



World World Tourism University University

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WTU - WORLD TOURISM UNIVERSITY

A World Tourism University is the next challenge facing Östersund.

Tourism, which is already the largest business in the world, is still growing considerably. There is a strong need to concentrate on a development which involve a responsible exploitation of both natural environment and local culture.



A NETWORK FOR SUCCESS

At the moment, expertise in tourism teaching, research and development is divided into a number of small institutions worldwide. Östersund is now introducing a new model of a university with a central campus and advanced IT-techniques linking expertise and resources from different parts of the world.

The education programme is aimed at decision-makers i.e. future departmental heads of government ministries, national organisations and regional and local authorities. The programme is designed to be applicable to conditions in developed as well as developing countries.

The international base of the programme will be Östersund but cour-

ses will partly be given through distance tuition. Practical parts of the programme can be offered at different sites all over the world. Both teachers and teaching material will be obtained from an international network.

The length of the education period will be between 8 and 15 months. Approximately 100 students will start their education each year. The language is English.

After completion of the programme, former students can maintain contact through a network for continual skills development and support at a local level.



RESEARCH FOR DEVELOPMENT

The university will carry out research programmes. Priority will be given to subject areas which are linked to the greater, long-term changes in tourism. Examples are "the economic basis of future exploitation and implementation", "changes being brought about by IT-technology" and "future tourism in view of safety and security, quality and environment".

All research projects are contracted for and the in-house resources for research at Östersund will be limited.

Instead, research groups will be appointed on the basis of externally financed projects. This allows access to the best expertise in the field for each project.



DOCUMENTATION CENTER

To gain access to scientific material, information from the travel and trade industry, published material, statistical surveys and registers of key people within the research field, organisations, the media and leading companies, a Documentation Center will be associated with the university.



GLOBAL ORGANISATION

The university will be run by a trust fund, which aims to achieve diplomatic status. The proposed owners represent international organisations, both within and outside the tourism industry. The financing scheme is based on a combination of trust fund capital, scholarships, research consultancies, sponsorship and contributions to running costs from international aid agencies and others.

The university's board of manage-

ment will be internationally recruited. An international "think tank", consisting of approximately 80 members including the leaders of international companies and organisations, will support the trust fund.



LOCAL CONNECTIONS

The city of Östersund and the county of Jämtland have a number of important reasons for the establishment of a World Tourism University.

Tourism is a significant factor in the Jämtland economy. Mid Sweden University with the Department of Tourism Studies is a dynamic force in the region. A number of tourism-based organisations have established their headquarters in Jämtland.



HITTING THE GROUND RUNNING

A pilot study for the project has already been prepared. A prospectus is in production and an invitation to participation will be sent out during 1995. The World Tourism University is expected to be inaugurated in 1997.