



During the Viking Age (ca 800-1050 AD) Scandinavians travelled further than Europeans had ever done before and established regular communications over great distances. The vikings exploited the eastern world, explored the uncharted waters of the North Atlantic Ocean and discovered America. They colonised rich commercial centres from Anglo-Saxon York to Kiev in Russia, sailed around the Iberian Peninsula into the Mediterranean and served as mercenaries at the court of Byzantium.

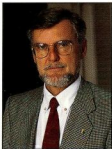
Times are changing

The industrial society is being transformed into an information society. Mobility is increasing. Curiosity and the desire to travel are becoming greater and greater.

It goes without saying that tourism is bound to increase in the future. Even now the tourist industry employs more people than any other industry viewed in a global perspective.

Training and research are essential for every business or organization that wishes to improve its customer relations and its products. This also applies to a high degree to the tourist industry.

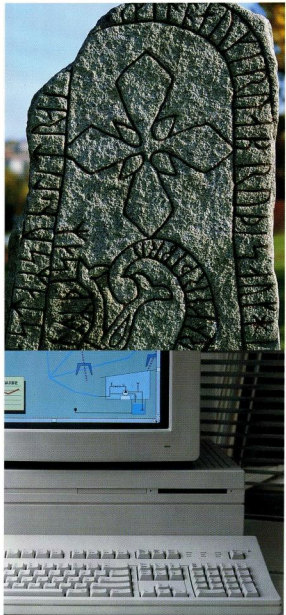
Founded in 1992, the Department of Tourism Studies at Mid Sweden University in Östersund is the first Scandinavian university department specializing in tourism research and higher education within this rapidly expanding field.

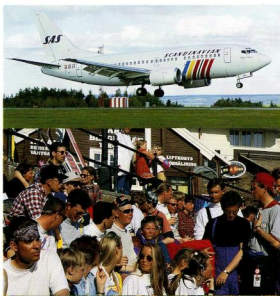


BENGT SAHLBERG
Head of Research



LARS NYBERG
Head of Department





The Tourism Management Programme

The Tourism Management Programme started back in 1978 as a 2-year Diploma programme. Today the department can offer its more than 200 students a Bachelor's and a Master's Programme in Tourism Management. The students are recruited from all part of Sweden (and abroad). Only a limited number of students are accepted every year from a large body of applicants.



The programme is designed to prepare for a wide range of careers in tourism and travel management. It is interdisciplinary within the social sciences and the studies are integrated with qualified applications from the tourism sector. Marketing, management and planning aspects are emphasized. International cooperation through ERASMUS and other agreements for student and staff exchange is continuously expanding.



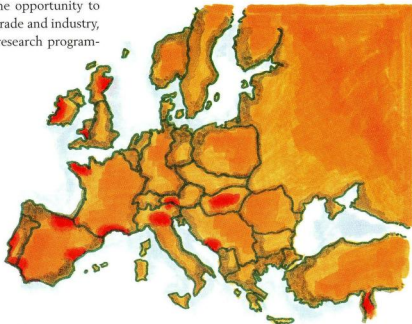
The department is among the first in Sweden to offer its students an advanced personal computer with access to special databases for tourism education and research.

International studies and research networks

During the third semester of the programme there is a period of field work which is a unique form of international academic study. The period of field work is designed to provide extensive knowledge of development strategies and methods for the planning of sites, establishments, operations and product areas. The student compares theory and practise and studies the effects of tourism on national, regional and local employment, on culture and on the economy. During this period she/he is also given the opportunity to make international contacts with trade and industry, embodying tourism training and research programmes for future cooperation.



Previous field course areas are marked in red.



Research program

The department has an extensive research programme, focusing on a number of important topics: destination marketing and development, demand studies including decision processes, visitor security aspects and pricing problems and also development of information technology and transport networks as a basis for new tourism initiatives.



In this work the department has the great advantage of access to a large national and international network of experts from both the academic world and industry. Five Visiting Research Professors, from three continents, give their advice on our projects.

Department staff members have an academic background in such differing areas as business administration, economics, human geography, history, law and technology. Information technology is a growing new subject.

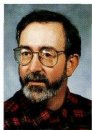
Department staff regularly take part in conferences within and outside Sweden. As part of this development the department organizes international conferences. In the spring of 1993 the department hosted the annual conference of the Tourist Research Centre (TRC). February 1994 an International Wolf Symposium was held. In June 1995 the department will open its doors for a global conference on Security and Risks in Tourism and Travel.

On the initiative of the department, Mid Sweden University will be the only Scandinavian university taking part in a long term global study of attitudes to science and research. In 1995 the department will be awarded Scandinavia's first professorate in the new subject of research communication.

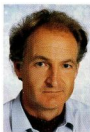
The most extensive survey on travel habits and the travel statistics data base (Swedline) are located in Östersund, and a creative cooperation is established with the department.



