



## Programme syllabus

School of Business and Economics

Internationella turismekonomprogrammet, 180 högskolepoäng  
International Tourism Management, 180 credits

### **Level**

First cycle

### **Date of Ratification**

Approved 2024-05-25.

The programme syllabus is valid from autumn semester 2025.

### **Prerequisites**

General entry requirements + Civics 1b alt. Civics 1a1 +1a2, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and English 6.

## Description of Programme

International Tourism Management educates for the analysing, developing and leading positions in international businesses of tourism and in other industries where skills in economy, service and hospitality are in demand. The programme is designed for students who want to work with development and entrepreneurship in a regional, national, and international context.

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. Hospitality Management, Event Management, Destination Management and entrepreneurship in tourism and business courses in, for example, e-commerce and marketing are key competence areas. The entire programme has a strong international perspective with focus on sustainable development and equal conditions.

The language of tuition is English.

## 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 Objective*

- analyse planning strategies for the entire tourism product as a tool for understanding tourism and destination development in different tourism systems.

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.

The programme director 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 covers fundamental knowledge in Tourism Studies 30 credits, and in Business Administration 30 credits. The Tourism

Studies begins with an introduction to the tourism and event 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.

The third year begins with 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.

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 director verifies that the programme's degree and programme goals are still met.

#### *Programme courses*

#### **Year I**

- Tourism Studies I - Introduction to Tourism and Event, 15 credits, G1N (mandatory)

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. The course also provides a broad understanding of the scope, characteristic and development of the event industry and its context within the tourism industry.

- Tourism Studies I - Global Tourism Production System, 15 credits, G1N (mandatory)

The 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 credits, G1N (mandatory)

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 credits, G1N (mandatory)

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 credits, G1N (mandatory)

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.

- Business Administration I - Fundamentals of Finance, 7.5 credits, G1N (mandatory)

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 credits, G1F (mandatory)

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 credits, G1F (mandatory)

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 credits, G1F (mandatory)

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 credits, G1F (mandatory)

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 credits, G1F (mandatory)

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 credits, G1F (mandatory)

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 credits, G1F (mandatory)

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 credits, G1F (mandatory)

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**

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

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 credits, G2F (mandatory)

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 credits, G2E (mandatory)

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 - includes Studies Abroad, an internship or courses with specialisation in service and marketing.

- Studies Abroad, 30 cr.
- Tourism Management Strategic and Practical Application, 30 credits, G2F (an internship course)
- Business Administration courses within the frame of service and marketing G2F/G2E, see courses below.

- Business Administration III - Perspectives on Service Management Research, 7.5 credits G2F (optional)

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 credits, G2F (optional)

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 credits, G2E (optional)

The purpose of the course is to carry out an independent degree project within customer experience, retail management and service 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 prerequisites for the courses as well as the local rules for the degree requirements for Linnaeus University must be always fulfilled.

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.

#### *Societal Relevance*

It is necessary for the International Tourism Management 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 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.

#### *Sustainable social development*

The International Tourism Management 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 director 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 Council.

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

After having completed their studies in accordance with the requirements stated in the Qualification Ordinance of the Higher Education Ordinance and in Linnaeus University's local qualification ordinance, the student may apply for the award of a qualification. Students who have completed the programme International Tourism Management may obtain the following qualification:

Filosofie kandidatexamen med inriktning mot turismekonomi  
*Huvudområde: Turismvetenskap*

Degree of Bachelor of Science with Specialization in Tourism Management  
*Main Field of Study: Tourism Studies*

The degree certificate is issued in two languages (Swedish and English) and is accompanied by a diploma supplement in English.

In the choice of specialization in courses in Business Administration (service and marketing) 30 credits including degree project 15 credits semester 6, the student who has completed 180 credits is eligible to also apply for a Degree of Bachelor' of Science, Main Field of Study: Business Administration.

## 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.

In the event of any discrepancies between the Swedish and the English version of this programme syllabus, the Swedish version shall prevail.