



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1TR905 Hållbart turismföretagande med fokus på välbefinnande (wellbeing), 6 högskolepoäng

1TR905 Sustainable tourism entrepreneurship with focus on wellbeing, 6 credits

Main field of study

Tourism Studies

Subject Group

Tourism and Recreation Studies

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2022-01-31

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for university studies.

Objectives

After completing this course the student should be able to

- describe wellbeing tourism and how it relates to sustainability, health and quality of life
- assess how a tourism business, or a product or service in tourism, relates to the various aspects of wellbeing tourism
- design the implementation of principles for wellbeing tourism in a fictional or real business.

Content

The course includes:

- an introduction to wellbeing tourism
- an overview of wellbeing tourism related to sustainable societal development;

- circular economies; physical, mental, and inner health; and quality of life
- a review of different types of tourism related to wellbeing tourism
- examples of wellbeing tourism
- designing the implementation of wellbeing tourism.

Type of Instruction

Teaching is delivered via an online learning platform and consists of self-studies based on instructions from the course coordinator. Teaching is delivered in the form of lectures and seminars. The course requires access to a computer and the internet. No compulsory meetings on campus are included.

Examination

The course is assessed with the grades Fail (U) or Pass (G).

The course is examined through a case study assignment (1.5 credits) and an individual assignment (4.5 credits).

The grade G means the student has passed the course. The grade U means that the student's performance is assessed as fail. Grading criteria for the U–G scale are communicated in writing to the student at the start of the course at the latest, along with information on how grades for individual examination elements are weighed and weighted to obtain the final course grade. The basis for the student's grade is determined by their goal attainment.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. In exceptional cases, the examiner may allow a student who is close to a passing grade to do extra assignments in order to achieve a 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 or shortly after the course, a course evaluation should be conducted. The result and analysis of the course evaluation should be promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time should be informed of the result at the course introduction. The course evaluation is anonymous.

Other

When the language of instruction is English, the examinations will also be in English.

Required Reading and Additional Study Material

Required reading

Lindell (ed.), Dmitrzak, M., Dziadkiewicz, A., Jönsson, P.M., Jurkiene, A., et al. 2022. *Good practices in Wellbeing tourism. Innovative and conscious entrepreneurship development in accommodation, gastronomy, products, services, & places*. Växjö, Kalmar: Linnaeus university. 246 pages. Available online.

Additional study material

Course compendiums. About 39 pages and 33 pages. Available online.

Loken, B., & De Clerck Fabrice. 2020. *Diets for a better future*. EAT. 39 pages. Available online.

Manniche, J., Topsø Larsen, K., Brandt Broegaard, R., Holland, E., Dziadkiewicz, A., et al. 2017. *Destination: A circular tourism economy: a handbook for transitioning toward a circular economy within the tourism and hospitality sectors in the South Baltic Region*. Denmark, Centre for Regional and Tourism Research, Bornholm. 158 pages. Available online.

Transforming Tourism. 2017. *Tourism in the 2030 Agenda*. ECPAT Deutschland e.V., Berlin. 112 pages. Available online.

United Nations. 2015. General Assembly Resolution A/RES/70/1. *Transforming Our World, the 2030 Agenda for Sustainable Development*. 35 pages. Available online.

Additional study material

Video material.

Further reports and articles may be added.