



## Programme syllabus

School of Business and Economics

Turism och hållbarhet, masterprogram, 120 högskolepoäng

Tourism and Sustainability, Master Programme, 120 credits

### Level

Second Level

### Date of Ratification

Approved 2019-06-12

Revised 2019-05-28 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2020

### Prerequisites

General entry requirement for studies at second cycle and specific entry requirements:

- Bachelor's degree in tourism studies or in business administration or in another social science main field of study or equivalent
- or
- Bachelor's degree in a natural science main field with at least 30 credits in social science, business administration or equivalent
- and
- English B/6 or equivalent.

### Description of Programme

The Programme is designed for students interested in tourism studies from a sustainability perspective. It provides the students with knowledge and tools to conduct research and qualified development work within this subject. The Programme is based on tourism studies and offers a comprehensive education in sustainability perspectives on the economic, social, cultural, political, and environmental aspects of broadly defined tourism development. The courses focus on developing skills for analysing, planning, and evaluating tourism and tourism-related operations based on different aspects of sustainability. The Programme provides students with an opportunity for personal development and for learning to conduct independent research.

### Objectives

*Central degree objectives in accordance with the Higher Education Ordinance*

### Knowledge and understanding

For a Degree of Master (Two Years) students must

- demonstrate knowledge and understanding in their main field of study, including both broad knowledge in the field and substantially deeper knowledge of certain parts of the field, together with deeper insight into current research and

- development work, and
- demonstrate specialised methodological knowledge in the main field of study.

### **Skills and abilities**

For a Degree of Master (Two Years) students must

- demonstrate an ability to critically and systematically integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even when limited information is available,
- demonstrate an ability to critically, independently and creatively identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits, so as to contribute to the development of knowledge and to evaluate this work,
- demonstrate an ability to clearly present and discuss their conclusions and the knowledge and argument behind them, in dialogue with different groups, orally and in writing, in national and international contexts, and
- demonstrate the skill required to participate in research and development work or to work independently in other advanced contexts.

### **Judgement and approach**

For a Degree of Master (Two Years) students must

- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development work,
- demonstrate insight into the potential and limitations of science, its role in society and people's responsibility for how it is used, and
- demonstrate an ability to identify their need of further knowledge and to take responsibility for developing their knowledge.

### *Programme-specific objectives*

- To advance knowledge in sustainability science for tourism and destination development
- To independently assess the sustainability dimensions of tourism products and strategies

This is in accordance with the intended learning outcomes set for a master's degree in the Swedish Higher Education Ordinance and with the School of Business and Economics' mission.

## **Content**

### *Organisation*

The Programme is placed and taught at the School of Business and Economics. The Programme has a programme coordinator who has overall responsibility for the Programme and who serves as a representative of the Programme and coordinates Programme-related issues. The coordinator is responsible for the Programme's content and development and works actively to maintain good relationships and communication channels. This takes place with the Programme's teaching staff by means of continuous dialogue, with the Programme's students through a programme council, and with trade and industry through collaboration and interaction with relevant stakeholders.

### *Programme overview*

The first year of the programme enables students with different educational backgrounds to gain familiarity with various current research fields within tourism studies, including the following: Tourism and sustainability, tourism enterprise and its economics, tourism and society, tourism and policy, and tourism psychology. The first year begins with an overview of the theoretical foundations of tourism studies as a discipline. The programme then focuses on the sustainability of tourism and its social and environmental aspects. The first semester ends with a course that broadly covers sustainability and business models in tourism enterprise. The second semester continues with overviews of the current research fields within tourism, starting with different approaches to analysis, planning and evaluation of tourism from a sustainability perspective: Policy and planning, destination development and ecological economics. The second semester ends with an individual project within the student's own area of interest. The programme's second year, the third semester, begins with elective courses in research methods and an internship in tourism and sustainability with the possibility for the student to study abroad. The programme ends in the fourth semester with a research-based thesis of 30 credits.

### *Courses in the programme*

#### **Semester 1:**

- Tourism Studies and Tourism Theory, 7.5 credits, A1N, (mandatory)\*

The aim of this course is to provide an overview of key theories within tourism studies as well as current issues in tourism by means of engaging with foundational works and publications in top-tier tourism journals.

- Tourism and Sustainability in the Anthropocene, 15 credits, A1N, (mandatory)\*

This course is designed to explore concepts relating to sustainability and sustainable development from different academic perspectives and to encourage critical discussion on the impact of tourism on global, regional and local sustainability. The course analyses tourism's contribution to climate change at the local, regional and global level, with a focus on the qualities of natural environments in relation to global sustainability, planetary limitations, and the Anthropocene, and it also reflects on the societal and ethical aspects of tourism sustainability.

- Business Models for Sustainability, 7.5 credits, A1N, (mandatory)\*

The course introduces students to business models for sustainability within tourism enterprise and related activities. The concept serves both as an analytical lens that challenges current business practices and as an evaluation tool for new sustainable business models in the tourism sector.

#### **Semester 2:**

- Evaluation and Planning of Tourism Sustainability, 7.5 credits, A1F (mandatory)\*

This course introduces students to planning and policy work regarding sustainable tourism. The course enables the students to distinguish the fundamental features of planning, demonstrate the capacity to plan for tourism in the context of sustainability, and evaluate sustainability aspects of tourism policymaking.

- Developing Sustainable Destinations, 7.5 credits, A1F (mandatory)\*

The course is designed to familiarise the students with issues, approaches and research

in the development of sustainable tourist destinations. To that end, the concept of destination is central to sustainability considerations from a leadership, societal and policy perspective.

