



Programme syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

Turismprogrammet, 180 högskolepoäng

Tourism Programme, 180 credits

Level

First Level

Establishment of Programme

Established by Organisational Committee 2009-03-26

Date of Ratification

Approved by Organisational Committee 2009-09-15

The programme syllabus is valid from autumn semester 2010

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). General entry requirements as well as English B, Mathematics B and Civics A

Description of Programme

The Tourism Programme aims to provide students with a good understanding of regional, national and international tourism industries. More specifically, this means understanding the industry's quality, its function and role in society as well as its relationship with culture and environment. The education is geared towards students who wish to work with tourism development and tourism business enterprising. Students can choose different specialisations that are combined differently depending on which main field of study they choose in their education. Students can choose between three different main fields of study: Tourism Science, Business Administration or Human Geography. Tourism Science as a main field of study has a clearer orientation towards service and experiences; Business Administration as a main field of study has a clearer orientation towards marketing, financial control or organisation; and Human Geography as a main field of study has a clearer orientation towards culture and globalization.

Objectives

Central degree objectives in accordance with the Higher Education Ordinance

Knowledge and Understanding

For a Bachelor of Science, students should:

- Demonstrate knowledge and understanding within the main field of study for the education, including knowledge of the field's scientific basis, knowledge of applicable methods within the field, advanced studies within some part of the field as well as knowledge of current research questions.

Skills and Abilities

For a Bachelor of Science, students should:

- Demonstrate the ability to seek, gather, evaluate and critically interpret relevant information in an approach to a problem as well as to critically discuss phenomena, issues and situations.
- Demonstrate the ability to independently identify, formulate and solve problems as well as to carry out assignments within given timeframes.
- Demonstrate the ability to, both verbally and in writing, account for and discuss information, problems and solutions in conversations with different groups, and
- Demonstrate the knowledge needed to be able to independently work within the field of which the education relates to.

Judgment and Approach

For a Bachelor of Science, students should:

- Demonstrate the ability to, within the main field of study for the education, make assessments with consideration for relevant scientific, societal and ethical aspects,
- Demonstrate an insight into the role of knowledge in society and for people's responsibility for how it is used, and
- Demonstrate the ability to identify their need for further knowledge and to develop their own skills.

Content

Organisation-wise the education is placed at the Faculty of Business, Economics and Design and is provided at the School of Economics.

The programme is led by a programme co-ordinator who works to ensure the quality of the programme.

All subjects and courses have responsible teachers. The programme, together with the Tourism Economics Programme, has a so-called student headquarters.

Representatives from both programmes, all years, all specialisations, meet 2-3 times per semester to work with the quality and development of the programme.

Contact with the business world and the community is carried out through regular discussions with representatives within the field. This is done to maintain knowledge and skills surrounding change and development trends.

To ensure the scientific level, contact is kept with colleagues, both within a national and international academic network.

Programme Overview

The education is comprised of 180 credits. The Tourism Programme's first year contains fundamental knowledge in the subject Tourism Science, 60 credits. Tourism Science begins with an introduction to and orientation in the travel and tourism industry as well as the tourist production system – an umbrella concept for tourism science that forms the basis for the subject's theoretical discussions. The second semester begins with tourism science and then the different parts within the travel and tourism industry are studied more thoroughly on the basis of both a business perspective and influences of culture and environment. Fundamental methodological questions and independent work/project is included, which strengthens the ability to work independently.

From the time of the second year, students choose one of the following examination specialisations: Tourism Programme with specialization in Tourism Science; Tourism Programme with specialization in Business Administration; and finally Tourism Programme with specialization in Human Geography.

The specialization Tourism Science focuses on service and experiences within the tourism industry and has elective courses and/or studies abroad during the second year. Here, students will be given the opportunity to study business administration and/or human geography or other professionally-related courses such as language, media and communication science, commercial law, informatics, among others. The programme concludes after the third year with an advanced level in tourism science, which includes a thesis. The last semester includes elective courses and/or studies abroad where students are given the opportunity to study broadening courses within tourism science, which are of a more practical nature.

The specialization Business Administration is comprised of 60 credits during the second year. There lies the basics within the fields of organization, marketing and financial control. After this, a continuation in advanced studies is carried out in the subject where students choose to specialize in marketing or financial control. The third year of the programme contains an advanced level in business administration, which includes a thesis as well as elective courses/studies abroad. Within the advanced level in business administration, specialisations are offered in financial control, organization and marketing.

The specialization Human Geography is comprised of 60 credits during the second year. Here, students study the interplay between human beings and their habitat, population issues and the modern urban society's rise and character. The development of the landscape from pre-capitalistic communities to today's international and globalized world is studied. During the year, the bases in Swedish community planning and cartography are introduced. In continuation to this, the geography of third world countries is studied along with basic knowledge in Geographic Information Systems (GIS). The third year of the programme begins with an advanced level in human geography, which includes a thesis and concludes with elective courses/studies abroad.

