



Faculty of Social and Life Sciences

Programme Study Plan

Tourism

Programme Code: SGTUR

Programme Approval: The Programme Study Plan was approved by the Faculty Board for Social and Life Sciences on 28 October 2009 (Reg.no FAK3 2009/266 and is valid from the autumn semester of 2010 at Karlstad University.

Programme Title: Tourism Programme: Innovation and Development

Credits: 180

Language of Instruction: Swedish

Degree Level: Bachelor

Degree Type: General

Prerequisites: General admission requirements, plus either
- field-specific eligibility A5 (Mathematics 2a or 2b or 2c, Social Science 1b or 1a1 + 1a2) with the exception of Mathematics, or
- field-specific eligibility 5 (Mathematics B and Social Science A) with the exception of Mathematics.

Elective programme courses may have different admission requirements.

Revision

1 February 2020 regarding degree title in English in accordance with new directives from Högskoleverket.

General Information

The Tourism programme is part of the larger field of social science. The field of tourism studies is the main subject along with elements of business administration and human geography. This structure aims to provide students with broad foundational knowledge as

well as an in-depth understanding of what it means to work in the tourism industry or related areas in the private and the public sectors. The programme aims for students to acquire the necessary knowledge to work with tourism in different ways. The programme focuses on a number of topics, including the development and implementation of tourist-related activities, planning and location, tourism as a major force in local and regional development, entrepreneurship and marketing on local and regional levels, planning for sustainable development in the tourism industry, and international perspectives on tourism.

Aims and Learning Outcomes

Undergraduate education should develop the student's ability:

- to make independent and critical judgements,
- to identify, formulate and solve problems independently, and
- to deal with changes at work.

In addition to the knowledge and skills required within the specific field of study, the students should develop the ability:

- to search for and interpret research information and data,
- to follow the developments in the field, and
- to communicate field-related information to non-specialists.

(Chapter 1, §8 of the Higher Education Act, SFS 2006:173.)

Objectives of the General Degree in Tourism (Higher Education Ordinance, SFS 2006:1053)

Knowledge and understanding

To earn a Bachelor's degree, students should be able to demonstrate

- knowledge and understanding of the main subject area, including knowledge of the scientific basis of the field,
- knowledge of pertinent research methods, and
- and in-depth understanding of a chosen area within the field, and basic knowledge of current research and development work.

Skills and abilities

To earn a Bachelor's degree, students should be able to demonstrate

- the ability to search for, gather, evaluate and interpret relevant information in relation to a specific problem, and the ability to discuss various phenomena, questions and situations from a critical perspective,
- the ability to work independently in identifying, formulating, and solving a problem and working to a set deadline,
- the ability to communicate and interact with various groups in presenting and discussing information, problems and solutions both in oral and in written form, and
- the skills required for undertaking and presenting an independent research project within the specific field studied.

Judgement and approach

To earn a Bachelor's degree, students should be able to demonstrate

- the ability to make appropriate judgements within the specific field of study with respect to relevant scientific, societal and ethical aspects,

- an understanding of the concept of knowledge, its role in society and our responsibility for the way in which it is used, and
- the ability to identify their own need for further knowledge and training.

Local objectives

Upon completion of the Tourism programme at Karlstad University, students should be able to demonstrate the necessary knowledge and skills to work independently with a high level of critical awareness in development, planning and finance jobs in the tourism industry or related fields.

Upon completion of the programme, students should also be able to demonstrate

- knowledge and understanding of some basic aspects of the basic context of tourism studies,
- knowledge of the tourism industry and its role in society, and a basic understanding of current research and development work in the chosen field,
- the ability to identify, structure, evaluate, analyse and interpret various tourism-related phenomena with respect to relevant scientific, societal and ethical aspects,
- the ability to apply various perspectives in assessing and solving problems related to tourism, human geography and business administration,
- the ability to present and discuss relevant information both orally and in written form with experts as well as with non-specialists,
- the ability to work independently and in collaboration with other students in the relevant field of study.

To earn a Bachelor's degree, students must also undertake and present a 15-credit degree thesis in their main field of study.

Programme Structure

The programme includes one major subject, tourism studies. This is a three-year full-time study programme. Students have the opportunity to study professional activities in the field for their degree project, to go abroad as an exchange student or to do a work placement period in their elective term. Instruction is in the form of lectures, seminars, laboratory work, excursions and individual assignments. There will also be a number of guest lectures, primarily by representatives of the tourism industry; these are essential in establishing professional contacts. Examination is in the form of written exams and individual and group assignments and laboratory exercises.

