

**Tourism and hospitality is an important, growing future industry that holds many opportunities for Sweden. One critical success factor, however, is the competence to be able to drive professional business development. The Tourism & Hospitality Business Development programme increases the student's ability to identify, develop and launch business opportunities in close co-operation with the business community, local authorities, regions and interest groups.**

#### **EDUCATIONAL GOALS**

The main goal of the programme is to give you the ability to build successful destinations, i.e. to identify, develop and launch business opportunities in the field of tourism and hospitality. The programme also aims to build your ability to pursue the development process in dialogue and co-operation with various interested parties.

On completion of the programme, you will know:

- What makes a destination successful today and in the future
- What the business development process looks like for a destination
- How to manage a destination project
- How to organise a destination
- How to market/sell a destination offering

The programme gives you the expertise to work as a destination developer, a project manager in tourism and hospitality, a future tourism manager, a business developer for regions, local authorities and companies, a centre manager, an events manager, and to run your own business in the tourism and hospitality sector.

#### **PROGRAMME CONTENT**

The programme intertwines theory, practical application and training which develops your personal skills. The programme areas are realistic as they are founded on relevant theory, teaching staff from the private sector, local authorities and tourism, as well as reality-based exercises, simulations and work experience (Learning at Work).

The programme provides an overall perspective on how to successfully build destinations by integrating various areas of expertise. During the programme you will also be given tools to develop your self-insight and how your actions affect others, whether individuals or groups.

#### **Tourism & Hospitality industry expertise**

This module aims to provide an introduction to the tourism and hospitality industry, its history, development and trends for the future. It gives you an understanding of the national and international conditions of tourism, as well as its economic importance to companies and communities.

#### **Business acumen**

This module provides an understanding of how to organise, manage and develop a business operation. The module provides a general and fundamental idea of all aspects of a business operation, and also provides an understanding of the connection between finance, marketing, organisation and leadership. It not only provides a broad general view in terms of knowledge, but also the chance to apply the programme's ideas in practical cases and business simulations.

#### **Market analysis**

This module covers the process of how to produce foundation material for various types of marketing decision, and why. You will learn how to analyse a decision-making situation, and how to use this analysis to determine what type of data is required to support the business measures under consideration. Knowledge and skills are also given in using various information collection methods and in purchasing market information.

#### **Business development**

This module trains you in working with business development on a practical level, i.e. creative idea generation, scenario planning for business opportunities, business environment and consequence analyses, and developing a business plan based on a business concept. We also go through how to package a destination and service offering, and how economic, ecological and social systems depend on each other, what a sustainable society entails, and how to

## **Tourism & Hospitality Business Development**

#### **Admission requirements**

Successfully completed upper secondary school education or equivalent. IHM Business School also requires at least three years' practical working life experience. All applicants are interviewed (verbal test) prior to admission and take a diagnostic test in mathematics.

#### **Scope**

This is a full-time, two-year Diploma programme (80 weeks). The programme comprises eight modules, two projects, three work experience periods and a graduation project. The modules finish off with an individual examination and/or the submission of course work.

#### **Level**

The programme leads to an Advanced Vocational Education and 400 YH/HVE points. After successfully achieving a pass, a Diploma and graduation certificate are awarded

#### **International degree level**

In 2000, IHM Business School was accredited by the American organisation NEASC (New England Association of Schools and Colleges). This accreditation is comparable to ISO certification and is a hallmark of quality for IHM Business School as an education provider. Thanks to the accreditation, our programmes have been assigned American credits which enable overseas education providers and employers to accurately assess our education programmes. The programme results in 70 US Credits, i.e. an international Diploma.

manage your strategies so that they create competitive advantages on the market of today and the future.

#### **Operational control and quality assurance**

This module equips you with the tools to manage, steer and develop an operation by for example setting goals, creating and developing working methods and processes, organising and following up an operation. It also clarifies the importance of interplay between development and implementation – making it happen! You also gain an understanding of quality assurance, quality management and follow-up.

#### **Project management**

A project organisation entails great challenges for project managers, project participants and clients alike, as they are often extremely complex and varied. Keeping the project together while achieving business objectives requires access to effective tools for analysis, planning and steering the process. This module provides knowledge and skills in project methodology in line with the International Project Management Association, IPMA, which certifies project managers at various levels.

#### **Marketing and selling destinations**

A module based on the strategic decisions taken while developing a destination, and how they influence the operational marketing and selling. This module provides knowledge of target groups; their wishes and requirements, and methods for analysing, sorting, reaching and influencing different target groups. One important aspect of this module is drawing up a communication and marketing plan.

#### **One-on-one sales**

As part of the destination development process, the concept and proposal need to be sold and communicated to various stakeholders. Many good business opportunities come to nothing due to an inability to listen, gauge, present and argue a case. This module therefore provides you with concrete examples and methods for creating your own selling and communication style. You learn how to use checklists, discussion and question templates in order to further develop your sales technique yourself. Practical negotiating techniques are another skill covered here.

#### **Graduation project**

The aim of the graduation project is to tie everything together, i.e. to combine the knowledge and skills gained during the programme. The result is a business report for a destination offering. The graduation project is carried out in groups of 4-5 students, and each group develops a destination offering. The programme is rounded off with a report on the graduation project, in both written and verbal form, in front of instructors, opponents, the examiner and the client.

#### **Learning at Work**

During the programme you will carry out three nine-week Learning at Work periods, a total of 27 weeks. The aim is to give you an opportunity to apply your new-found knowledge and to gain working life experience in the industry and profession your programme focuses on. In connection with these periods, you will also be assigned tasks to complete. The periods are of such a quality that there is a clear benefit for the client.

*The programme content may be subject to change without prior notice.*

#### **Advanced Vocational Education**

The programme is an Advanced Vocational Education carried out on behalf of the Swedish National Agency of Advanced Education. The programme is free of charge and is eligible for study allowance. Read more about the Advanced Vocational Education at [www.yhmyndigheten.se](http://www.yhmyndigheten.se)

#### **Interested in finding out more?**

Attend an information meeting by registering at [www.ihm.se](http://www.ihm.se) or contact one of our consultants. Call 0200-24 00 24 from Sweden, +46 (0)31-335 20 00 from abroad or e-mail [info@ihm.se](mailto:info@ihm.se)

## **Business in progress**

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