



USCB & HZ University of Applied Sciences **Partnership Information**

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Getting Started – Application Process

Thank you so much for your interest in our partnership with [HZ University](#). In this packet, you will find key resources to assist you in preparing for and planning your study abroad experience at HZ. There are key steps you will need to take to prepare both yourself and our university for your experience abroad:

1. Read over **all** materials in this packet.
 - Provides you with a scope of expectations for your experience, finances, courses, etc.
 2. Request a meeting by emailing studyabroad@uscb.edu.
 - The meeting will review all forms that must be completed and to answer any remaining questions you may have on the program.
 3. Email your faculty advisor to inform them of your interest & schedule a meeting to discuss how the HZ curriculum aligns with your program of study (CC studyabroad@uscb.edu).
 - You will want to ensure that the courses you complete at HZ align with your program of study and that each dollar spent abroad returns to your academic and personal goals.
 4. Once confirmation has been received from your faculty advisor that this program fits your program of study, request Study Abroad forms to be sent to you by emailing studyabroad@uscb.edu.
 - These forms ensure that both the student and university are protected in case of an emergency. These forms are mandated by USC Columbia.
- *Note: While USCB and HZ have a partnership for the Fall and Spring semester, USCB recommends ONLY the Spring Semester. The HZ Fall semester continues through the end of January – does not line up with USCB’s Spring Full Terms and 1st Half Spring Terms.*

USCB & HZ University of Applied Sciences **Social Media Links**

[USCBe Informed July 2024 - USCB Students at HZ](#)

[USCB Shark Tales Spring 2024 Page 5](#)

[USCB Instagram Jan. 2022 - Elizabeth Erickson and HZ University](#)

[USCB Facebook Jan. 2021 - HZ Students at USCB](#)

[USCB Facebook Nov. 2019 - HZ Students at USC Football Game](#)

[Facebook Post Feb. 2019 - USCB at HZ and Paris, France](#)

[Facebook June 2018 - USCB and HZ Partnership and Campus Visit](#)

[USCB Study Abroad Facebook March 2018 - First USCB Students at HZ](#)



General information

Name	HZ University of Applied Sciences
Websites	General: www.hz.nl/en Exchange: www.hz.nl/en/exchange-programmes
Postal address	HZ University of Applied Sciences International Office (room L1.07) PO BOX 364 4380 AJ Vlissingen
Country	the Netherlands
Email and telephone	Email: internationaloffice@hz.nl Telephone: +31 118 489 163 Email application/visa: csa@hz.nl Telephone: +31 118 489 170
Erasmus code	NL VLISSIN01
Campuses	HZ Campus Middelburg HZ Campus Vlissingen

Team International Office

Exchange coordinator / outgoing students

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Incoming students / outgoing students

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Erasmus+ coordinator / internships abroad / outgoing students

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Administrative officer

Ms Jolanda Boot
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Exchange at HZ

Nomination	All students should be nominated by the international coordinator of the home institution. <ul style="list-style-type: none"> • Deadline Fall semester: May 1st • Deadline Spring semester: November 1st
Application	After receiving the student's nomination, instructions for the online application will be sent directly to the student. Click here for more detailed information. <ul style="list-style-type: none"> • Deadline Fall semester: May 15th • Deadline Spring semester: November 15th
Semester dates	<p>Fall semester 25th of August 2025 until 30th of January 2026</p> <p>Spring semester 2nd of February until 3rd of July 2026</p> <p>For more information about the academic calendar, please check the year plan.</p>
Course offer	Students can choose courses from our regular English-taught Bachelor programmes OR choose for of our semester programmes. Click here for our course offer for exchange students.
Studyload	We require students to follow a minimum of 22,50 ECTS and a maximum of 32 ECTS per semester.
Dutch grading system	In the Netherlands, one ECTS credit represents 28 hours of work, with 60 credits equaling one year of full-time study. The grading scale ranges from 1 (very poor) to 10 (outstanding), with the minimum passing grade being 5.5. Grades of 9 and 10 are rare, and decimal grades like 7.8 are sometimes used. Click here for more detailed information on grade distribution.
Immigration information	Whether students have to apply for a visa/residence permit depends on their nationality. The Student Office of HZ University (HZ) will apply for these documents on behalf of the student after having completed the application process. Click here for information.