Tourism is the main subject in the programme and comprises at least 90 credits, equivalent to one and a half year of full-time studies. Tourism is taken in the first, second and sixth term. In the third and fourth terms, students take courses in tourism with a focus on entrepreneurship, industrial development, localisation, marketing, innovation, service quality and a project. In term five students are free to choose courses offered at this or other universities in Sweden or abroad. Students can also apply for credit transfer of previous studies abroad to count as term five. The programme is concluded with a final, advanced-level term of tourism studies including a degree project of 15 ECTS cr.

Students on the programme will have the opportunity to meet representatives of the tourism sector through guest lectures and study visits/excursions as well as through the contacts they are expected to take when solving certain examination tasks.

Students have the opportunity to carry out studies at a workplace in the free term, for the duration (30 ECTS cr) or partly (15 ECTS cr). Students are responsible for finding their own work placement. The placement must be approved by the instructor.

Programme Curriculum

The programme includes the subject tourism studies as the main field of study, which covers three terms of full-time study, i.e. 90 ECTS cr.

The programme comprises a number of courses at different levels with a clear specialisation progression in the major:

- Basic level courses, 1-60 credits
- Advanced level courses, 61-90 credits

Tourism Studies

Tourism studies cover the historical development and evolution of tourism and looks at motives for travelling. Courses in tourism also identify what resources are available to the tourism industry and what instruments are used in the planning processes. Human perspectives on consumption and production are addressed, an international perspective on tourism is applied and the development of tourist destinations is discussed. Students are introduced to the basics of academic research in terms of how to plan, carry out and present research.

Programme Courses

The following courses are required in tourism studies of which 90 ECTS cr are credits in the major.

Courses	Part of main field of study
Tourism and Social Development 7.5 ECTS	X
Natural and Cultural Resources (Sustainable) for Tourism 15 ECTS)	X
Production and Consumption of Tourism 7.5 ECTS	X
Trends, Markets and Symbols of Tourism 15 ECTS	X
Tourism: Problems and Possibilities 7.5 ECTS	X
Development of Destination 7.5 ECTS	X
Industrial Development and Entrepreneurship in Tourism 7.5 ECTS	
Tourism in Time and Space 7.5 ECTS)	
Tourism: Marketing and Communication 7.5 ECTS	
Tourism: Experience and Innovation 7.5 ECST	
Research Methods and Essay 7.5 ECST	
Tourism, Places and Processes 7.5 ECST	X
The Research Process in Social Science 7.5 ECTS	X
Degree Thesis in Tourism 15 ECTS)	X

In addition, students are required to study optional courses totalling 30 ECTS cr.

Course modules in terms 1-6

Terms 1-2 Tourism Studies

Tourism and Social Development 7.5

The module deals with definitions and delimits of tourism and related concepts as well as statistics useful to tourism and the historical growth of tourism and its relation to society and

social development. Also focused are theory of science and the various phases in the research process and methodology related to social science studies, a theme which is followed up throughout the programme. Students collect data and present.

Natural and Cultural Resources (Sustainable) for Tourism 15 ECTS

The module is based on the production conditions in tourism with an emphasis on resources such as the nature and culture related to place. Students develop their ability to discern and acquire knowledge of tourism resources. The importance of resource concepts theoretically and empirically are treated and the difference between material and immaterial resources and their impact on tourism. Resources are examined critically from a geographical and a tourism perspective. Also treated are sustainable tourism, its growth and relation to ecotourism, which is also examined in terms of cultural and natural resources, importance to local development and nature preservation, and how these resources can be understood in concrete tourist activities. Examples of ecotourism are drawn from the national as well as international contexts.

Production and Consumption of Tourism 7.5 ECTS

The module deals with why and how the identity of a place affects our centre-periphery perspective. Material and immaterial symbols are discussed and the way they are used to produce tourism related to a localised and marketing perspective. Flows of international tourism are treated and factors affecting travelling on a global and individual level in terms of social, economic and environmental interplay. Students examine critically international articles to acquire an understanding of the way international tourism affects development nationally, regionally and locally. Students carry out an independent study, processing, compiling, analysing and presenting their findings on localising, marketing and symbols of tourist productions.

Tourism: Problems and Possibilities 7.5 ECTS

The module explores the constantly ongoing social changes setting the conditions for tourism today and tomorrow. Factors focused on are the climate, politics, demography, technology and economy. The starting-point is the different methods used in the tourism industry to predict the future such as trend analysis.

Development of Destination 7.5 ECTS

The basics of destination development are treated. Students work with tourism estimation models to create tools for designing destination plans. Different methods for collecting and processing data are treated along with sampling methods. Students carry out an independent project, totalling 7.5 ECTS cr.

