



Course syllabus

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

1TR700 Tourism Studies II - Tourism Management, 15
högskolepoäng

Tourism Studies II - Tourism Management, 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 the Board of the School of Business and Economics 2010-06-14

Revised 2011-12-09. Revised due to translation into English

The course syllabus is valid from spring semester 2012

Prerequisites

Tourism Science 22,5 credits

Objectives

Module 1

Tourism Planning and Development 5 credits

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

- Understand and analyse planning strategies behind the total tourism product as a tool for understanding tourism and destination development in different tourism systems.
- Understand the bases for tourism and destination development and describe how the outlook on and demand for planning and development of tourism changes.
- Account for sustainability aspects on tourism development and tourism planning in different tourism and destination systems.

Module 2

Hospitality Management 5 credits

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

- Analyse and describe management of service and guest-relations in labour intensive products.
- Develop a fundamental understanding for the product's tangible and intangible cultural dimensions.
- Understand Hospitality Management as a tool for increased understanding of the working relationship and organisations within the tourism industry.

Module 3

Event Management 5 credits

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

- Present and conceptually understand Event Management as temporary organisations with focus on project, inter-organisational cooperation, engagement as driving force, ideal work, marketing and networking in the event branch.
- Understand different dimensions of event as well as different types of events and how these influence the event form, model, organisation and forms.

Content

The course content is based on material and exercises that are relevant to current research within a number of tourism-related fields.

Module 1

Tourism Planning and Development 5 credits

- Tourism planning's formulation and techniques.
- Perspectives on tourism development; Planning, Procedural and relational development.
- Planning's development and process; endogenous and exogenous forces.
- Different planning and control techniques.
- Tourism-product's vulnerability and sustainability.
- Globalisation, regionalisation and tourism development
- Tourism and Entrepreneurship.
- Economic sustainability through ecological sustainability?

Module 2

Hospitality Management 5 credits

- Tourism, and service, product.
- Organisation and working relationship - a service culture industry?
- Deliverance of service, performance and appearance as a part of the product.
- Aspects on transnationality, interculturalism and gender.

Module 3

Event Management 5 credits

- Perspectives on endogenous and exogenous processes.
- Studies of event-formulation and possibilities.
- Effect, outcome and evaluation analyses.

Type of Instruction

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

Examination

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

Examination is based on group work, independent work and written test.

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.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Module 1

Hall, C.M. *Tourism Planning: Policies, Processes and Relationships*. Prentice Hall. 302 p. Latest edition.

Mowforth, M. and Munt, I. *Tourism and Sustainability: development and new tourism in the third world*. London, Routledge. 330 p. Latest edition.

A collection of scientific articles that illustrate the field. 100 p.

Module 2

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

Kandampully, J., et.al.(ed.) *Service Quality in Hospitality, Tourism and Leisure*. Binghamton, Haworth Hospitality Press. 340 p. Latest edition.

Lashley, C. and Morrison, A. (ed.) *In search of Hospitality: Theoretical Perspectives and Debates*. Burlington, Butterworth-Heinmann. 300 p. Latest edition.

Module 3

Wessblad, H. (2010) *Effective events are sustainable experiences - performance and communication, from vision to vitality*, Tourism Research Unit, Linnaeus University.

A collection of scientific articles that illustrate the field. 450 p.