Apeldoorn is finally getting a University with a master program just fitting to this beautiful city: MArts of Tourism. Apeldoorn is an amazing city with a lot to offer but it is not well known outside The Netherlands yet. With the new master students great opportunities and possibilities will arise to promote the city and its unique sights. The first 200 students will start in September 2014 and we want to make them feel as comfortable as possible. By introducing them to our school a promotion activity will take place.

PROMOTION ACTIVITY:

The main objective of the activity is promoting Apeldoorn globally by conducting a promotion competition among different international student groups. The different student groups try to make brochures, movies, posters and whatever they want in order to promote Apeldoorn. A jury will judge their works, and the winning promotion product will be published and distributed in tourist agencies to promote this wonderful city.

This activity will help students to know more about tourist attractions in Apeldoorn, they can experience different cultures and improve their communication skills. Moreover this first project experience supports their future education and Apeldoorn’s tourism too.

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