Terms 3-4 Tourism studies with an emphasis on human geography and business administration

The second year involves tourism from different perspectives and in the context of human geography, natural geography and business administration.

Industrial Development and Entrepreneurship in Tourism 7.5 ECTS

Issues relating to industrial development and underlying factors are introduced and developed, providing the basis for exploring the conditions for developing tourism in terms of place,

individual and culture. The importance of entrepreneurship in various areas of industrial development is treated along with factors such as leadership, business plan and organisation.

Tourism in Time and Space 7,5 ECTS)

Theories and principles of localisation, strategic planning, business thinking and behavioural patterns are further explored. Three different perspectives of tourism localisation are presented: resource-oriented, network-oriented and market-oriented. The importance of clusters for developing tourist activities is emphasised.

Tourism: Marketing and Communication 7.5 ECTS

The module provides basic knowledge of the concepts and tools of marketing in theory and practice and students learn how to evaluate the marketing of places and tourist attractions in text and image and how to analyse the explicit and implicit messages. Web design is a component as is the issue of perceived service quality in relation to expectations.

Tourism: Experience and Innovation 7.5 ECST

The module focuses on the individual consumer's experience of a tourist service, emphasising the importance of understanding individual needs and finding innovative solutions in the form of visualisation and drama and narrative and pedagogical methods when developing and presenting new services.

Research Methods and Essay 7.5 ECTS

Different types of science paradigm traditions and the steps in the research process are treated. Methods for sampling, data collecting and processing are also treated. Methodological components are practised such as problem formulation and data collecting techniques. Students practise carrying out a project in a chosen area related to business administration or human geography, independently planning, performing and presenting an investigation based on academic works and their collected material in a scientific way. They also develop the ability to critically review other investigations.

Term 5

Optional courses, 30 ECTS cr.

Term 6 Tourism Studies

Specialisation courses in tourism studies:

Tourism, Places and Processes 7.5 ECTS

Issues of place and its importance to the tourist and tourism and the role of tourism in the globalisation process and the consumer culture expansion are treated. Aspects of tourism related to other important contemporary social processes are also dealt with. The issues and aspects are processed during an excursion at a specific place.

The Research Process in Social Science 7.5 ECTS

The module centres on advanced social science research method and theory of science with examples and exercises based on the fields of tourism and recreation. Students develop skills in problem formulation with social relevance and increased method awareness when relating theory to performance.

Degree Thesis in Tourism 15 ECTS)

Students independently plan, carry out and present a social science study of tourism, demonstrating ability to apply knowledge and to analyse the work others. The written thesis is presented orally at a seminar and each student serves as a discussant of another student's work.

Examination

Examination modes are specified in each syllabus.

Degree Awarded

Bachelor of Social Science

Major: Tourism Studies

Transfer of Credits

Students have the right to transfer credits from other universities in Sweden or abroad. The recognition of previous education as credit for part of a course is subject to approval by the examiner. The recognition of previous education as credit for an entire course is subject to approval by the Office for Student Services.

Additional Information

Duration

The duration of the study programme is indicated by the number of credits it yields as a full-time study programme; 40 weeks is equivalent to 60 credits. (Chapter 6, §2 of The Higher Education Ordinance, SFS 2006:1053).

Moving Up

In order to move up to the next level, students on the programme must meet the additional admission requirements specified in the course syllabuses.

Transitional Provisions

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements. This provision is valid until 30 June 2015.

Attendance

Attendance is mandatory for some course components, including seminars, laboratory work and excursions. Further information is available in each respective course syllabus.

Priority Admission

In accordance with university policy, students on the programme qualify for priority admission to other courses on a space availability basis.

Exchange Programmes

Students wishing to apply for courses at another university in Sweden or abroad have to make their own arrangements.

Elective Courses

Elective courses taken as part of the programme must not overlap with mandatory courses on the programme.

Local Regulations

Local regulations at Karlstad University stipulate the rights and obligations of staff and students.

Student Expulsion Procedures

As stipulated in the *Higher Education Act* Ch. 2, sect. 6, *SFS* 1992: 1434, and Regulations of Student Expulsion from Higher Education *SFS* 1987: 915, a student who suffers from mental disorder, abuses alcohol or drugs, or has been guilty of a serious offence endangering others or valuable property can be expelled until further notice. In such a case, the Rector files a complaint to the Expulsion Board of Higher Education, which investigates the matter and makes a decision. A decision of expulsion shall always entail that the student must discontinue the education until further notice. The Expulsion Board of Higher Education is responsible for all Swedish higher education institutions.