



## Course syllabus

School of Business and Economics  
Department of Organisation and Entrepreneurship

1TR517 Turismvetenskap I - turismens globala produktionssystem,  
15 högskolepoäng

Tourism Studies I - Global Tourism Production System, 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: The Tourism Production System I, 6 credits**

After completing the module 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 credits**

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 credits**

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 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. 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 all course modules:

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. 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: 1TR515 and 1TR516, 15 credits

## Required Reading and Additional Study Material

### **Required reading**

The following applies to all course modules:

Barney, D. *The Network Society*. Cambridge: Polity. Latest edition. About 200 pages.

Bryman, A. *The Disneyization of Society*. London: Sage. Latest edition. About 200 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 180 pages.

Wearing, S., Stevenson, D. & Young, T. *Tourist Cultures: Identity, Place and the Traveller*. London: Sage. Latest edition. About 180 pages.

Scientific articles. About 200 pages.

### **Reference literature**

Castells, M. *The information age Vol. 1 The rise of the network society*. London: Blackwell. Latest edition. About 560 pages.