Practical information

Accommodation	After receiving the student's nomination housing information will be sent to the student directly. HZ has partnered APV student housing to make it easier for students to find a place to live in. They offer rooms in both Vlissingen and Middelburg. Another reliable company is GAPPH student housing who offer rooms (unfurnished rooms but possible to opt for a furniture package) in Middelburg. We strongly advise students to arrange housing as soon as possible.
Insurances	Students need to make sure that they are properly insured during their stay. International students who study in the Netherlands are legally required to have health insurance. Additionally we strongly advise students to take out a liability insurance. Click here for more detailed information
Estimated living expenses	<ul style="list-style-type: none">• Train Ticket Schiphol Airport - Middelburg/Vlissingen About €32,- (one-way ticket). For detailed information on prices and travel itineraries go to the website of the Dutch railways. • Rent per month Averagely €400,-/€700,- • Bike (second hand) €75,-/ € 200,- • Food and personal expenses Averagely €300/month • Dinner (restaurant, excl. drinks) € 20,-/ € 50,-. Soft drink or beer (bar/restaurant) € 3,- • Bus ticket Averagely €3,- per zone

Course offer

Tourism Management

2025-2026



TOURISM MANAGEMENT

The tourism industry is growing every year and has a tremendous effect on the GDP of countries around the world. Besides this, tourism is influenced by many different external forces, like for example geography, ecology, and economy. As part of the bachelor Tourism Management you will develop new products within the tourism industry aimed at needs and wishes of the target group. By knowing your guests you can create an unforgettable experience and evolve a strategic vision. The tourism and leisure industry is one of the most exciting and fastest-growing sectors: new markets, new concepts, combined with a growing demand for sport and wellness. Situated in the coastal delta waters of Zeeland, our region is our living lab as its tourism economy is thriving.

You are passionate to work in an intercultural context. Skills that appeal to you are; being hospitable, easily getting in touch with people, creative and organization talent. Change means challenges and opportunities to you and you think in possibilities. You are the linking pin between tourism organizations, guests and the company you work for.

This program combines strategic management, entrepreneurship and concept development with tourism and hospitality. In the program, management fundamentals and industry trends are related to and applied in real life cases and projects that emphasize development in the accommodation sector, food and beverage segments, the branding of destinations, tours and events, and organizations that actively stimulate healthy lifestyles.

YOUR CONTACT PERSONS AT HZ

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Lecturer Tourism Management
brou0052@hz.nl
Office PE2.05

Ms. Evelien Clemminck
Incoming exchange coordinator
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Office L1.06

COURSE OFFER ACADEMIC YEAR 2025-2026

Course offer Tourism Management 2025/2026 – Fall Semester					
	Year	Block	Course code	Course name	ECTS
Tourism Package 1	1	1	CU37001	World of Tourism	13,75
	1	2	CU37002	Operational Management	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25
Tourism Package 2	2	1	CU37005	Experience Design	13,75
	2	2	CU37006	Cultural Awareness	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25
Tourism Package 3	1	1	CU37001	World of Tourism	13,75
	2	2	CU37006	Cultural Awareness	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25
Tourism Package 4	2	1	CU37005	Experience Design	13,75
	1	2	CU37002	Operational Management	13.75
		1+2	CU34638	Dutch Culture & language	2
		1+2	CU37029	HZ personality	1.25

For more detailed information on the Tourism management programme click [here](#).

Choose English in the right upper corner, select the academic year and programme (see screen shot below). If the regulations for next academic year have not yet been published please consult the regulations of the current academic year.

HZ Course and Examination Regulations

1 documents

HZ Course and Examination Regulations (CER's) and Implementation Regulations (IR's) for degree programmes.

All CER's and IR's	OER-en van HZ	UR-en van opleidingen Business, Vitality & Hospitality	UR-en van opleidingen Health, Education & Wellbeing	UR-en van opleidingen Technology, Water & Environment
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2024-2025 Bachelor of Arts Tourism Management English Search...

