M. Sc. with a major in Business Administration, specialisation in Tourism and Hospitality Management (One year)
LULEÅ UNIVERSITY OF TECHNOLOGY

Master of Science with major in Business Administration (One year)

specialization in

Tourism and Hospitality Management
1. Program Title
Master of Science (One year) with a major in Business Administration, specialisation in tourism and hospitality management

2. Program Aims and Objectives
This program will help students to develop:

• Knowledge and ability within the tourism industry

• The ability to use and develop concepts and applications within the tourism industry

• The ability to lead and develop organizations in the tourism industry

• The ability to solve unstructured problems related to the field of tourism as well as identify solutions within research in the field.

3. Admission Requirements and Criteria

A. The applicant must have:

• An academic degree in Business Administration of at least 180 points.

Alternatively, a bachelor degree of at least 180 points with four years of managerial experience which should have contained financial responsibility

• Fluency in English.

B. Applicants are also required to submit the following for admission:

• Curriculum Vitae
• Academic transcripts and certificates (in English)
• A copy of the applicant’s passport
• Results of an English proficiency test. The tests accepted and the minimum scores are:
  - IELTS (academic): 6.0 (with no part of the test below 5.0)
  - TOEFL (paper based): 550
  - TOEFL (computer based): 213
  - TOEFL (Internet based): 79
LTU’s Admission office may grant exemptions in the following cases:
- Academic degree from a university in a country with English as the official language.
- Students who pass the admission interview will be granted conditional acceptance pending submission of the English Language test, with an acceptable score, during the program.

C. Selection process:
A team of Faculty members from Luleå University of Technology and the Partner University will interview all eligible applicants.

4. Requirements for Awarding a Degree
To successfully complete the program and receive the degree, students must have earned a “pass” grade in all the program courses, successfully defended and e-published his/her thesis, and fulfilled the language requirements.

After students have completed all the requirements, the Luleå University of Technology, Sweden, will confer the Degree of Master of Science (One year), with a major in Business Administration, specialisation in tourism and hospitality management.

5. Details of Syllabus and Teaching Methods to be Employed

A. Program Structure:
The structure of the program is based on six courses with a total of 45 points, and an MSc dissertation of 15 points during a one-year period. The program is divided into four quarters in one year.
### MSc in TOURISM AND HOSPITALITY MANAGEMENT (One year)

<table>
<thead>
<tr>
<th>No.</th>
<th>COURSE NAME</th>
<th>PTS.</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Structure and Function of Hospitality and Tourism</td>
<td>7.5</td>
<td>Tourism is a heterogeneous industry, comprising hotel, restaurant, transportation, travel/tour operation, recreation, heritage, and other sectors. Students of this course will learn about the structure and operation of tourism by getting to know each of the components, understanding their simultaneous distinction and interdependence, knowing their trade associations, valuing strategies which bring the sectors together, and mobilizing them all into one single industry front. Students will also appreciate the industry’s dependence on public resources as well as intra- and supra-structures of the host destination. The coverage of this course is as vast as the scope of tourism and its many sectors, which together constitute the largest industry in the world. In this course, the nature of tourism as a service product occupies the central role. The course will include discussions and analyses of concepts and methods which bring to light personnel mechanisms that operates in this field, as well as the need to understand the requirements and expectations of tourists, the ability of personnel to respond to these needs, and the importance of team work. The course also covers the place of education and training in this field, as well as future challenges and opportunities for managing this business.</td>
</tr>
<tr>
<td>2</td>
<td>Marketing in Tourism</td>
<td>7.5</td>
<td>Many sectors of tourism marketing are still in the early stages of development. This course covers the general theory of marketing, with special emphasis on service marketing. Marketing is seen as a management philosophy and as a set of techniques focused on customer needs and motives. The course also covers ideas and models from other marketing fields important to the tourism industry, such as relationship marketing and e-commerce. Because of the expanding nature of the industry, it is necessary to provide students of the hospitality and tourism program with the necessary planning tools, including the arts and sciences of resorts and the development of attractions. This course will prepare students to conduct feasibility studies for developing new resorts and old or new tourism attractions. It will help students to understand the risks and</td>
</tr>
</tbody>
</table>
opportunities involved, to compare and position new products in the face of competing offers, to market and promote enterprises, to assess their success, and to adjust performance in relation to customer feedback and secondary data.

