). You will be a specialist in your chosen field, equipped to meet the challenges of the service industries.

SUBJECTS AND ACTIVITIES

Main features include:

- The entire programme is geared towards the concrete practice of services, policy and planning.
- Relevant theories and practical experience relating to the various fields of service provision are studied and critically analysed.
- Attention is given to the social and cultural aspects of services and related sustainability issues.
- The student will learn to be trained as a leader and a manager in a personalised community.
- All master programmes are internationally oriented and have a common core segment, which is compulsory for all students, and specific segments devoted to the various fields of specialisation. Research projects play an important part of the programme.

MODERN BUILDINGS WITH STATE-OF-THE-ART FACILITIES

Stenden university is housed in modern buildings and has state-of-the-art teaching facilities. Our open study space with ICT and conference facilities is shaped in the form of an amphitheatre. We also have a special 'Knowledge Boulevard' in the university, a library, a hairdresser, a Grand Café, a bank shop and a job agency.

EXCELLENT STUDENT SERVICES, STUDY COUNSELLING AND PERSONAL COACHING

Stenden university offers excellent international student support. Also students will be assigned to a personal coach on the first day of their studies. This personal coach guides the student throughout the duration of their study programme. In addition, our information centre and International Office employees assist, help and support our students upon arrival and during their studies.

A HOME AWAY FROM HOME

Stenden university is a hospitable house for everyone. We want to offer all our students a 'home away from home'. One example of such a 'home away from home' is our student house, Hestia. The house is situated next to the university in Leeuwarden and is a place for social and cultural activities for international students and their Dutch friends. Hestia is owned by Stenden university and is managed by Stenden students. Visit our website: www.stenden.com.

FURNISHED HOUSING

We are able to offer our international students fully furnished accommodation at a number of different locations inside and close to the city centre. Please check www.stenden.com for more information on the housing conditions.

'STUDYING IN MILTS CERTAINLY IS A LIFE-CHANGING EXPERIENCE. I LEARNT TO SEE MANY THINGS FROM DIFFERENT PERSPECTIVES AND PARADIGMS, AND IT BROADENED MY PERSPECTIVE IN DOING MY JOB AS A LECTURER IN TOURISM AND HOSPITALITY MANAGEMENT'.

Junaidi Nyoto, Lecturer, FTMS Global, Singapore

Destination: Leeuwarden, The Netherlands

THE NETHERLANDS

Situated no more than an hour's flight from London, Paris and Berlin, the Netherlands has been referred to as the 'Gateway to Europe'. The country's open, tolerant culture, its long history of economic stability, and its experience in educating overseas students, have made it a popular destination for visiting students from all over the world. The Netherlands is a multi-ethnic and multicultural society. Thanks to the country's excellent system of education, the population is able to communicate in at least two foreign languages. The Dutch economy is one of the most important economies in Europe. It is no coincidence that the port of Rotterdam is among the largest in the world and that Amsterdam's Schiphol Airport is one of the world's busiest airports. Nearly 6,500 foreign companies operate in the Netherlands, taking advantage of the country's political and economic stability and its strategic location as a true gateway to Europe.

To maintain its key position in Europe, the Netherlands has an excellent system of higher education.

The Dutch government is committed to the internationalisation of higher education. For more information on higher education in the Netherlands, please visit www.nuffic.nl.

LEEUWARDEN

Stenden university is located in Leeuwarden, the capital of the province of Fryslân in the north of the Netherlands. Situated on the North Sea coast and partly surrounded by the famous Dutch dykes, the Frisian country boasts a wide clear sky and open countryside with a palette of historical towns and small villages. The lovely small islands off its northern coast complement the surprisingly varied landscape. The roots of the Frisian people can be traced back through the whole of North-western Europe and they occupy a unique place in Dutch history. Their passion for freedom and independence is widely known and is still evident in the widespread use of the Frisian language, Frysk, as well as in the modern expressions of Frisian art, literature and music.

The three universities of applied sciences in Leeuwarden offer a variety of courses for more than 20,000 Dutch and international students. The students represent an important segment of the Leeuwarden community of 95,000 inhabitants and thereby have a strong hold on the social, cultural, and economic life of the city. Leeuwarden is a true student town. With its attractive old canals, beautiful 16th-18th century houses, and charming city centre, which features many pubs and outdoor cafes, Leeuwarden has a great deal to offer its student population. Every year, in May, Leeuwarden is host to the student band festival, a free event that is growing increasingly popular with each new iteration. Leeuwarden's Dutch and international students have on several occasions voted the city as the best and most attractive Student City in the Netherlands.

PUBLISHER

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No rights can be derived from this information. Please consult the Stenden website at www.stenden.com for the latest update of information. When Stenden university is mentioned we refer to Stenden university of Applied Sciences.

Practical information*

FOR WHOM:

Future professionals who have the ambition to work on strategic issues in the leisure and tourism sector: policy makers, planners, consultants, and developers.

ACADEMIC REQUIREMENTS:

Bachelor degree, preferably in Economics, Social Sciences, Business Studies or Service Management; students with other Bachelor's degrees are evaluated on a case-by-case basis. Work experience in related fields is not required, but is recommended; TOEFL score of 550 (paper based), 213 (computer based), or IELTS score of 6.0.

LANGUAGE:

English

TUITION FEE:

€ 9,500, excluding literature (ca. € 500) and study trip (ca. € 500). Former Stenden students pay € 8,550 for the 1 year full-time mode.

PERIOD:

1 year full-time or 2 years full-time with internship**

STUDY LOAD:

1,680 credit hours; 1,800 credit hours, including study trip.

ACCREDITATION & DOUBLE DEGREE:

The 1,680 credit-hour programme (exclusive study trip) is accredited by the Dutch accreditation organisation NVAO and leads to the Stenden degree of (professional) Master in International Leisure and Tourism Studies.

The 1,800 credit-hour programme (inclusive study trip) is also validated by the London Metropolitan University and leads to an internationally recognised Master of Arts degree in International Leisure and Tourism Studies.

INTERNATIONAL STUDY TOUR:

An international study tour forms part of the 1,800-hour programme. The study tour includes industry visits related to a specific topic, active participation in international research seminars and exchanges with students from our partner universities. Previous study tour destinations included London, Brussels and Milan.

For further information on the programme and the application procedure, please contact:
Stenden School of Graduate Studies, tel: +31 (0)58 244 1442,
masters@stenden.com

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**STENDEN UNIVERSITY
LEEUWARDEN**

Visiting address:

Rengerslaan 8, Leeuwarden

Postal address:

P.O. Box 1298

8900 CG Leeuwarden

The Netherlands

T +31 58 244 11 00

www.stenden.com