Document	Academic year
IR B FT Tourism Management 35524 • Bachelor of Arts • Tourism Management	2024-2025

Course offer Tourism Management 2025/2026 – Spring semester

	Block	Course code	Course name	ECTS
Tourism Package 1	3	CU37003	Value Creation	13,75
	4	CU37010	Applied Research Project	13,75
	3+4	CU34638	Dutch Culture & language	2
	3+4	CU37029	HZ personality	1.25
Tourism Package 2	3	CU37007	Digital Intelligence	13,75
	4	CU37010	Applied Research Project	13,75
	3+4	CU34638	Dutch Culture & language	2
	3+4	CU37029	HZ personality	1.25
Tourism Package 3	3	CU37009	Strategic Stewardship	13,75
	4	CU37010	Applied Research Project	13,75
	3+4	CU34638	Dutch Culture & language	2
	3+4	CU37029	HZ personality	1.25

For more detailed information on the Tourism management programme click [here](#).

Choose English in the right upper corner, select the academic year and programme (see screen shot below). If the regulations for next academic year have not yet been published please consult the regulations of the current academic year.

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2024-2025 Bachelor of Arts Tourism Management English Search...

Document	Academic year
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BRIEF COURSE DESCRIPTIONS

CU37001 World of Tourism

The course World of Tourism gives an introduction to the world of tourism from a sociological and economical perspective. The student will be introduced to all aspects of marketing within the Tourism industry. Students will jointly deliver a marketing plan. Presentation skills and reflection skills will be developed as part of the marketing plan and as part of the personal development portfolio.

CU37002 Operational Management

The course Operational Management firstly gives a general introduction on the main concepts related to service operational and organizational management, considering the main trends and developments occurring in the hospitality and tourism industry. Then, due to the specificity of tourism business, the course focuses on providing insights on HRM tools and practices. There is an oral exam and a Human Capital report in which theory will be applied.

CU37003 Value Creation

The course value creation examines how businesses adapt to the changing environment and how customers can get involved in the creation of value to ensure they find greater meaning in their experiences. Elements like co-creation, mass individualization, lead users and crowd sourcing will be examined. Examination consists of a project and a product pitch. Students will also be reflecting on their learning experience by creating a portfolio.

CU37005 Experience Design

During this course, students will further explore the tourism industry and its current and future trends and developments. Students will not only delve deeper into the “product development”, they will also be trained to think in terms of experience marketing. On the one hand, experience products & services are developed from the vision and identity of the company. On the other hand, they fit in with consumer experience.

Understanding and gaining insight into consumer behaviour is therefore of the utmost importance when creating experience products. Needless to say, the proposal also needs to have a strong financial basis.

People and means are involved in the realisation of your plans. The plans do not happen by themselves and they must serve a purpose. It is important to have a very solid financial plan. Clients do not just want to see a pretty picture: they want to see a short-term and long-term profit and loss account.

CU37006 Cultural Awareness

As a student in an international program, the development of intercultural competence is extremely important. Knowledge, skills and attitudes appropriate to each cultural context are fundamental for each individual in a knowledge-based society. They provide added value for the labour market, social cohesion and active citizenship by offering flexibility and adaptability, satisfaction and motivation. They also guarantee more flexibility in the labour force, allowing it to adapt more quickly to constant changes in an increasingly interconnected world. The Intercultural Management classes will provide you with integrated principles and models of cross-cultural management and ample opportunities to experience communicating with people with different (culturally influenced) points of view.

CU37007 Digital Intelligence

The module focuses on the increasing digital challenges and opportunities for the tourism industry and its stakeholders. The main technological trends and developments will be presented and analysed in the light of the increasing importance of big data & digitalization. The business implications in terms of E-business, change management, forecasting and scenario planning will be considered. Students will also be guided in critically reflect on the balance between automation and human contact, in the context of tourism services.

CU37009 Strategic Stewardship

Tourism and the environment are diverse, complex, and interrelated systems. This course examines stewardship and sustainability within an interdisciplinary context. You will examine the impacts of tourism and approaches applied to global issues, such as climate change and poverty reduction and the pressures tourism places on social and physical environments.

