



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1TR631 Turismvetenskap II - Hospitality Management, 6
högskolepoäng

Tourism Studies II - Hospitality Management, 6 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 the Board of the School of Business and Economics 2012-11-05

The course syllabus is valid from spring semester 2013

Prerequisites

Tourism Studies I 22,5 hp or the equivalent.

Objectives

On completion of the course, students should be able to:

- Analyse and describe the management of service and guest-relations concerning service-intensive products
- Account for the fundamental material, and immaterial, cultural dimensions of the product
- Understand Hospitality Management as a tool for increased understanding of working relations and organisations within the hospitality industry

Content

- Hospitality and service product
- Organisation and working relations: a service culture industry?
- Deliverance of service, presentation and appearance as a part of the product
- Aspects on transnational, interculturality and gender

Type of Instruction

Teaching is in the form of lectures, seminars, group work as well as individual work.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through a written test as well as group work.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the institution. The results and possible measures taken are communicated by the course coordinator and presented to 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 insuring continued quality development.

Required Reading and Additional Study Material

Required reading

Carlzon, J. *Moments of Truth*. New York, Harper and Collins. 135 pages. Latest edition.

Kandampully, J., Mok, C., Sparks, B.(ed.) *Service Quality in Hospitality, Tourism and Leisure*. Binghamton, Haworth Hospitality Press. 340 pages. Latest edition.

Lashley, C. and Morrison, A. (ed.) *In search of Hospitality: Theoretical Perspectives and Debates*. Burlington, ButterworthHeinmann. 300 pages. Latest edition.