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 Faculty of Arts and Social Sciences

## Programme Study Plan

### Tourism programme

<b>Programme Code</b>	SGTUR
<b>Programme Title</b>	Tourism programme
<b>Credits</b>	180
<b>Approval</b>	The Programme Study Plan was approved by the Faculty Board for Arts and Social Sciences on 4 March 2020 and is valid from the autumn semester of 2020.
<b>Language of Instruction</b>	Swedish and English
<b>Degree Level</b>	Bachelor
<b>Type of Qualification</b>	General
<b>Prerequisites</b>	General admission requirements, plus upper secondary school level Social Studies 1b or 1a1 + 1a2 or A, and English 6 or B.  Optional courses may have additional requirements.

#### General Information

The Tourism Programme is a three-year Bachelor Degree programme with a major in Tourism Studies. It is a multidisciplinary subject centring on tourism as a social science phenomenon as well as an industry. The focus is on the potentials, conditions and effects of tourism on different places and destinations, and on how themes such as mobility, travelling and experiences affect everyday life,

society and culture today. Students develop broad and varied knowledge to analyse central issues in the tourism industry today and in the future, and thus prepare strategic planning and communication in the tourism industry.

The programme is geared towards social and spatial planning and communication. It includes courses based on human geography, media and communication, and business administration, dealing with planning, local and regional development, communication, marketing, business development and project management. Students have the option to study abroad or complete a practical placement course in the tourism industry.

The programme prepares students for planning related tasks in the tourism industry and for communicating and marketing destinations, products and businesses, as well as business and product development, sales and marketing in private and public operations. Examples of professional titles in the tourism industry with a focus on spatial planning and communication are tourism information officer, tourism analyst, tourism strategist, destination developer, industry and business developer, consultant, project and tourism coordinator, non-urban developer, tourism director, event manager.

### **Aims and Learning Outcomes**

The educational objectives are constituted by the national requirements for a Bachelor Degree and by the specific local programme requirements for the Tourism Programme at Karlstad University.

#### National objectives

##### *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 independently 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 independently in the main field of study.

##### *Judgement 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 on-going learning.

#### *Independent project (degree project)*

For a Degree of Bachelor students must have completed an independent project (degree project) worth at least 15 ECTS cr in their main field of study within the framework of the course requirements.

#### Local objectives

In addition to the national requirements, tourism students at Karlstad University shall be able to:

- analyse the role of tourism related activities in society,
- give an account of the role of tourism in the development of a socially, culturally, economically and ecologically sustainable society,
- identify and analyse the development and planning strategies in tourism from a local to a global perspective,
- define the fundamentals of communication and marketing in tourism,
- define the fundamentals of business and industrial development in tourism,
- explain the basic techniques and models of project management and planning and carrying out projects.

#### **Programme Structure**

This is a three-year full-time study programme (180 ECTS cr). In the first two semesters students study courses in tourism studies, which are concluded with a research project. Semesters 3 and 4 include courses in spatial planning, media and communication, business administration, entrepreneurship in in tourism and project management. In semester 5 students chose optional courses to profile their degree to their own professional and/or personal interests. They can take courses at Karlstad University or other universities in Sweden. Students have the opportunity to carry out studies at a workplace in the optional semester. Students are responsible for finding their own work placement, which must be approved by the instructor. The programme is concluded with a final specialisation semester in tourism studies, including an independent degree project of 15 ECTS cr. On completion of the programme, the students have earned 180 ECTS cr of which 90 ECTS cr are in their major subject tourism studies.

Instruction is in the form of lectures, seminars, laboratory sessions, excursions, and independent studies. Students have the opportunity to meet representatives of the tourism sector through guest lectures and study visits/excursions, possible practical placement in semester 5 as well as through the contacts they are expected to take when solving certain examination tasks. Excursions may entail extra costs for the students.

#### **Programme Curriculum**

Overview of the course of study is provided below. Note that programme courses can have other titles and be offered in a different order than stated here.

<b>Semester 1 – Tourism Studies I</b>	<b>Semester 2 – Tourism Studies II</b>
Tourism and social development, 7.5 ECTS Nature and cultural tourism, 7.5 ECTS	Production and consumption of tourism, 7.5 ECTS Event management, 7.5 ECTS

Spatial planning and sustainable tourism, 7.5 ECTS Marketing and communication in tourism, 7.5 ECTS	Tourism studies: Methods and independent project, 15 ECTS
<b>Semester 3 – Tourism planning and communication</b>	<b>Semester 4 – Business administration and project management</b>
Planning for local and regional development, 15 ECTS Communication and digitalisation, 7.5 ECTS Digital media and web publication, 7.5 ECTS	Business administration, 7.5 ECTS Entrepreneurship in tourism, 7.5 ECTS Project management in tourism: Spatial planning or communication, 15 ECTS
<b>Semester 5 – Optional courses</b>	<b>Semester 6 – Tourism Studies III</b>
Optional courses, 30 ECTS e.g. Practical placement: Tourism 30 ECTS	Bachelor degree project in tourism studies, 30 ECTS

#### Course descriptions:

##### *Tourism and Social Development, 7.5 ECTS cr*

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 significance as a social phenomenon, as an industry, and as an academic subject. Students are introduced to academic writing as a method and to the basics of the research process.

##### *Nature and Cultural Tourism, 15 ECTS cr*

The module is based on the production conditions in tourism for sustainable nature and cultural tourism. Students develop their ability to identify and acquire knowledge of and give an account of the material and immaterial tourism resources of different places through academic writing. The ethical and social aspects of tourism development are treated in terms of sustainable tourism and the balance between preserving and commodifying natural and cultural resources. Ecotourism and its role in sustainable tourism are emphasised.

