



Course syllabus

School of Business and Economics
Department of Organisation and Entrepreneurship

1TR505 Turismvetenskap I – Scandinavian Tourism Management, 15
högskolepoäng

Tourism Studies I – Scandinavian Tourism Management, 15 credits

Main field of study

Tourism Studies

Subject Group

Tourism and Recreation Studies

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by School of Business and Economics 2019-02-07

The course syllabus is valid from autumn semester 2019

Prerequisites

General entry requirements. General entry requirements and English B (Field-specific entry requirements 2/A2).

Objectives

Module 1: Tourism and the Scandinavian realm, 7.5 credits

After completing the module the student is expected to be able to:

- describe Scandinavian tourism as a business and societal phenomenon
- explain the historical and contemporary development of Scandinavian tourism from the standpoint of general societal development
- distinguish basic scientific, social and ethical aspects of tourism

Module 2: Scandinavian Tourism, 7.5 credits

After completing the module the student is expected to be able to:

- portray destination development within Scandinavian tourism
- explain the role of tourism in different Scandinavian regions
- analyze historical and contemporary Scandinavian tourism from the standpoint of different travel motives

Content

Module 1: Tourism and the Scandinavian realm, 7.5 credits

This module provides an introduction to tourism in Scandinavia as a social phenomenon and business, with examples from the various Scandinavian countries. The historical and

contemporary development of tourism in Scandinavia are put in relation to general societal development. In addition, also fundamental scientific and ethical aspects of tourism are considered.

Module 2: Scandinavian Tourism, 7.5 credits

This module addresses Scandinavian tourism with a focus on destination development. Particular attention is given to the role of tourism in various Scandinavian regions. Also covered are various types of travel motives with regards to the historical and contemporary Scandinavian tourism.

Type of Instruction

The following applies to all course modules:

The course consists of lectures, seminars, case studies and group exercises but on occasion also guest lectures and excursions. Guest lectures, seminars and excursions are compulsory. Dates for obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Module 1: Tourism and the Scandinavian realm, 7.5 credits

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

Module 2: Scandinavian Tourism, 7.5 credits

Assessment of the student's attainments is carried out by means of a written report with an introduction and a complete seminar.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the module at the latest.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1TR715 and 1TR716, 15 credits

Required Reading and Additional Study Material

Required reading

The following applies to all course modules:

Butler, R., Hall, C. M. & Jenkins, J. (Eds.). *Tourism and recreation in rural areas*. London: Wiley & Sons. Latest edition. About 260 pages.

Hall, C. M., Müller, D. K. & Saarinen, J. (Eds.). *Nordic Tourism – Issues and Cases*. Bristol: Channel View Publications. Latest edition. About 290 pages.

Löfgren, O. *On holiday: A history of vacationing*. California: University of California Press. Latest edition. About 340 pages.

Page, S. J. & Connell, J. *Tourism: a modern synthesis*. London: Cengage Learning. Latest edition. About 250 pages.

Page, S. & Hall, C. M. *Managing Urban Tourism*. Essex: Pearson Education Ltd. Latest edition. About 390 pages.

Selected journal articles, particularly from:
Scandinavian Journal of Hospitality and Tourism. Routledge. About 500 pages.