Linnæus University

Jnr: 2020/2832-3.1.1.3

Programme syllabus

School of Business and Economics

International Tourism Management Programme, 180 högskolepoäng
International Tourism Management Programme, 180 credits

Level
First Level

Date of Ratification
Approved by the Faculty Board within the School of Business and Economics 2020-09-16
The programme syllabus is valid from autumn semester 2021

Prerequisites
General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4). Basic eligibility and English B/6 (with the exception of Swedish A/B).

Description of Programme

International Tourism Management Programm educates for the analysing, developing and leading positions in regional, national and international businesses of tourism. The programme develops competence for the specific characteristics of tourism business, for its functions and roles in local/global society, and its relationship to culture and environment. Destination Management, Hospitality Management and Event Management are key competence areas. Tourism Studies are orientated on sustainability in services and experience. By offering studies in English, the programme is designed for students who aim to pursue careers in tourism development and tourism business in international contexts.

The specialization in Cruise Management provides fundamental and in-depth courses in tourism studies, certifying courses for work on ships and a degree in Business Administration as well as prepares for leading positions in shipping companies and cruise tourism.

Objectives

Central degree objectives in accordance with the Higher Education Ordinance:

Knowledge and Understanding
For a Degree of Bachelor, the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

Competence and Skills
For a Degree of Bachelor, the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically;
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames;
- demonstrate the ability to present and discuss information, problems, and solutions in speech and writing and in dialogue with different audiences; and
- demonstrate the skills required to work autonomously in the main field of study.

Judgment and Approach
For a Degree of Bachelor, the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

Programme-Specific Objectives

- analyse planning strategies for the entire tourism product as a tool for understanding tourism and destination development in different tourism systems;
- demonstrate a qualified basis for working with nautical tourism activities.

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

Content

Organisation
The programme is offered by the School of Business and Economics. Specialization in Cruise Management is offered in collaboration with the Kalmar Maritime Academy at the Faculty of Technology.

The programme coordinator heads the degree programme and carries out an overall responsibility for programme related matters. She/he is responsible for organizing the programme, curriculum development and for keeping strong relations with faculty members within the degree programme, the students and the programme council. Thus, through interaction with representatives of the business community and other stakeholders of interest, for the continuous dialog with the prospective job market.

Programme overview

The programme comprises 180 credits and all mandatory courses are offered in English. The first year of the International Tourism Management Programme covers fundamental knowledge in Tourism Studies 30 credits, and in Business Administration 30 credits. The Tourism Studies begins with an introduction to the travel and tourism industry as well as to its production systems, which is the starting point for the subject's theoretical discussions. During the following semester, the participants engage in introductory courses in organizational studies, marketing, and managerial accounting. During the second year, they deepen their knowledge in marketing, brand management, and e-commerce 30 credits, and advance in their knowledge in Tourism Studies 30 credits, by studying different areas of tourism business, and their interaction with society, other business entities, culture, and natural environment.

Before the third year, the students can choose the specialization in Cruise Management, 30 credits, focusing on certificating courses for work at sea. Moreover, additionally 30 credits in services marketing, including thesis project of 15 credits. Alternatively, students can choose studies in tourism, 30 credits, including thesis project of 15 credits. The last semester of the programme consists of three different alternatives to choose from - a study abroad, an internship, or elective courses with specialization in service and marketing.

Programme courses

YEAR I

- Tourism Studies I - Introduction to Tourism, 15 cr., G1N (mandatory) a)

The aim of this course is to introduce its participants to tourism as a field of study from the social, cultural, historical and business perspectives. Sustainable development and gender issues related to tourism are addressed.

- Tourism Studies I - Global Tourism Production System, 15 cr., G1N (mandatory) a)

This course focuses on tourism as a complex product and activity in relation to a globalized traveling system that is characterized by networking technologies and borderless interactions between people and companies.

- Business Administration I - Organisation and Leadership, 7.5 cr., G1N (mandatory) b)

The course gives a wide theoretical understanding of the classic and contemporary perspectives in organization and leadership. It highlights gender issues and prepares course participants to identify and understand organizational problems in practice.

- Business Administration I - Marketing Foundations, 7.5 cr., G1N (mandatory) b)

The course aims to provide participants with basic knowledge in marketing of goods and services, and covers, e.g., market law, sustainability, social responsibility and presentation of marketing activities.

- Business Administration I - Management Control and Cost Accounting, 7.5 cr., G1N (mandatory) b)

The course includes models and techniques for cost estimation and investment calculations. The students learn to apply models for cost calculation in relation to different predefined purposes by using spreadsheets. The students learn to do calculations that are linked to specific investment decisions

calculations that are linked to specific investment decisions.

