



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1TR648 Turismvetenskap II - Tourism Entrepreneurship, 7,5  
högskolepoäng

1TR648 Tourism Studies II - Tourism Entrepreneurship, 7.5 credits

### **Main field of study**

Tourism Studies

### **Subject Group**

Tourism and Recreation Studies

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved 2020-06-24

Revised 2022-12-05 by School of Business and Economics. Change of department.  
The course syllabus is valid from spring semester 2023

### **Prerequisites**

At least 22.5 credits Tourism Studies G1N and English B/English 6, or the equivalent.

## Objectives

After completing this course the student should be able to:

- explain the theory and main concepts of entrepreneurship for sustainability
- critically evaluate the role of tourism entrepreneurship in achieving sustainable development goals and in addressing societal challenges
- integrate knowledge about and critically discuss the relationship of tourism development, entrepreneurship, and different facets of sustainability
- identify an entrepreneurial opportunity and propose possible solutions

## Content

The course contains:

- an introduction to and critical assessment of theories on and frameworks for entrepreneurship for sustainability
- an introduction to and overview of research that connects entrepreneurship to

- climate change, planetary boundaries, sustainable development goals
- critical analysis of tourism entrepreneurship as a response to contemporary challenges for a sustainable planetary future
- an introduction to the entrepreneurial process and practice to develop business models for sustainability in response to entrepreneurial opportunities

## Type of Instruction

The teaching consists of lectures, seminars, and workshops.

Active participation is compulsory at seminars and workshop.

Excursions and field-trips may be included. Dates for compulsory elements are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through an individual course paper and a group project that include group report and a group presentation.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Required Reading and Additional Study Material

### Required reading

Grichnik, D. & Hess, M. *Startup Navigator – Guiding Your Entrepreneurial Journey*. Red Globe Publishing. latest edition. About 300 pages.

Kyrö, P. (Ed.). *Handbook of Entrepreneurship and Sustainable Development Research*. Edward Elgar Publishing. Latest edition. About 150 pages.

Sheldon, P. J. & Daniele, R. (Eds). *Social Entrepreneurship and Tourism: Philosophy and Practice*. Springer Verlag. Latest edition. About 150 pages.

Wells, Peter E. *Business Models for Sustainability*. Edward Elgar Publishing. Latest edition. About 150 pages.

**Additional study material**

Scientific articles. About 300 pages.