



Linnéuniversitetet

Kalmar Växjö

Kursplan

Organisationskommittén

Institutionen för marknadsföring och turismvetenskap

1TR792 Hospitality Management (U), 7,5 högskolepoäng

1TR792 Hospitality Management (U), 7.5 credits

Huvudområde

Turismvetenskap

Ämnesgrupp

Turism- och fritidsvetenskap

Nivå

Grundnivå

Fördjupning

G1F

Fastställande

Fastställd 2009-06-15

Senast reviderad 2022-12-05 av Ekonomihögskolan. Ändrad institutionstillhörighet.

Kursplanen gäller från och med vårterminen 2023

Förkunskaper

Special eligibility: 22,5 ECTS in Tourism Studies or the equivalent.

Mål

After completing this course the student should be able to:

- analyse and describe the service provision of hospitality products
- develop a basic understanding of the intangible and culturally endowed product
- understand and implement the concept of hospitality management as a tool for understanding the conditions of work and organisation in the hospitality industry

Innehåll

The course is based on research findings within the subject area in relation to the context of social sciences.

- The hospitality product
- Organisation and conditions of work – A culture service-industry?
- Performativity, cultural gate-keeping, service delivery
- Gender, transnational and intercultural dimensions

Undervisningsformer

The tuition consists of lectures, guest lectures, seminars, case studies and group exercises. Guest lectures and seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these.

The course consists of 6-8 lectures and additional guest lectures, 3 seminars and one workshop.

Examination derives from assessments of the quality in assignments and presentations.

Examination

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Kursvärdering

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Kurslitteratur och övriga läromedel

Obligatorisk litteratur

Required literature

Carlzon, J. (1989). Moments of Truth. New York : Harper and Collins 135 s. ISBN 0-06

Goffman, E.(2005, ursp. 1959). The Presentation of Self in Everyday Life. London : Penguin Books 256 s. ISBN 0-1401-3571-5

På svenska:

Goffman, E (2004). Jaget och maskerna : en studie i vardagslivets dramatik .4. uppl. Stockholm : Norstedts. 238 s. ISBN 91-7227-418-2

Kandampully, J., et.al.(ed.) (2001). Service Quality in Hospitality, Tourism and Leisure. Binghamton : Haworth Hospitality Press 340 s. ISBN 0-7890-1141-7

Korczynski, M. (2002): Human Resource Management in Service Work, Basingstoke: Palgrave, 237p. ISBN 0-333-77441-8

Additional teaching material

Additional readings, articles etc. of approx. 100 pages

Reference literature

Gunnarsson, J. Blohm, O (2002). Det goda värdskapet : konsten att få människor att

känna sig välkomna. Stockholm : Dialogos 132 s. ISBN 91-704-154-5