- Business Administration I - Fundamentals of Finance, 7.5 cr., G1N (mandatory) b)

The course introduces models for investment appraisal and financial planning. The students learn to analyse financial reports and the financial presentation for companies, as well as to prepare simpler financial plans for companies.

YEAR II

- Business Administration II - E-commerce, 7.5 cr., G1F (mandatory) b)

The purpose of the course is to provide students with knowledge of e-commerce as a phenomenon, the Internet as a marketplace and information as a product. The purpose of the course is also to enable students to apply theoretical frameworks in a practical context through the analyses of different e-commerce initiatives by companies.

- Business Administration II - IMC and Brand Management, 7.5 cr., G1F (mandatory) b)

This integrated marketing communications and brand management course looks into how to build, measure and manage brand equity. Moreover, it provides students with a theoretical and practical understanding of how to build brands through integrated marketing communication in a global competitive environment.

- Business Administration II - Consumer Behaviour and Consumer Culture, 7.5 cr., G1F (mandatory) b)

The aim of the course is to transform consumer behaviour knowledge into a marketing strategy and to gain an understanding of how socio-psychological and gender-perspectives affects consumer behaviour and consumer decision-making processes. The course participants discuss popular culture, lifestyle and ethical aspects of marketing decisions.

- Business Administration II - Innovation Management, 7.5 cr., G1F (mandatory) b)

This course offers a strategic and integrated approach to innovation management within the retail industry. More specifically, it focuses on identifying innovation opportunities, formulating and designing innovation strategies thus, assessing and resolving managerial challenges.

- Tourism Studies II - Destination Management 7.5 cr., G1F (mandatory) a)

The course deals with destination development and planning strategies for sustainable tourism products and experiences. The students are introduced to the Geographic Information Systems (GIS).

- Tourism Studies II - Hospitality Management, 7.5 cr., G1F (mandatory) a)

The course focuses on organization, management and work on hospitality products by addressing elements of strategic human resource management (HRM). Ethnic diversity and gender-related aspects, as well as, the concept of hospitality in a cultural perspective are addressed.

- Tourism Studies II - Events Management, 7.5 cr., G1F (mandatory) a)

- Tourism Studies II - Events Management, 7.5 cr., G1F (mandatory) a)

The course provides a conceptual understanding of Event Management for temporary organizations focusing on project management, inter-organizational collaborations, and commitment as a driving force, marketing and networking in the event management industry.

- Tourism Studies II - Tourism Entrepreneurship, 7.5 cr., G1F (mandatory) a)

The course introduces the concept of sustainable entrepreneurship in the tourism business context of hospitality, destination dependencies and short-term and temporary projects, entrepreneurial production of experiences and attractiveness.

YEAR III

A. Specialization in Tourism Studies:

- Tourism Studies III - Tourism as Business Phenomenon in Contemporary Society, 7.5 cr., G2F (mandatory) a)

The aim of this course is to provide an insight into and a theoretical understanding of tourism studies. The course focuses on five main concepts: place, mobility, product, experience, and tourist.

- Tourism Studies III - Methods in Tourism Studies, 7.5 cr., G2F (mandatory) a)

This course is based on the traditions of social science method. It provides knowledge in applied methods in social sciences and tourism studies. Thus, it addresses various social science perspectives on science, methodology and method.

- Tourism Studies III - Degree Project (Bachelor), 15 cr., G2E (mandatory) a)

The degree project includes an independent formulation of a research problem, a relevant study conduction, an extensive literature review for methodology and the subject field, thus an academic paper writing process.
Programme-related electives, 30 credits, includes Studies Abroad, an internship or courses within the frame of the Cruise Management specialization:

- Studies Abroad, 30 cr.;
- Tourism Management Strategic and Practical Application, 30 cr., G2F a), (an internship course);
- Business Administration III, 30 cr., G2F/G2E b), within the frame of the specialization in Cruise Management.

The prerequisites for the courses as well as the local rules for the degree requirements for Linnaeus University must be always fulfilled.

B. *Specialization in Cruise Management:*

- Basic Safety Course, 7.5 cr., G1N (mandatory) c)

The course focuses on basic people safety and work environment on board of the ship with regard to management of various risks. The course meets the Swedish Transport Agency's and STCW's (The International Convention on Standards of Training, Certification, and Watch-keeping for Seafarers) requirements for service on ships.

