



## Course syllabus

School of Business and Economics  
Department of Organisation and Entrepreneurship

1TR512 Turismvetenskap I - introduktion till turism, 15  
högskolepoäng

Tourism Studies I - Introduction to Tourism, 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.

## Objectives

### **Module 1: Contemporary Tourism and its History, 6 credits**

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

- briefly understand tourism as a business and as a social phenomenon, both nationally and internationally
- briefly describe historical and contemporary tourism, and how the general social development can work as a model of explanation for how tourism has been formed
- account for the tourism branch's building blocks and definitions and understand the concept destination within the travel and tourism business
- account for tourism's actors, and under what conditions the work, as well as their method of working with tourism products
- on the basis of a integrated sex, and gender, perspective, briefly discuss how contemporary and historical tourism is characterized by conceptualizations of sex, class and ethnicity

### **Module 2: Why People Travel, 4 credits**

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

- account for what characterizes business travel and leisure travel
- briefly describe the main features of today's leisure and business travel

- account for different motives for historical and contemporary travel
- briefly describe the growth of mass-tourism
- briefly describe the development of alternative forms of tourism
- account for different forms of business travel
- briefly describe health, risk and safety from an individual perspective

### **Module 3: The Business of Tourism, 4 credits**

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

- briefly describe what it means to run a business in general and a tourism business in particular
- briefly describe and explain specific features for the operation of a tourism business
- understand what characterizes a tourism business
- understand how one can work in order to ensure that the product one offers is of quality
- understand the importance of business planning on the basis of business ideas and operational goals
- on the basis of business ideas and goals, design a simple business plan
- briefly describe and explain the importance of entrepreneurs within the tourism branch
- briefly describe health, risk and safety from a business perspective
- briefly account for how gender structures influence business in general, and within the tourism branch in particular

### **Module 4: Excursion and report, 1 credit**

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

- present in writing a place based on its historical and touristic importance as well as its role in a wide region
- carry out an oral presentation with the intention of representing a place

## **Content**

The content is built on research within the subject area and its relation to a social-scientific context.

### **Module 1: Contemporary Tourism and its History, 6 credits**

The module contains:

- the branch's building blocks and definitions
- the development of travel - an overview
- mobility and destinations

### **Module 2: Why People Travel, 4 credits**

The module contains:

- the individual
- leisure travel
- business travel

### **Module 3: The Business of Tourism, 4 credits**

The module contains:

- running a tourism business
- business and entrepreneurship
- tourism business from a gender perspective

## **Module 4: Excursion and report, 1 credit**

The module contains:

- the relationship between place and region
- writing of report
- excursion

## **Type of Instruction**

The following applies to all course modules:

Teaching is in the form of lectures, guest lectures, seminars and study visits and trips. During guest lectures, seminars and study visits and trips attendance is obligatory. Compulsory elements are stated in the schedule.

## **Examination**

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

### **The following applies to course module 1-3:**

The course will be examined through oral and written paper presentations as well as through a written exam. Active participation in mandatory seminars is required for a pass grade.

### **The following applies to course module 4:**

The course will be examined through a written report and an oral presentation.

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: 1TR510 and 1TR511, 15 credits

## **Required Reading and Additional Study Material**

### **Required reading**

The following applies to all course modules:

Becker, Elisabeth (2013). *Overbooked: The exploding business of travel and tourism*. Simon & Schuster: New York. 448 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.

Additional study material. About 250 pages.