CU370010 Applied research project

Applied Research is a practical research project carried out by a group of students (3-4 students) for organizations that have approached or were approached by the HZ University of Applied Sciences. Zeeland as a living lab. Central during this module is a practical problem for which the organisation need a solution. Students go through the entire research circle:

- understanding of the formulated research question
- creating sub questions

- writing a theoretical frame
- preparing field research by critically choosing one or multiple research methods
- setting up (a)research instrument(s)
- field research for data collection
- analyzing data
- presenting results
- writing the discussion chapter
- Formulating conclusion and recommendations.

The professional products that research students will create are: a research proposal, a research report and all of the students will participate in an online conference call.

CU34638 Dutch Culture & Language

This class helps you to decipher basic Dutch and introduces you to Dutch culture and history.

CU37029 HZ Personality

Within HZ Personality you will develop the skills that you find important for your personal and professional development. You will shape your own program and reflect on the approach you have chosen and the insights obtained. Being able to self-direct your own development is a crucial skill that the future field of work and rapidly changing society demands from you. Moreover, HZ finds it important that you have the opportunity to work on your personal goals, so you can personalize your study program. In this way we want to give you the opportunity to gain experiences, so that you can learn about your identity, can form new relationships with others and to learn about ways you would like to add value to the world. You can also work with HZ Personality on skills that will allow you to distinguish yourself in the labor market.

HZ Innovation Studio

A workspace for projects we like to call 'The Garage'

Information for exchange students



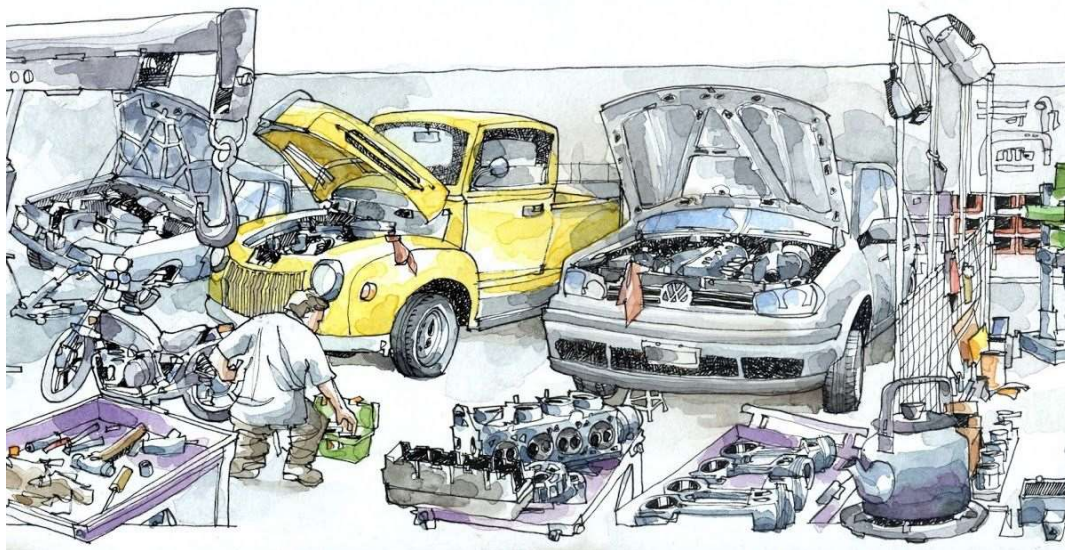
HZ Innovation Studio: The Garage

A collaborative and creative workplace for true learning

Coordinators

Timo Derriks

Charlotte Röhl



In 'The Garage', an HZ Innovation Studio, students will engage and design relevant solutions for a variety of challenges. Meet and collaborate with industry stakeholders, fellow students, researchers and lecturers. Together we immerse in projects and succeed in delivering meaningful output. We see the range of projects as metaphorical cars that need repairs. They come in for a particular solution and our 'colleagues' work on it for a certain amount of time in order to deliver what is agreed upon.

The projects combine a multitude of concepts that are top of mind in our region. In this, entrepreneurship, governance, regional planning, change or development are linked to health, wellbeing, sports, recreation, leisure, hospitality or tourism.