- Tourism and Ecological Economics, 7.5 credits, A1N (elective)\*

The aim of this course is to encourage critical discussion and reflection on tourism and natural resources against the background of research on ecological economics.

- Individual Project in Tourism Studies, 7.5 credits, A1N, (elective)\*

The course aims to prepare students for a thematic literature review as part of the preparations for their own Master's thesis.

Alternatively,

- Tourism Studies, Degree Project (Master), 15 credits, A1E (elective)\*

The course aims to help students design, implement and present a research project in accordance with a research plan that has been developed earlier.

### **Semester 3:**

- Elective courses, 30 credits

Students choose courses from the programme, as indicated below, or other equivalent courses according to their own interest, in consultation with the programme coordinator. The programme coordinator will make sure that the programme's goals and requirements are always met. Entry requirements for courses as well as Linnaeus University's internal regulations must always be adhered to.

- Introduction to Research Design, 7.5 credits. A1F (elective)\*

The course equips students with knowledge on social science methods and research tools within the field of tourism and helps them to develop a research question and develop a research plan in an appropriate way.

- Advanced Research Methodology and Analytical Tools, 7.5, A1F, (elective)\*

The course takes students through some of the most common analytical tools for quantitative and qualitative data (e.g. SPSS, AMOS, MAXQDA, ArcGIS) and interpretation of results. The students work with open-access datasets and analyse their own project data.

- Internship Project in Tourism and Sustainability, 15 credits, A1F (elective)\*

The aim of the course is to give the students the opportunity to gain practical experience and also provide the opportunity to critically reflect on tourism practices in relation to sustainability.

### **Semester 4:**

- Tourism Studies, Degree Project (Master), 30 credits, A2E (elective)\*

The course aims to support the student in designing, executing and presenting an independent research project in accordance with the research plan that was developed in a previous course.

Some courses in the programme are taken together with students from other programmes and single-subject courses, and may possibly be given in a different order.

\* course in the main field of study Tourism Studies

A Master's programme of 120 credits must, in accordance with the Higher Education Ordinance, contain at least 60 credits of specialised study in the main field, of which a degree project of at least 30 credits. Courses previously given within the same programme code, EATH2, can also be included in the programme degree and thus replace courses with equivalent content. For supplemental information, see the local Degree Ordinance.

#### *Societal relevance*

The Programme is related to planning for sustainability of the surrounding society and offers students opportunities for qualified practical investigations and research assignments in the form of projects and theses. Collaboration with the surrounding society is ensured through student projects and internships. Projects are to be relevant to the operations of the surrounding society with the aim to analyse, plan and evaluate tourism from a sustainability perspective.

#### *Internationalisation*

The Programme permits studies abroad during the third semester. Studies abroad can be pursued within the framework of agreements between Linnaeus University and foreign universities or by students organising their studies at another higher education institution. The studies abroad or at another higher education institution in Sweden are planned in consultation with the programme coordinator.

#### *Perspectives in the Programme*

Sustainable development is constantly emphasised in analysis and planning for sustainability. The political and scientific aspects are emphasised in all courses, and the students are exposed to theories relating to both science and sustainability. Gender is applied as a fundamental dimension in tourism theory, and gender theory is addressed in relation to science theory and scientific method. Gender aspects of social, cultural, political, economic and environmental sustainability are integrated in the analysis and planning of tourism. Diversity is emphasised through social science concepts such as ethnicity, gender, class, culture, power relations, etc., and is used as a basis for tourism and tourism theory. The internationalisation aspect is given a practical foundation through English being the language of instruction for the Programme and through conscious efforts to create a diverse composition of students. Conscious efforts are made to balance Eurocentric perspectives where sustainability and sustainable development are addressed.

### **Quality Development**

Continuous evaluation and improvement of the Programme takes place, among other things, through the University's course evaluations, where the results are handled by the programme coordinator and programme council and feedback is then provided to students and archived. Programme students actively participate in the follow-up and development of the programme through the programme council and through student representatives in the faculty-wide Education Committee. All programmes of the School of Business and Economics also undergo a quality analysis based on the standards of the Association to Advance Collegiate Schools of Business (AACSB), and quality evaluations are conducted for all main subjects through the national quality assurance system with the help of UKÄ (Swedish Higher Education Authority). The School of Business and Economics' faculty-wide quality plan requires, among other things, that a recurrent programme analysis is conducted and that course evaluations are monitored. As part of the university-wide survey, the Linnaeus Barometer, final-year students are asked about their experiences of their education in terms of different quality aspects.

## Degree Certificate

After completing their studies which correspond to the requirements stated in the Higher Education Ordinance and in Linnaeus University's local Degree Ordinance, students may apply for a degree. Students, who have completed the Tourism and Sustainability Programme, can obtain the following degree:

Master of Science (120 credits) with specialization in Sustainability  
(Main field of study: Tourism Studies)

*Filosofie masterexamen inriktning mot hållbarhet  
(Huvudområde: Turismvetenskap)*

The degree certificate is bilingual (Swedish/English). A Diploma Supplement (English) will be provided along with the degree certificate.

Students whom have completed one year of the programmes' two years and, meet the requirements of a master's degree (60 credits), may obtain the following degree:

Master of Science (60 credits) with specialization in Sustainability  
(Main field of study: Tourism Studies)

*Filosofie magisterexamen med inriktning mot hållbarhet  
(Huvudområde: Turismvetenskap)*

## Other Information

In order to be admitted to the courses in the Programme, the specific entry requirements stated in each course syllabus must be fulfilled by the start of the course.