<table>
<thead>
<tr>
<th>3</th>
<th>Research Methodology</th>
<th>7.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>The lectures will focus on research approaches and research methods. Scientific methods regarding business administration/tourism problems will be discussed in seminars. The course provides knowledge about the statistical methods needed for effective decision making in business administration concerning financial analysis, product planning, and prognosis and marketing research. The course will also create awareness of the underlying principles of statistics in business administration, and the use of statistical techniques and statistical analysis in business administration and the economy.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4</th>
<th>Economics of Tourism</th>
<th>7.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today tourism is recognized as the largest trade in the world. With the provision of service/hospitality at its core, it is a labor-intensive/job-generating industry. Upon completion of this course, students will understand the basic principles of economics of hospitality and tourism, learn about demand formation, comprehend the supply side, recognize seasonality and how to handle it, understand the economic role of tourism in developing countries, recognize the place of foreign exchange in the development process, and learn to put into practice strategies which meet the economic goals of hospitality/tourism enterprises as well as national governments. The tourism industry and its many sectors operate within certain local, national, and international parameters. The course begins with a history of policy and policymaking in hospitality and tourism. It shows students how to analyze the subject matters and how to deal with the importance of tourism and hotel policies. It also teaches an understanding of why and how policies should be informed/developed, how to act proactively, how to learn methods influencing policymakers, and how to comprehend the role of national (non)government agencies in the hotel, restaurant, and tourism industry in the formation/implementation of broad and specific tourism policies. This seminar comes after the Tourism and Hospitality Law course.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Hotel and Restaurant Management</td>
<td>7.5</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>6</td>
<td>Sociocultural Systems of Tourism</td>
<td>7.5</td>
</tr>
<tr>
<td>7</td>
<td>Thesis in Tourism and Hospitality Management</td>
<td>15</td>
</tr>
</tbody>
</table>

B. Thesis project and research:

Towards the end of the program, students will start with the thesis work. A selected member of the Faculty will provide supervision throughout the thesis. A student interested in a particular development project may seek permission from the program director to focus on any executive development project designed to help his/her personal/career development by engaging in a process of self-reflection and action. Following defence of the thesis, the full text needs to be registered on Luleå University Library’s Web site and be e-published according to the LTU rules and regulations.
C. Teaching/Learning Methods and Strategies:

The program’s teaching staff consists of:

- The teaching staff of Luleå University of Technology, who come from different universities around the world
- Teaching staff from the Partner University. All the courses combine theory and practice, and the latest concepts and technological tools are applied to real business problems.

Graduate studies make use of a range of teaching methods appropriate to the particular topic. As an aid to studying, the mix of teaching methods includes the following:

- face-to-face teaching with seminar room discussion and focus groups;
- individual research with group projects and exercises;
- oral presentations with written reports;
- analytical approach with case methodology;
- individual and group meetings with tutors and visiting speakers.

D. Teaching Resources:

Consistent with the quality standard policy of Luleå University of Technology, it is expected that the class will not at any time exceed 40 students, i.e. large enough to provide diversity of experience, yet small enough to encourage discussion, creating a cooperative but dynamic learning environment.

The electronic library resources of Luleå University of Technology will be made available online to students and faculty active in the program. Through the LTU Library, students can access databases for articles, etc.

All students and relevant teachers are given access to the Fronter system, a learning management system. Virtual classrooms can be created via this interactive online platform. Teachers can upload material they wish to share with students, contact students, etc. Teachers will be provided a username, password, and a course classroom if they wish to use this system.

E. Learning and Development:

The benefits of the ‘blended learning’ approach, including the methods and resources mentioned above, are flexibility and customization of teaching and learning. Interaction between foreign professors with international experience and students equipped with local knowledge often result in synergistic effects that contribute to continuous development of the program.

All courses require attendance over a two-semester period. This would include lectures, tutorials, discussions, seminars, and presentations in conjunction with either tutorials or workshops. The lecturing style tends to be participative, and lectures frequently incorporate case analysis and discussions. Thus, centered on problem-based learning and
action learning, the learning methods emphasize the use of case studies, discussions, presentations, group work, and digital media. Computer and other simulations are used.

The student is expected to undertake independent study involving reading, research, personal investigation, and completion of tutor-directed tasks. The program will also provide the opportunity to visit various organizations to experience first hand the application of theoretical learning. Additionally, industry practitioners are invited as guest lecturers to share their experiences and disseminate best practices.

6. Assessment of Students’ Performance and Achievements
A range of assessments is available across the program and within each of the courses. While assessment includes oral presentations and written examinations, the main assessment vehicle is individual written assignments – reports, case study analysis, business plans – prepared by students and submitted online by a given deadline. Each course taught normally ends with the submission of two pieces of work. Good student performance depends on evidence of individual research, wide reading, critical thinking, and creative application of theories to real-life problems and situations.

One principle of the program’s assessment strategy is that course assignments will, as much as possible, allow the student to choose the context, organization, or scenario in which to apply the theories learned.

The thesis must demonstrate the student’s ability to plan and conduct research at Master’s level. This is an important element of the program which the student undertakes independently with the support and guidance of the thesis supervisor.

7. Contact Information
Professor Esmail Salehi-Sangari
Telephone: +46 70 585 18 44 (mobile)
Telephone: +46 920 49 16 59 (office)
Fax: + 46 920 49 10 83
e-Mail: ess@ltu.se