



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1TR632 Turismvetenskap II - Hospitality Management, 7,5  
högskolepoäng

1TR632 Tourism Studies II - Hospitality Management, 7.5 credits

**Main field of study**

Tourism Studies

**Subject Group**

Tourism and Recreation Studies

**Level of classification**

First Level

**Progression**

G1F

**Date of Ratification**

Approved 2020-06-24

Revised 2023-10-23 by School of Business and Economics. Literature revision

The course syllabus is valid from spring semester 2024

**Prerequisites**

At least 22.5 credits Tourism Studies G1N and English B/English 6, or the equivalent.

## Objectives

After completing this course the student should be able to:

- describe and reflect on the cultural significance of the concept of hospitality and its commercial application in tourism companies
- describe strategic human resource management (SHRM) and its significance for management strategies in tourism entrepreneurship
- explain the applicability of revenue management in tourism business

## Content

The course contains:

- the cultural aspects of the concept of hospitality with regard to ethnicities, gender, cultural differences and global implications, as well as its transformation into commercial transactions
- the hospitality concept's necessary relation to interaction and how this

- relationship is reflected in strategic HRM in tourism entrepreneurship
- the connection of the concept of hospitality to a perishable production of service relationships and principles for revenue management

## Type of Instruction

The teaching consists of lectures, laboratory work and seminars. Active participation is required during laboratory work and seminars.

## Examination

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

The course is examined through a written exam and a presentation of a paper.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. 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: 1EM606 with 7.5 credits.

## Required Reading and Additional Study Material

### Required reading

Boella, M. & Goss-Turner, S. *Human Resource Management in the Hospitality Industry*. Routledge. Latest edition. About 340 pages.

Kimes, S. & J. Wirtz. *Revenue Management: Advanced Strategies and Tools to Enhance Firm Profitability*. Now Publishers. Latest edition. About 80 pages.

Smit, B & F. Medissen (2018). *Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality*. Routledge: London. 283 pages.

Storey, J., Ulrich, D. & Wright, P. M. *Strategic Human Resource Management: A research overview*. Routledge. Latest edition. About 110 pages.

Warhurst, C. & Nickson, D. *Aesthetic Labour*. SAGE Pbl. Latest edition. About 220 pages.

**Additional study material**

Scientific articles. About 200 pages.