HZ Innovation Studio: The Garage

'Never a failure, always a lesson'

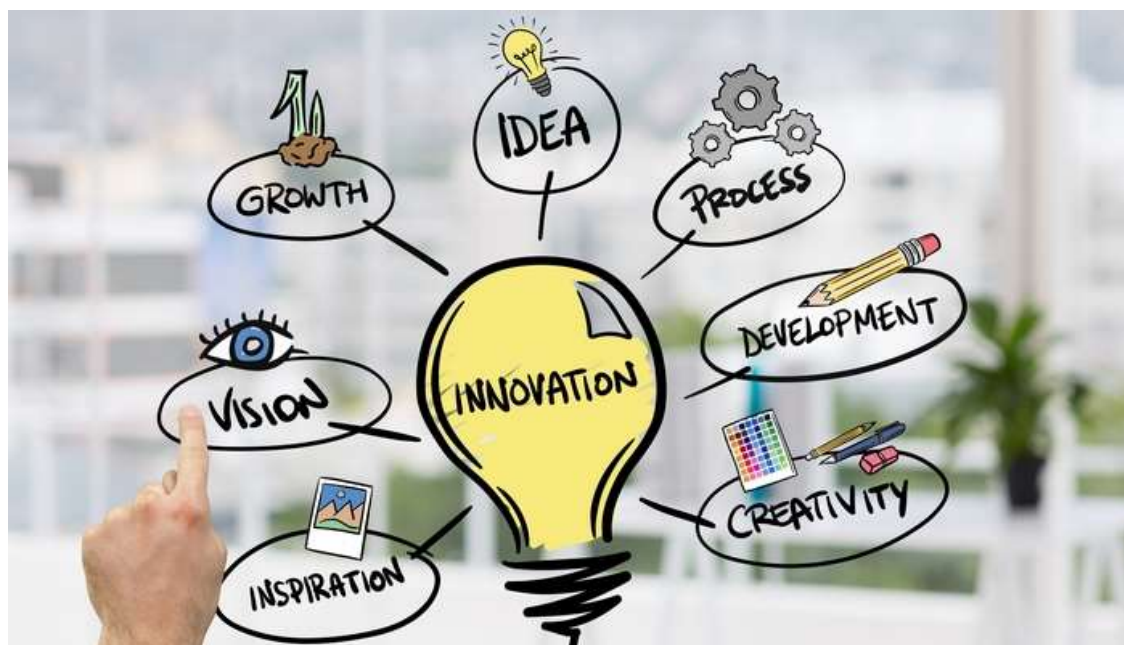
In our studio, you can work for example on improving business processes in hotels, create circular business models for campsites, brainstorm for new coastal health experiences or the stimulate residents' healthy living. We search for purpose and create value accordingly. Obviously, the sustainable development goals are integrated in what we do as well as why we do it. Share your interests and co-decide on the best projects for you. Working in our innovation studio allows you to complete (parts of your) exchange whilst building your résumé. The studio provides coaching and a vibrant workspace.

WHY

Working on real-life projects with a variety of stakeholders is a great opportunity during your studies! Perhaps you feel additional coursework would not bring you sufficient joy or a learning reward. At the same time, you could have completed various internships before but was never given the possibility to truly shine in taking things a step further. The province of Zeeland and our extensive partner network offers perfect possibilities to improve our region. Completing design challenges related to understanding the context, creating a new concept or proposing a business case is rewarding. You will learn an awful lot by exploring, ideating, discussing, prototyping, testing, innovating, learning and do so again if needed. Coaches and fellow students are there to assist and motivate you.