Programme Courses

Year 1

Tourism Science I, 30 credits, level G1N (obligatory) a)

Tourism Science II, 30 credits, level G1F (obligatory) a)

Year 2

Programme-related elective courses – also includes choice of studies abroad, 60 credits a)

Business Administration I, 30 credits, level G1N (obligatory) b)

Business Administration II specialization Marketing or Financial Control, 30 credits, level G1F (obligatory) b)

Human Geography I, 30 credits, level G1N (obligatory) c)

Human Geography II, 30 credits, level G1F (obligatory) c)

Year 3

Tourism Science III, 30 credits (whereof 15 credits thesis), G2E (obligatory) a)

Business Administration III specialization Marketing, Financial Control or Organisation and Leadership, 30 credits (whereof 15 credits thesis), G2E (obligatory) c)

Programme-related elective courses – also includes choice of studies abroad 30 credits a) b) c)

a) Refers to the programme's main field of study, Tourism Science.

b) Refers to the programme's main field of study, Business Administration.

c) Refers to the programme's main field of study, Human Geography.

Courses may be given in a different order.

Some courses are held in English.

External Contacts

It is necessary within the Tourism Programme to have well established relations with the business world and the community. This is carried out through guest lecturers, teachers from the business world, workshops, study visits and excursions. Students are also offered regular contact with different partner businesses linked to the education. Via partner businesses, possibilities are given to learn how operations work in reality and contacts are formed. Students also have the opportunity to participate in different projects that are business-world based.

Studies Abroad

Studies abroad may be carried out during the semester with elective courses. The students can make use of existing agreements with international universities maintained by Linnaeus University. The students are also encouraged to find universities outside the existing contracts.

Perspectives in Education

The education provides tools for the planning and development of tourism in a *sustainable perspective*. This complex industry requires the ability to read social trends, economic ditto and discover possible markets as well as develop new products. In a further perspective, tourism is studied as a part of the experience-based economy. The education should give students the ability to apply theories and concepts in their own analyses and critical examinations during utilization of community resources so that tourism is economic, cultural, social and environmentally sustainable and profitable.

An integrated *sex and gender perspective* within teaching is central in the aim to illustrate as well as critically examine how tourism as a social phenomenon has, both today and historically, been characterized by cultural prerequisites on sex, social background, generation/age and ethnicity. Examples of central issues that are regarded in the courses are, among other things, how norms about the manly traveller of the western world and the discoverers have been formed historically, how the division of labour within the tourism industry can be analysed on the basis of gender and ethnicity, problematization of work within tourism as female-coded "emotional labour", analysis of current tourism marketing, as well as tourism business enterprising from a gender perspective. The theme surrounding gender, sex and diversity is discussed on the basis of current literature, seminars, lectures, assignments and examinations.

The programme educates students for professional duties in a global working market. *Internationalisation* is, therefore, a natural part of the programme. A large content of the literature is in English and written by foreign authors and examples and approaches in teaching are, to a great extent, from countries outside of Sweden. The majority of Tourism Science I + II is given in English as well as several courses during Business Administration II + III. Foreign exchange students participate in these courses and lectures, seminars, literature and examinations are in English. In certain courses, students may choose between English and Swedish examinations. This means that the majority of students study, on campus, at least 45 credits in English. In addition to this, studies abroad may be included. Experiences from other cultures are the key to an international frame of mind and a transnational lifestyle.

Quality Development

The student is central for the work that is carried out in the programme; therefore, quality issues are dealt with on a daily basis. This is carried out through contact between teachers/personnel and students, in spontaneous, as well as planned, discussions. The so-called council also meets two to three times a semester. The Tourism Programme

council, which is made up of student representatives from all years, is active and continuously involved in development and quality work. The council consists of representatives from the Tourism Programme, the Tourism Economics Programme and the institution's student union and is headed by the programme coordinator.

The measuring of quality is also carried out on a regular basis through course evaluations in verbal and/or written form at the end of every course. What is more, regular and comprehensive evaluations, where everything outside of the courses, are carried out. Compilations of various evaluations are available at the seat of learning.

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 Tourism Programme may obtain the following degree:

Bachelor of Science with specialization in Tourism Management.

Main field of study: Business Administration

or

Bachelor of Science with specialization in Tourism Management.

Main field of study: Tourism Studies

or

Bachelor of Science with specialization in Tourism Geography.

Main field of study: Human Geography

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

Obligatory courses are required for the above named degrees.

Other Information

Requirements for all courses within the programme are specified in all course syllabi and should be met at the beginning of the course at the very latest.

Included in the programme are excursions and study visits. This may involve additional costs.