

<b>Course Title</b>	<b>Responsible Travel</b>		
<b>Term</b>	1 & 2 (semester 1)		
<b>Inholland Faculty</b>	Tourism Management		
<b>Language of instruction</b>	English		
<b>Cycle</b>	First cycle/undergraduate/Bachelor level		
<b>Inholland Location</b>	Haarlem		
<b>Code Subjects</b>	<b>Code</b>	<b>Subject Title</b>	<b>ECTS</b>
		Project report	15
		Individual report	10
		Creative Marketing Skills	5
<b>Number of ECTS</b>	30		
<b>Content subjects</b>	<p>In this module you will learn about different aspects of sustainability, not only related to tourism, but you will also get a wider knowledge about development aid, climate change, corporate social responsibility and certification, whereby you will also learn from other sectors. Guest lectures are provided by different experts in the field of responsible tourism.</p> <p>You will also learn about community-based tourism by presentations about several real cases, so you will get to know how community based tourism is implemented in practice. You will work on developing an improved responsible tourism product by means of a design-oriented research. In addition, you will use online marketing and find creative ways to promoting responsible products.</p> <p>You will work on practical (marketing) skills such as creating social media posts, making vlogs, blogs, and designing attractive newsletters. On top of all the lectures, workshops and meetings, in term 2 you will do field research. At your destination you will carry out field work for your research and will also learn from different good practices in responsible travel.</p>		
<b>Lecturer(s)</b>	Miranda van Dam, Ferdinand Postma, Pauline Syme, Ine Hustinx		
<b>Learning outcomes</b>	<p>Project reports, presentations, workshop (group). Individual report, presentation (individual student).</p> <p>When you participate in this module, there is an option to do the field research abroad (probably Gambia or Cuba)/OPTIONAL. You can also choose to do the field research in/from the Netherlands. Previous students experienced the field trip / field research as very intense, a lot of work, but also an experience of a lifetime, especially for the students who go abroad! Be aware it is not a holiday and we expect a flexible and motivated attitude from you.</p> <p>During the whole program, we try to challenge you to get a deeper understanding of the meaning, importance and possibilities of responsible travel. We will provide a lot of information and guidance, but being fourth year</p>		

	<p>students you are also expected to be able to work independently and show a proactive attitude.</p> <p>When finalizing this module, you can consider yourself a knowledgeable person on responsible tourism, who also knows how to deal with the practical implementation. You can contribute to make the world a better place for people to live in and a better place for people to visit!</p>
<p><b>Mode of delivery, planned activities and teaching methods</b></p>	<p>During the first term you will follow lectures and interactive workshops about sustainable tourism, community based tourism, design oriented research, and cross-cultural communication. You will write the proposal for your design oriented research on a responsible tourism topic. Furthermore, you will organize an excursion to a Dutch destination based on the principles of responsible travel.</p> <p>In term 2 you will be taught about e-marketing solutions and attention is given to the marketing of responsible tourism products. During this term the fieldwork at a destination abroad or in the Netherlands will take place. The fieldtrip is organized by Inholland in collaboration with another partner such as a foundation or local/inbound tour operator.</p>
<p><b>Prerequisites and co-requisites (if applicable)</b></p>	
<p><b>Recommended or required reading and/or other learning resources/tools</b></p>	<p>(links to) articles and literature will be provided to the students during the kick off.</p>
<p><b>Assessment methods and criteria</b></p>	<p>You will work on different assignments. The main assignment is your design oriented research (the project), which will be carried out for a commissioning client in the field of responsible travel. During term one the research proposal will be the main result and at the end of term 2 you will deliver your responsible tourism product accompanied by a research report. During term two you will spend a lot of time doing field research as well in the Netherlands as abroad. As a project group you will also organize a cross-cultural communication workshop for the class, in order to prepare each other for the fieldtrip abroad.</p> <p>In term one you will learn about theories including various aspects of sustainable tourism. In the project and individual assignments, you need to show that you have also understood the content of the lectures. Furthermore you will be asked to write an individual critical review about a CBT case study.</p> <p>During term two you will gather knowledge about responsible travel by visiting various good practices and carrying out interviews. Besides using these for research purposes, the lessons learned are also to be included in an individual reflection report. During the fieldtrip / field research abroad or in the Netherlands, you will carry out your online marketing strategy and be busy writing blogs, making a video, producing newflashes or other types of promotion.</p>