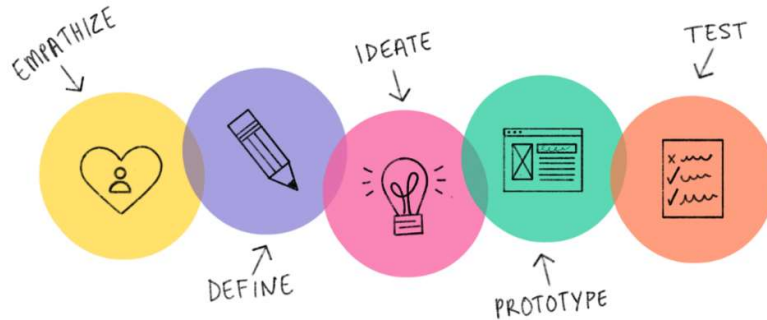
In our studio, we work together. Although it could be possible you work on one project by yourself, you can be a member in a different project team at the same time. Project teams are composed of students with as mixed backgrounds as possible for the benefit of interdisciplinary working. The interdisciplinary set-up allows you to learn from other students. Work with people from different cultures and nationalities to develop your cross-cultural skills. We blend English with Dutch (students) from time to time, making it possible for students from ranging levels of language mastery to join.

Another important aspect could be that the majority of other minors take place online or doing a minor abroad causes travel, quarantine and or quality of live challenges. Although the pandemic could desire to work online from time to time, we try to regularly meet at our hub. Students, seen as our colleagues, have their own desk available. Project teams could work in separate spaces while we also have sufficient opportunities to brainstorm, discuss, drink a coffee or have lunch.

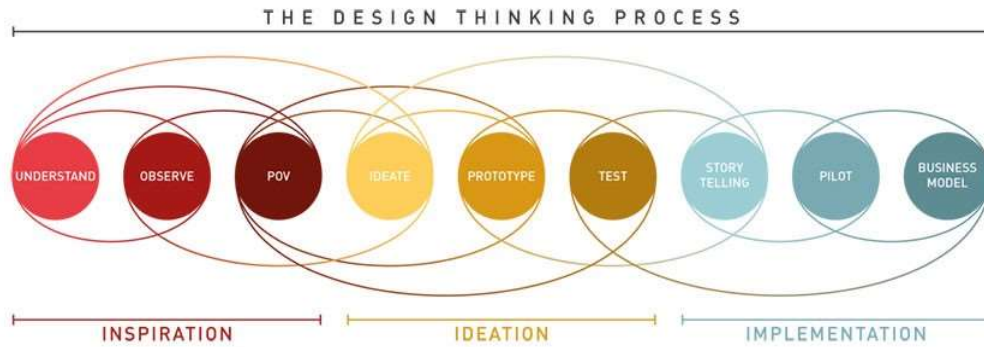


DESIGN THINKING AND DOING

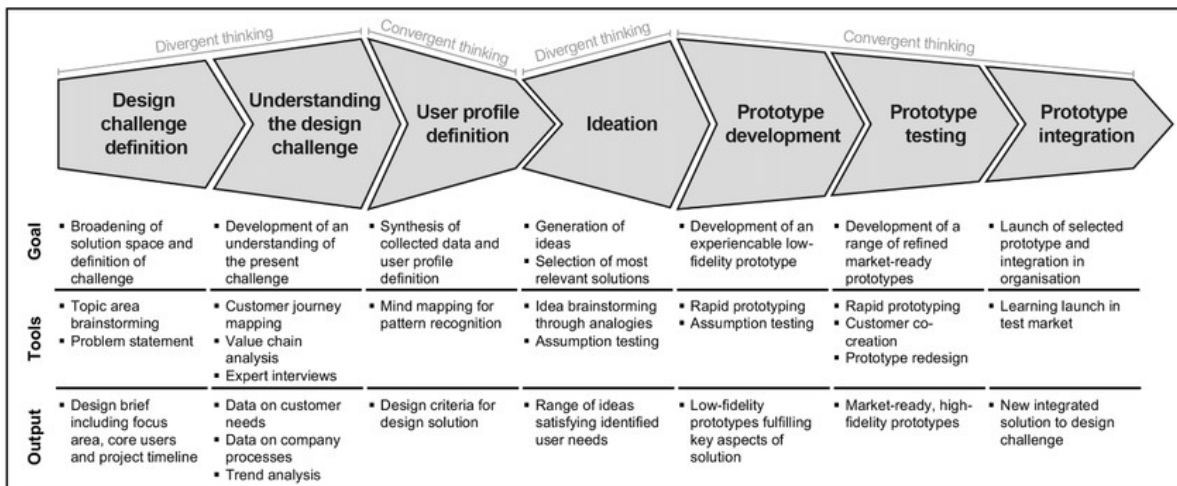
In our HZ Innovation Studio, we like to work according to Design Thinking approaches. In this, the basic five steps are to empathize with a certain challenge, define the problem, ideate a solution, prototype and test it. Throughout various projects, our students showed that they can do more than only giving suggestions on how to change things: they also help or lead in actually making the change.