Visiting Research Professors



Dr THOMAS HEBERLEIN (sociology) is at the University of Wisconsin-Madison, USA. His research covers several fields including the development of methods to measure and evaluate environmental attitudes and perceptions, the valuation of natural resources, wildlife management and recreation behaviour.



Dr JOSEF MAZANEC (business administration) is the head of the Institute for Tourism and Leisure Studies at the Vienna University of Economics and Business Administration. His research centres on marketing and market segmentation. In his work qualitative analysis is used as a basis for marketing models.



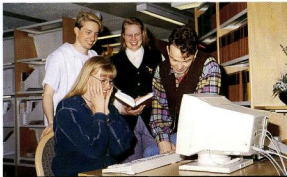
Dr JAFAR JAFARI (cultural anthropology) teaches tourism at the University of Wisconsin-Stout, USA. His research expertise include tourism and culture change, tourism in developing countries and tourism research and training. He is Editor-in-Chief of Annals of Tourism Research and Founding President of the International Academy for the Study of Tourism.



Dr DOUGLAS PEARCE (geography) at the University of Canterbury, Christchurch, New Zealand, is a well known researcher and textbook author in the areas of tourism planning and development. He is also working on organizational issues on different levels within the tourism sector.



Dr STEPHEN F. WITT (economy) holder of the Lewis Chair of Tourism Studies in the European Business Management School, University of Wales, Swansea, UK, is widely known for his research on econometric modelling of tourism demand and comparing tourism forecasting methods. Other research interests include hotel management and heritage tourism.



Mid Sweden University – a new concept

Mid Sweden University is Sweden's first network university. This means that coordination within a network should be the basis for creative development of academic education and research. The basis of the university network is two equal parts which have joined together to form a new whole, where the parts complement and strengthen each other. The cooperation between the universities of Sundsvall/Härnösand and Östersund, which, with their broad network of national and international contacts, offers education and research opportunities of the highest quality. And all this is being achieved without sacrificing any of the more personal and informal atmosphere typifying a smaller university. Mid Sweden University is a "European Documentation Centre", which means that students, lecturers and researchers have access to everything published within the EU and its various bodies.

8.000 students
50 training programmes
400 courses
600 staff



A topographic map of Scandinavia, showing the mountainous terrain of Norway and Sweden. A red dashed line representing the Arctic circle is drawn across the upper portion of the map. Three red dots are placed in central Sweden, marking the locations of Östersund, Härnösand, and Sundsvall. The map uses a color gradient where darker green and brown tones represent lower elevations and lighter yellow-green tones represent higher elevations. The surrounding seas are depicted in a deep blue.

Arctic circle

ÖSTERSUND

HÄRNÖSAND

SUNDSVALL



Östersund – the student town

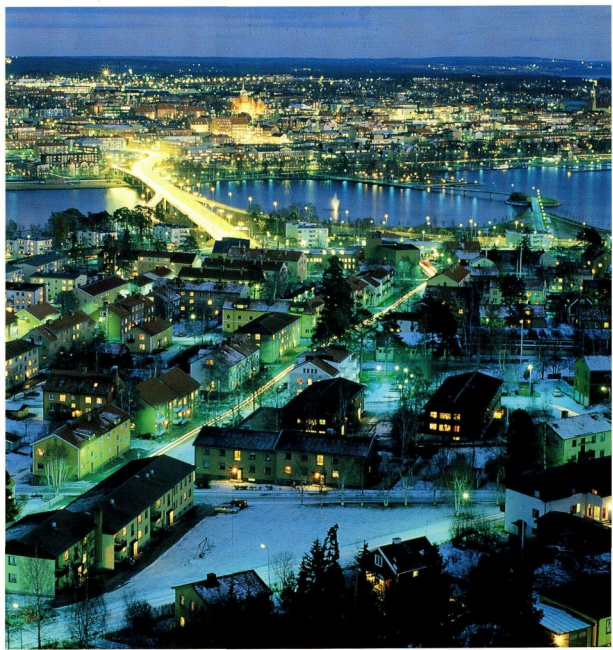
Östersund is the centre of an important tourist region in central Sweden. Östersund is close to everything and everyone. There is a lively student atmosphere with all kinds of activities throughout the year. The numerous restaurants and pubs abound with patrons. And as Sweden's only town commanding a view of the Swedish Alps, even greater adventures are waiting just around the corner.



There are excellent communications to Östersund. Flights to Stockholm take a mere fifty minutes and in a few years the high speed train service along the Atlantic Line will be completed connecting Stockholm and Östersund with Trondheim in Norway.

Östersund is, quite simply, an excellent student town, combining the pulse of a big city, the heart of a small town, a harmonious student environment and adventure into a special experience.







DEPARTMENT OF TOURISM STUDIES, MID SWEDEN UNIVERSITY
S-831 25 Östersund • Sweden • Tel +46 63 16 53 73 • Fax +46 63 16 54 88
E-mail: Tourism.Studies@tur.mh.se
