



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1TR517 Turismvetenskap I - Turismens globala produktionssystem, 15 högskolepoäng

1TR517 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

G1N

Date of Ratification

Approved 2019-02-07

Revised 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for university studies. 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 course/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.

Hall, C. M., Prayag, G. and Amore, A.: *Tourism and Resilience: Individual, Organisational and Destination Perspectives*, Channel View Publications. Latest edition.

Jamal, T.: *Justice and Ethics in Tourism*, Routledge. Latest edition

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