Our stakeholders can come with different challenges. We discuss with them whether they have especially an interest in getting inspiration, in helping them with ideation or to work on implementation. Depending on the project, it could also be the case that these three stages are combined in a logical order.



Throughout the process, you will receive coaching and supervision that corresponds with the particular step you need to take. Each step in the design process has its own goals, intended output and can use a number of (digital) tools. See the model below for a few examples in this. We train you in the tools and the journey so you work on your competences of be(coming) an innovator.



FOR WHOM

From time to time, you are not exactly sure how things will turn out, which is both a fun and confusing aspect. However, with our encouragement, you will more and more trust the process and see the context, concept or business case become clear in front of your eyes. A long the way, you keep on filling your toolbox to tackle this type of challenges for future reference. The particular toolbox of design thinking is relevant for numerous (study) disciplines and related industries or professions. Our projects are mostly related to vitality, tourism, leisure, recreation, business, destination and regional development. They are, however, often of interdisciplinary nature. For this reason, we believe that every study discipline can and will be of added value in the project team(s) somehow.

The studio is most familiar in welcoming students from programs that educate you in the field of;

- International Business
- Business and Management Studies
- Tourism Management
- Leisure, Events and Facility
- Hospitality Management
- Commercial Economics, Sales
- Finance & Control
- Human Resource Management
- Communication
- Sport and Movement Studies
- Health and Wellbeing
- Social Work and Care

Since we do see you as colleague, you are empowered, yet at the same time we care about your personal wellbeing. Our social activity committee (feel free to join!) organizes a variety of teambuilding, fun and healthy lifestyle related activities. Our new office is located in the modern HZ Tower, close to main campus Vlissingen. From here, we have all the facilities and can have nearby walks to see ships sail in and enjoy a lunch in the sun. The city centre and train station are also in close reach. Feel at home in our buzzy office that breathes a creative atmosphere. Pick your own desk or read a book in a booth. Get familiar with the tools and steps used in design thinking. Change roles in order to experiment with supervision. Host our visitors and your fellow innovating colleagues. Discuss progress with your coach, program supervisor, stakeholders or fellow students. We have stand-up and share our work or personally challenges at fixed moments daily. Get into a routine of going to work, while it does not make you feel like work because of the vibrant space, fun and meaningful projects. You will make new friends in our office!

See our students at work and let Monica introduce you to the Garage in the following video:



(Side note: the video is shot in our old innovation space. The studio is now located in the HZ Tower; a more modern office)

<https://youtu.be/99yzJPnDDGI>

The HZ Innovation Studio is called 'The Garage' as we are always open, 'mechanics' constantly work and cars come and go. The cars, as a metaphor for the projects, are in need of a certain fix. The repair takes a certain amount of time, approach and tools. Our chef shapes projects, periods and participants in such a way the owner (the project commissioner) will leave truly satisfied, able to continue its onwards journey. Colleagues come and go, also as some other students partake in projects to complete their full minor of 30 EC, a halve minor of 15 EC, their internship, graduation thesis or elective credits. Altogether, this creates the dynamic and eclectic mix we treasure.



LEARNING OUTCOMES

For incoming exchange students, it is possible to spend approximately 10 weeks (1 period of 15EC) or 20 (2 periods of 15 EC=30EC) in our innovation studio. In these weeks, you develop and will be tested on the following five competences we like to call learning responsibilities:

Design Thinking: In the HZ Innovation Studio, we are design thinkers and doers. This means...

- 1.1 You are able to distinct the various steps and tools of design thinking and relate 1-3 delta(s), its steps and tools to given project(s).
- 1.2 You design, execute, monitor, interpret and/or validate the professional end product following the selected, appropriate design delta steps and tools.
- 1.3 You share the output in a structured manner, including a suitable follow-up that is based on an evaluation of the professional product(s) and the associated development process(es).

