



## Course syllabus

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

1TR705 Tourism Studies II - Managing People in the Tourism Industry, 15 högskolepoäng

Tourism Studies II - Managing People in the Tourism Industry, 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 Studies I 22,5 credits and at least 5 credits Tourism Studies II – Tourism Management (15 credits).

## Objectives

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

- Understand and analyse the role of leadership within tourism and hospitality
- Critically examine the tourism industry's services; in particular, the hotel and restaurant market
- Understand the application of revenue and yield management in the tourism industry
- Account for the main features of the Swedish legal system; that is, parts relevant to the tourism branch
- Find and analyse legal material relevant to the tourism branch
- Identify problems within the course's legal field and apply legal methods in order to solve these problems
- Motivate and argue for their solution suggestions in a legal acceptable way
- Explain and/or investigate the consequences different legal constructions can have for the different actors within the tourism industry
- Explain and critically utilise different consumer behaviour theoretical models in

analyses of tourists' behaviour on different markets.

- Independently choose, explain and apply relevant models for tourists' consumption processes in a given decision situation.
- Categorise and compare different customer needs on the tourism market in terms of sustainability, globalisation, rising markets and quality aspects, with the aim of formulating new products and offers.

## Content

The course contains the following modules:

### ***Module 1 Managing people in Hospitality 5 credits***

The content of the module is built on research within the field and applied methods and modes of operation within the tourism industry in relation to social-scientific and tourism-scientific theory formation. More specifically, the module focuses on the following elements:

- Leadership in labour intensive service organisations
- Working with hospitality
- Quality and customer satisfaction
- Gender and hospitality
- Special perspective: Hotel Management
- Special perspective: Food and beverage management
- Special perspective: Revenue and yield management

### ***Module 2 Tourism and Hospitality 5 credits***

- Basic run-through of legal methods and the importance of the Law of the European Union for the application of Swedish law as well as a basic run-through of general contract law wherein standard agreement law and rules for contract interpretation are included.
- A run-through of basic labour law wherein the differences between jobholder and employee are included. EU regulations concerning free movement for manpower and services is touched upon.
- A run-through of parts of the civil consumer protection that are relevant to tourism, such as the Customer Services Act and the Package Travel Act. Privacy protection is also touched upon.
- A run-through of legal limitations of marketing and utilisation of contract conditions. Basic copyright law is touched upon.

### ***Module 3 Tourism Consumer Behavior 5 credits***

The course is based on research within the subject area and how it is related to a social-scientific and tourism-scientific context.

The following elements are specifically focused upon.

- Consumer behaviour within the tourism sector from a historical perspective.
- Individual and group purchase and consumption processes in regards to tourism products.
- Typologies of tourist behaviour.
- Demand factors in different tourism markets.
- From the needs of the tourist to designing a relevant offer
- Special perspective: Ecotourism
- Special perspective: The global traveller
- Special perspective: New and emerging markets.

## Type of Instruction

Teaching is in the form of lectures, guest lectures, excursions, seminars and independent work in groups of two to three students. The course is carried out with support of the university's education portal. Information about the course, literature as well assignments and articles/course material will be available on the education portal.

## Examination

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

Assessment of students' performances is based on three forms of examination. These are active attendance (10%), written examination (50%) and the handing in of independent group work (40%). The criteria used for grading the various forms of examination are based on the expected learning outcomes of the course.

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

### ***List of references Module 1 - Managing people in Hospitality 5 hec***

Korczynski, Marek: Human Resource Management in Service Work, Palgrave: Basingstoke (latest edition).

Ng, Irene: The Pricing and Revenue Management of Services: A Strategic Approach, Routledge: London (latest edition).

Lee-Ross, Darren och Conrad Lashley: Entrepreneurship and Small Business Management in the Hospitality Industry, Butterworth-Heinemann: Oxford (latest edition).

Other aids: Articles ca. 200 p.

### ***List of references Module 2 - Tourism and Hospitality 5 hec***

Malmström, Åke, Agell, Anders, Sigeman, Tore: Civilrätt, Liber AB: Malmö. ca. 300 p. (latest edition).

Zetterström, Stefan: Övningsboken till Civilrätt, Liber AB: Malmö, ca. 100 p. (latest edition).

Other aids: Relevant legal material for the tourism branch, ca. 500 p.

### ***List of references Module 3 - Tourism Consumer Behavior 5 hec***

Swarbrooke, John och Susan Horner: Consumer behavior in tourism, 2nd ed, Butterworth-Heinemann: Oxford (latest edition).

Other aids: Article compendium och case study