



# Programme Syllabus

## **One-Year Master Programme in Tourism Destination Development**

**60 Credits \*)**

*Magisterprogram i destinationsutveckling*

*60 högskolepoäng*

*Approved by the University Faculty Board, 2 May 2012  
This syllabus comes into force 2 May 2012*

\*) 1 Credit = 1 ECTS

## **1. Objectives of the Educational Programme**

### **1.1 Objectives, as Specified in the Higher Education Act (1992:1434), Chapter 1, 9 §:**

Second-cycle courses and study programmes shall be based fundamentally on the knowledge acquired by students during first-cycle courses and study programmes, or its equivalent.

Second-cycle courses and study programmes shall involve the acquisition of specialist knowledge, competence and skills in relation to first-cycle courses and study programmes, and in addition to the requirements for first-cycle courses and study programmes shall:

- further develop the ability of students to integrate and make autonomous use of their knowledge
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable autonomy, or for research and development work

### **1.2 Degree Objectives, as Specified in the Higher Education Ordinance (1993:100), Appendix 2:**

#### *Knowledge and Understanding*

For a Master of Arts/Science (60 credits) degree the student shall have:

- demonstrated knowledge and understanding in the main field of study, including both an overview of the field and specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrated specialised methodological knowledge in the main field of study.

#### *Competence and Skills*

For a Master of Arts/Science (60 credits) degree the student shall have:

- demonstrated the ability to integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrated the ability to identify and formulate issues autonomously as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames
- demonstrated the ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrated the skills required for participation in research and development work or employment in some other qualified capacity.

#### *Judgement and Approach*

For a Master of Arts/Science (60 credits) degree the student shall have:

- demonstrated the ability to make assessments in the main field of study informed by

relevant

disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of

research and development work

- demonstrated insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrated the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

### **1.3 Objectives of the Programme**

Following a successful completion of this tourism programme students shall have attained:

- ~ An extended knowledge of theory development and the research frontier in tourism and especially in destination development.
- ~ The ability to assess global changes and interpret these in a local situation and understanding of how destinations and businesses are linked and interplay with processes at different levels of scale.
- ~ The ability to critically assess the prerequisites and consequences of different strategies for sustainable tourism destination development
- ~ The ability to critically observe social processes and issues and be able to discuss both in written and oral form these in a tourism studies perspective.
- ~ The capacity to formulate questions which are founded both in theory and method.
- ~ The capacity to collect, handle and analyse empirical data. This also entail the presentation of a thesis in which relevant concepts and theories are elaborated.

## **2. Main Structure of the Programme**

All courses and supervision is given in English. The first semester (Fall) of the programme is

composed of four research oriented courses. The common theme of these is destination development.

The second semester (Spring) starts with a course in tourism theory.

The final course is a thesis and students will attain a degree in Tourism Studies

## **3. Courses of the Programme**

Fall courses

- Sustainable Destination Development 7,5 credits (Tourism Studies)
- Event Tourism 7,5 credits (Tourism Studies)
- Managing and Interpreting Natural and Cultural Heritage Sites 7,5 credits (Tourism Studies)
- Place and Destination Marketing 7,5 credits (Tourism studies)

Spring courses

- Theory and Research Methods, 15 credits (Tourism Studies)
- Thesis for Master's Degree (60 credits) in Tourism Studies, 15 credits

## **4. Degree Awarded**

Filosofie Magisterexamen, huvudområde: Turismvetenskap (Degree of Master of

Science [60 Credits], Main Field of Study: Tourism Studies),

### **5. Required Entry Qualifications**

A Bachelor's degree in Human Geography, Business Administration and Management, Tourism Studies, Economics and English 6

### **6. Other Information**

If the student fulfils the degree requirements and has completed all courses according to the

syllabus (the course Theory and Research Methods exempted), the title of the programme will upon request be specified on the degree certificate.