Applied Research: In the HZ Innovation Studio, we treasure the opportunity to conduct research. This means...

- 2.1 You pinpoint in which particular project step what kind of applied research would benefit the design thinking process.
- 2.2 You propose an applied research design of which its intended outcomes are relevant for the design thinking process.

2.3 You perform an applied research including justifiable data collection, analysis, interpretation and transfer to the design thinking process.

Co-Creation: In the HZ Innovation Studio, we stimulate meaningful connections across disciplines and backgrounds. This means...

3.1 You foster a safe environment to allow constructive dialogues in order to connect with and empower others through processes of change.

3.2 You stimulate interaction amongst stakeholders in such a way it welcomes equal collaboration (co-creation) and joint change (co-evolution).

3.3 You facilitate a process of sustainable relationships for a meaningful learning community.

Critical Reflection: In the HZ Innovation Studio, we encourage you to experiment with different perspectives and worldviews. This means that....

4.1 You, together with those involved, unravel various experiences, wishes, thoughts and beliefs.

4.2 You, together with those involved, try to look different at the situation due to a deepening of various worldviews, therewith searching for space to set things in motion.

4.3 You, together with those involved, determine together what is important and the direction for future steps to take collectively.

Conceptual Thinking: In the HZ Innovation Studio, we value the adventure of dealing with complexity and relating concepts to one another. This means that...

5.1 You make the situation and its complexity visible together with and for all others involved.

5.2 You, with others involved, illustrate a variety of scenarios that relate to identified space to set things in motion.

5.3 You propose justified desired and culturally feasible improvements.

Near the end of the first or second ten weeks, you draft a portfolio and receive final feedback. In this portfolio, the output of the projects will show the extent of mastery of the six learning responsibilities shared in key areas 1. Design thinking and 2. Applied research.

TESTING

The testing of the first 15 EC is different from the second 15 EC minor.

In the first 15 EC, by means of a reflection, you also convince the examiner of two learning responsibilities of the other three key areas. This means that testing can be summarised as:

100% Portfolio

- including project output (1.1, 1.2, 1.3, 2.1, 2.2, 2.3)
- including a reflection (three choices of any learning responsibility in 3, 4, 5)

In the second 15 EC, the written reflection is replaced by a criterion-based interview. You prepare this interview by sharing at least six learning responsibilities within key areas up front. The preparation of this is part of your portfolio; the interview is a separate test, weighing 20%. Testing in part two looks like this:

80% Portfolio

- including project output (1.1, 1.2, 1.3, 2.1, 2.2, 2.3)
- including interview preparation (at least six choices of any learning responsibility in 3, 4, 5)

20% Criterion based interview

- oral assessment on proposed learning responsibilities of key areas 3, 4, 5

FINAL CONSIDERATIONS

The HZ Innovation Studio minor 'The Garage' is in terms of organizational structure part of the HZ domain Business, Vitality & Hospitality. We have our own library. Books can be used on site or taken home. We mostly work with (scientific) articles, related to the projects. For this reason, there are no costs for literature.

All students can enroll in this minor. We expect enthusiasm, curiosity and a keen interest in the domain our projects take place. The context of our project is described above, yet we believe motivated students can bring something very valuable to the table, most probably related to their bachelor program learning journey so far. In order to increase a successful completion of this minor, a hands-on mentality is required. For each interested candidate there is the possibility to have one or multiple (online) meetings with numerous stakeholders of 'The Garage'. Would you like to discuss your interests with our supervisor? No problem! Or do you prefer to ask questions to a (former) student colleague? Also no problem. Just get in touch with us and share your thoughts. We will take it from there. At the end, the objective of these exploratory talks is whether this minor might be a relevant fit for you.

Do you want to know more before choosing our HZ Innovation Studio for your exchange? Contact:

- Charlotte Röhl at charlotte.rohl@hz.nl for questions related to current and future projects
- Timo Derriks at t.derriks@hz.nl for questions related to the educational concept and testing