



Course syllabus

School of Business and Economics
Department of Organisation and Entrepreneurship

1TR516 Tourism Studies I - The Tourism Production System, 15
högskolepoäng

Tourism Studies I - The Tourism Production System, 15 credits

Main field of study

Tourism Studies

Subject Group

Tourism and Recreation Studies

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by School of Business and Economics 2014-12-11

The course syllabus is valid from autumn semester 2015

Prerequisites

Tourism Studies I, 15 credits and English B/English 6 or the equivalent.

Objectives

MODULE 1

The Tourism Production System I, 6 hp

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

- ≍ conceptualize various analytic approaches related to concepts of networks and collaboration in tourism
- ≍ describe concepts of modernity, post-modernity, information society, service society, fordism, post-fordism and network society, in their historical trajectories and in their interactions

MODULE 2

The Tourism Production System II, 6 hp

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

- ≍ apply these approaches (Subcourse 1) to the systematic informational, experiential, economic, etc. relations of the more or less temporary characteristics of the tourist product
- ≍ express an understanding of the notion of 'the production of tourism' and embrace the ephemeral nature of tourist products and experiences

- ≍ describe a theoretical as well as practical view of how, and under what conditions collaboration and network logic are created, the role they play, how they strategically can be used and the consequences for the society that they might have

MODULE 3

Field assignment, 3 hp

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

- ≍ apply theoretical perspectives on empirical material
- ≍ work with an academic style of writing
- ≍ present empirical findings in an academic context

Content

MODULE 1

The Tourism Production System I, 6 credits

An orientation in social science concepts and how they relate to the modes of production practiced in tourism, i.e. how various agents are involved and how these can be looked upon analytically.

MODULE 2

The Tourism Production System II, 6 credits

Tourism as a system of relations and ties, of public and private interests, image making processes, planning and management procedures, in conjunction with perceived levels and perspectives of analysis.

MODULE 3

Field assignment, 3 credits

A fieldwork where the student collects empirical material in perspective of the contents in module 1 and 2, writes an article, using guidelines from leading scientific journals, and makes an academic presentation.

Type of Instruction

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. Obligatory parts are stated in the schedule.

Examination

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

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies and written exercises.

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. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from 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 course/module at the latest, as well as how grades on separate elements of

examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Barney, D. *The Network Society*. Cambridge: Polity. Latest edition, about 198 pages.

Bryman, A. *The Disneyization of Society*. London: Sage. Latest edition, about 198 pages.

Kamfjord, G. *Turism och affärsresande: Nya idéer och strategier*. Stockholm: Sellin & Partner. Latest edition, about 236 pages.

Lindstedt, I. *Textens hantverk: Om retorik och skrivande*. Lund: Studentlitteratur. Latest edition, about 146 pages.

Poon, A. *Tourism, Technology and Competitive Strategies*. Wallingford: CAB International. Latest edition, about 370 pages.

Urry, J. *The Tourist Gaze*. London: Sage. Latest edition. Latest edition, about 183 pages.

Wearing, S., Stevenson, D. & Young, T. *Tourist Cultures: Identity, Place and the Traveller*. London: Sage. Latest edition, about 184 pages.

Scientific articles, approx. 200 pages

Reference literature

Castells, M. *Informationsåldern Bd 1 Nätverkssamhällets framväxt*. Göteborg: Daidalos. Latest edition, about 543 pages.

eller

Castells, M. *The information age Vol. 1 The rise of the network society*. London: Blackwell. Latest edition, about 556 pages.

Språkrådet. *Svenska skrivregler*. Stockholm: Liber. Latest edition, about 264 pages.