##### *Spatial planning and sustainable tourism, 7.5 ECTS cr*

The course deals with basic concepts in the area of spatial planning with a focus on sustainable development and tourism as a phenomenon. Students acquire tools for planning sustainable tourism and destination development in terms of outdoor life as well as nationally and internationally.

##### *Marketing and Communicating Tourism, 7.5 ECTS cr*

The course deals with how the identity and image of places are developed and how different symbols can be used to build and market tourism. The course introduces the concepts and tools of marketing in theory and practice on the basis of service and tourism enterprises. Students analyse how places and tourist attractions are highlighted and treated in the form image and text in web-based destination marketing and study the ethical and legal perspectives on tourism marketing.

##### *Production and Consumption of Tourism 7.5 ECTS cr*

The course deals with the commodification process of, for example, how the Swedish nature and cultural tourism can be commercialised and sold on a tourism market. The course rests on consumption patterns and habits and how consumers experience tourism services. Students acquire tools to understand individual needs and potentials and consider them in developing new tourism services. The importance of the producers in developing new products and experience in the

tourism industry is emphasised.

*Event Management, 7.5 ECTS cr*

Students acquire basic knowledge of the experience and event industry and the skills and tools for planning and conducting an event, using methods of packaging, marketing and evaluating events.

*Tourism studies: Methods and independent project, 15 ECTS cr*

The course introduces research traditions, the research process and methods of collecting and processing data. The link between problem formulation and choice of data collection method is discussed in seminars. Students develop skills in planning, undertaking and presenting their own study in tourism. The study must be based on research publications and their own collected material. Students also review a fellow-students' project.

*Planning for Local and Regional Development, 15 ECTS cr*

The course introduces concepts and theories in human geography such as place, space, landscape, region, etc. and how these are used in tourism research. The importance of tourism industry and is discussed from the global to the local in the present and the past. Students develop skills in applying basic human geography analysis methods. The region, as an increasingly important political and administrative level is treated in relation to goals of sustainable regional growth and to the planning of tourism in Sweden and the EU. Presentation techniques are included and students review and assess regional development and growth programmes.

*Communication and Digitalisation, 7.5 ECTS cr*

The course centres on the current digitalisation and its effects on the tourism industry. Students acquire tools to explore how the development of social media and digital solutions affect tourism and develop knowledge of the use of digital tools and methods to develop and enhance the experience of a place.

*Digital media and web publication, 7.5 ECTS cr*

For the main part of the course, students carry out a project for digital publication. The course centres on the application of planned communication through the different problem-solving elements of the design process, which results in the production of a tourism project in digital channels adapted to the tourism industry. The course concludes with students' evaluation of their own and fellow-students' project in relation to the theory treated in the course.

*Business Administration, 7.5 ECTS cr*

The course introduces concepts and theories in business administration such as organisation, control, budgeting, calculation and leadership. The various potentials of places, individuals and cultures to develop tourism related industries are discussed.

*Entrepreneurship in Tourism, 7.5 ECTS cr*

The importance of entrepreneurship in developing tourism destinations is treated together with the conditions and circumstances of entrepreneurship in relation to the tourism industry. Students practise drawing up and evaluating a business plan for a tourism-related enterprise.

*Project Management, 15 ECTS cr*

The focus is on the individual project: how it is led and how individuals and groups develop in the

course of a project with a focus on either spatial planning or marketing. The course has two parallel tracks, namely project management methodology and the development of individuals and groups during the course of a project. Both tracks aim to ensure that the students acquire a frame of reference and shared terminology to describe the project environment in an organisation in terms of general project roles and models.

*Optional Courses, 30 ECTS cr, for example,*

*Practical Placement: Tourism, 30 ECTS cr*

The course comprises three modules that run parallel throughout the semester. Students are expected to be in contact with and/or take part in the activities of the placement organisation during all three modules. Module 1 provides an overview of tourism as a societal phenomenon and industry, the objectives of organisations in the tourism sector, and resources and procedures with a special focus on tourism, both in terms of sustainability and in terms of equality. Module 2 is focused on the practical placement where students contribute actively to common tasks in the workplace in order to acquire knowledge of various duties carried out in the tourism industry, for instance as regards planning, development, and marketing. Students and placement supervisors co-create a plan which specifies work tasks in terms of time and content. During the placement period, students are to be given the opportunity to apply theoretical knowledge in practice working in the tourism industry, and plan and carry out relevant and qualified tasks. Module 3 includes a degree project related to the practical placement. The project provides training in the independent formulation of a problem related to the operations of the placement organisation, and the planning, realisation, and presentation of an investigation based on data and theory.

*Bachelor Thesis in Tourism, 30.0 ECTS cr*

On the basis of current research, theory development and methods, students specialise in tourism studies by planning and completing an independent research project (15 ECTS cr) in tourism studies. The project is presented in the form of a thesis, which is discussed in seminar.

### **Degree Title**

Degree of Bachelor of Social Science

Major: Tourism Studies

### **Transfer of Credits**

According to the Higher Education Ordinance Ch. 6 Sec. 6–8 students have the right to transfer credits and have prior learning recognised upon approval.

### **Additional Information**

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

### **Previous revisions**

28 Oct. 2009, Reg.no FAK3 2009/266, valid from the autumn semester of 2010.

29 January 2015, Reg.no FAK3 2015/98, valid from the autumn semester of 2015

28 February 2017, Reg.no HS 2016/549, valid from the autumn semester of 2017

1 March 2018, Reg.no HS 2018/247, valid from the autumn semester of 2018

4 March 2019, Reg.no HS 2019/284, valid from the autumn semester of 2019