- Shipping and the Environment, 7.5 cr., G1N (mandatory) c)

- Shipping and the Environment, 7.5 cr., G1N (mandatory) c)

The course is structured to provide participants with insight and understanding of the requirements and challenges associated with the shipping industry's responsibility for the natural environment and pollution prevention. The course enables its participants to explore national and international regulations and conventions protecting marine nature. Nonetheless, how ship finance and investments, thus, ship handling operations, changes the level of impact on the environment. The course examines further the work environment on board industrial and cruise ships.

- Working Onboard a Ship, 7.5 cr., G1N (mandatory) c)

This course deepens the knowledge on various aspects in leadership and work environment on board of passenger ships. A special focus is given to communications, recruitment and to responsibilities in socio-physical work environment in an intercultural setting.

- Safety of Passengers, 7.5 cr., G1N (mandatory) c)

The course focuses on theories of maritime safety and security, covers the legal framework for organization for safety, emergency plans and procedures, crisis management. The course meets the requirements of the Swedish Transport Agency and STCW for certificates in "Crowd and Crisis Management (CCM)."

- Business Administration III - Perspectives on Service Management Research, 7.5 cr., G2F (mandatory) b)

The course explores different perspectives on service management research. More specifically, this course provides a theoretical understanding of how research is conducted and how to develop a research proposal in the field of service management.

- Business Administration III - Research Methods, 7.5 cr., G2F (mandatory) b)

This is a course designed to help students develop the research skills required to undertake and complete their Degree Project. More specifically, students will acquire skills in both qualitative and quantitative research methods and learn to report research findings (empirical work) and draw conclusions.

- Business Administration III - Degree Project (Bachelor), 15 cr., G2E (mandatory) b)

The purpose of the course is to carry out an independent degree project within service management / retail management. The final report is presented in written as a scientific report and defended orally at the final seminar.

Some of the courses in the programme are studied together with students from other programmes and single subject courses, and may be taught in a different order. The courses in the programme, can in agreement with the program coordinator, be exchanged for corresponding courses within the programme's focus. In exchange for courses, the programme coordinator verifies that the programme's degree and programme goals are still met.

a) course in the main field of study Tourism Studies
b) course in the main field of study Business Administration
c) course in the main field of study Maritime Science

A Bachelor's programme of 180 credits must, in accordance with the Higher Education Ordinance, contain at least 90 credits of specialised study in the main field, of which a degree project of at least 15 credits. For additional information, see the local system of qualifications. Courses previously given within the same programme code, EGTRP, can also be included in the programme degree and thus replace courses with equivalent content.

Societal Relevance
It is necessary for the International Tourism Management Programme to be in close cooperation with the business community and society. This is done through guest lecturers, workshops, study visits, and field trips. The students also have the opportunity to engage in various projects in collaboration with the business community. For students in tourism studies a minimum of 12 weeks internship is offered on the last semester of the program.

Internationalization
The language of instruction of the International Tourism Management Programme is English, which facilitates a learning environment and intercultural exchange for national as well as international programme participants. During the sixth semester of the programme, the participants are offered the opportunity to enrol to Studies Abroad or, if preferred, an internship abroad within the frame of tourism studies. The programme considers internationalization perspectives at all study levels. While hosting international students from different parts of the world, a truly international study environment emerges.

Scope of Programme
The International Tourism Management Programme is characterized by its recurrent and progressive learning on issues of sustainable development, rights of equality and diversity, and entrepreneurial approaches to tourism. Sustainable development is a specialty area to Tourism Studies, also addressing ethnic diversity and gender equality perspectives. The role of entrepreneurship is essential to a tourism industry dominated by small and medium sized enterprises (SME). A focus on small-business entrepreneurship is central to the programme and the wider context of the tourism business.

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 programme studies, corresponding to the requirements expressed in the Higher Education Ordinance degree order as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed the International Tourism Management Programme may obtain the following degree:

Bachelor of Science with specialization in Tourism (Main field of study: Tourism Studies)

Filosofie kandidatexamen med inriktning mot Turism (Huvudområde: Turismvetenskap)

Or,

Bachelor of Science with specialization in Cruise Management (Main field of study: Business Administration)

Filosofie kandidatexamen med inriktning mot Cruise Management (Huvudområde: Företagsekonomi)

The degree certificate is bilingual (Swedish/English).
The degree certificate is accompanied by a Diploma Supplement (English)

Other Information

The eligibility requirements have to be met for the admission to courses within the programme. The course syllabus provides in detail the prerequisites for each course. The program contains compulsory elements such as study visits, laboratory work and fieldwork, what might entail additional costs for the student. Admission to a specialisation is subject to available places. A specialisation can be cancelled if there are too few applicants. If a specialisation is cancelled, the applicants will be notified before the selection and admission to said specialisation is done.