

Programme Syllabus

International Tourism Management 180 Credits*

International Tourism Management 180 högskolepoäng

1. Objectives of the Educational Programme

1.1 Objectives, as Specified in the Higher Education Act (1992:1434), Chapter 1, section 8:

First-cycle courses and study programmes shall be based fundamentally on the knowledge acquired by pupils in national study programmes in the upper-secondary schools or its equivalent.

First-cycle courses and study programmes shall develop:

- the ability of students to make independent and critical assessments
- the ability of students to identify, formulate and solve problems autonomously, and
- the preparedness of students to deal with changes in working life.

In addition to knowledge and skills in their field of study, students shall develop the ability to:

- gather and interpret information at a scholarly level
- stay abreast of the development of knowledge, and
- communicate their knowledge to others, including those who lack specialist knowledge in the field.

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

For a Degree of Bachelor of Arts/Science the student shall:

Knowledge and understanding

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

Competence and skills

- 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.

Judgement and approach

- 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.

1.3 Objectives of the Programme

This programme aims to prepare students to critically understand tourism as both an industry and a phenomenon. Students will be able to independently and critically work with social, cultural and management-related issues within tourism and destination development.

Upon completion of the programme, the student shall be able to:

Knowledge and understanding

- Demonstrate knowledge and understanding of tourism and destination development from different disciplinary perspectives.
- Demonstrate knowledge and understanding of the role of tourism in society from a regional, national and international perspective.
- Articulate an understanding of the core business practices required by tourism enterprises.

Competence and skills

- Identify and analyse issues that are specific to the tourism industry.
- Demonstrate an ability to make use of quantitative and qualitative research methods in order to gather data that allow for informed decision-making.
- Engage critically with tourism phenomena and issues in order to both provide solutions and recognise opportunities for tourism stakeholders.

Judgement and approach

- Practise sustainable and ethical tourism.

- Provide insights into the role tourism plays in society and into processes of globalisation and development, including issues such as sustainability and climate change.
- Demonstrate an ability to recognise and implement future research and life-long learning for tourism stakeholders and individuals.

2. Main Structure of the Programme

The International Tourism Management Programme leads to a Bachelor of Science in Tourism Studies after the successful completion of the equivalent of three years of full-time study.

Each semester has a focus relevant to the aims of the programme. The thematic semesters consist of:

- Semester 1 Introduction to tourism and business administration
- Semester 2 Introduction to business administration, economics and tourism
- Semester 3 Development of destinations and tourism products and services
- Semester 4 Study abroad at a partner university
- Semester 5 Tourism research methods and project work
- Semester 6 Event studies, special interest tourism and thesis

The major subject field of the programme is the academic discipline of tourism studies. Each year of the programme builds upon the courses from the previous year with successively more advanced content. Progression through the program is dependent upon successful completion of the courses.

In the first semester, the principles and practices of tourism and the importance of tourism for development at local, regional and international levels are discussed. Alongside courses that focus on tourism as a subject, students also engage in introductory business courses that enable them to understand the relationships between tourism as an activity and tourism as a business.

In the second semester, students are introduced to the role of tourism in society, and festivals and events are examined. Key business courses provide background and pertinent skills for an understanding of small business enterprises in the tourism sector. Semester three examines the development of destinations, tourism products and resources, and involves practical applications. A key element of this semester is understanding tourism as experience. Semester four is the exchange semester to one of our partner universities. As an alternative, students can choose a course from the University's other departments.

Semester five develops qualitative and quantitative research skills. This semester also involves project work with practical application. In the sixth and last semester of the

programme, students will extend their knowledge in event studies and special interest tourism. Special interest tourism allows students to engage with current world-leading research that is being carried out by tourism experts while also providing opportunities for students to further define thesis topics. The programme concludes with a thesis: this is an independent piece of research in which students combine all the skills and knowledge that they attained throughout the programme.

The courses combine lectures, seminars and contact with the tourism industry in the form of guest lectures and study visits, and group and case-study work. Assessment is done through individual and group assignments, seminars and written examinations.

3. Courses of the Programme

Year 1

Tourism Principles and Practice, 7.5 credits (Tourism Studies)
Organizational Theory, 7.5 credits (Business Administration)
Research and Knowledge for the Social Sciences, 7.5 credits (Tourism Studies)
International Economics, 7.5 credits (Economics)
Management Accounting, basic, 7.5 credits (Business Administration)
Tourism and Society, 7.5 credits (Tourism Studies)
Festival and Event Management, 7.5 credits (Tourism Studies)
Tourism Marketing, 7.5 credits (Business Administration)

Year 2

Products and Resources in Tourism, 7.5 credits (Tourism Studies)
Management and Marketing of Experiences, 7.5 credits (Tourism Studies)
Sustainable Destination Planning and Development, 15 credits (Tourism Studies)
Tourism Studies abroad, 30 credits (or courses at Dalarna University, 30 credits)

Year 3

Qualitative Research Methods, 7.5 credits (Tourism Studies)
Quantitative Research Methods, 7.5 credits (Tourism Studies)
Project Work, 15 credits (Tourism Studies)
Event Studies, 7.5 credits (Tourism Studies)
Special Interest Tourism, 7.5 credits (Tourism Studies)
Bachelor Thesis, 15 credits (Tourism Studies)

4. Degree Awarded

Degree of Bachelor of Science, Main Field of Study: Tourism Studies. (Filosofie kandidatexamen, huvudområde: Turismvetenskap.)

5. Required Entry Qualifications

General entry requirements and Mathematics 2a or 2b or 2c, English 6, Social Sciences 1b or 1a1+1a2. No knowledge of Swedish is required

6. Other Information

The name of the programme can, upon request, be included on the degree certificate if the students have completed 150 credits of the courses in the programme syllabus. Qualitative Research Methods, 7.5 credits, (Tourism Studies/Other Subjects), Quantitative Research Methods, 7.5 credits, (Tourism Studies/Other Subjects) and Bachelor Thesis 15 credits Tourism Studies must be included within these 150 credits.

Approved:

Approved by the University Faculty Board 15 November 2017

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