



## Course syllabus

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

1TR760 Turismvetenskap II - Tourism Management, 30  
högskolepoäng

Tourism Studies II - Tourism Management, 30 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 2009-05-05

The course syllabus is valid from spring semester 2010

### **Prerequisites**

22,5 ECTS in Tourism Studies or the equivalent.

## Expected learning outcomes

### SUBCOURSE 1

Tourism Planning and development, 7,5 hp (7,5 ECTS)

After completing this course the student should be able to:

- understand of the nature of planning & development - from modern view of planning to a postmodern planning process
- describe different sustainability aspects of tourism development and planning

### SUBCOURSE 2

Hospitality Management 7,5 hp (7,5 ECTS)

After completing this course the student should be able to:

- analyse and describe the service provision of hospitality products
- develop a basic understanding of the intangible and culturally endowed product
- understand and implement the concept of hospitality management as a tool for understanding the conditions of work and organisation in the hospitality industry

### SUBCOURSE 3

Event Management 7,5 hp (7,5 ECTS)

After completing this course the student should be able to:

- present a conceptual platform of Event Management as a temporal organisation with foci on:

project, inter-organisational corporation, engagement as driving force, voluntary personnel, event marketing and networking

- give account for and understand the concept of events: ranging from commercial communication platforms to attractions of different forms; history/heritage, sports, special interests, music, etc.

### SUBCOURSE 4

Methods and assignment with focus on qualitative methods 7,5 hp (7,5 ECTS)

After completing this course the student should be able to:

- describe different research methods used in tourism studies and social sciences
- briefly describe the historical emergence of different research traditions and how different methods are related to those different traditions
- critically discuss different types of methods and are to be able to motivate the choice of methods for different case studies

## Content

The course is based on research findings within the subject area in relation to the context of social sciences.

### SUBCOURSE 1

Tourism Planning and development, 7,5 hp (7,5 ECTS)

The Emergence of Tourism Planning and Techniques for planning and development

- The nature of planning, processes and relationships
- The history of planning and the evolution of a planning process
- Different planning techniques
- Culture as an experience resource
- Global society and tourism development
- The concept of regions and regional development
- The tourism system - from the global to the local level
- Entrepreneurship and development
- Gender perspectives on tourism planning and development

Tourism planning and sustainable development

- The history of sustainable development
  - Sustainability in glocal society
  - Sustainable economy by sustainable ecology?
  - What is sustainable tourism planning?
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- Sustainable tourism planning
  - Planning for protected areas
  - Community approach

- Tourism and sustainability in the south, north, east and west
- Western ideologies
- Developing countries
- The concept of regions and regional development

## SUBCOURSE 2

Hospitality Management 7,5 hp (7,5 ECTS)

- The hospitality product
- Organisation and conditions of work – A culture service-industry?
- Performativity, cultural gate-keeping, service delivery
- Gender, transnational and intercultural dimensions

## SUBCOURSE 3

Event Management 7,5 hp (7,5 ECTS)

The course is based on practical insights in combination with research findings within the subject area in relation to the context of social sciences. The ambition of the course is to introduce the phenomenon of events - being an increasing important aspect of the overall experience production within creative industries. Neither services nor goods may - to any larger extent - onwards be presented without an experience dimension. To a large extent events are becoming one of the major communicational tools - explicitly or implicitly - when targeting different segments in any market.

The fundamental ideas of the course are:

- internal and external process perspectives
- feasibility and performance studies
- impact and evaluation analysis.

## SUBCOURSE 4

Methods and assignment with focus on qualitative methods 7,5 hp (7,5 ECTS)

Qualitative and quantitative methods

- Methods of writing
- The difference between qualitative and quantitative methods
- Comparative studies
- The methods of case study
- The methods of deep interviews

## Type of Instruction

The tuition consists of lectures, guest lectures, seminars, case studies and group exercises. Guest lectures and seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these.

## SUBCOURSE 1

Tourism Planning and development, 7,5 hp (7,5 ECTS)

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

The grading is based both on the written exam and on assessment of the seminar reports as well as the student's ability to present and discuss report contents.

#### SUBCOURSE 2

Hospitality Management 7,5 hp (7,5 ECTS)

The course consists of 6-8 lectures and additional guest lectures, 3 seminars and one workshop.

Examination derives from assessments of the quality in assignments and presentations.

#### SUBCOURSE 3

Event Management 7,5 hp (7,5 ECTS)

The course will be performed in different theme lectures, seminars and student presentations.

Examination:

- test on literature
- 6 short reports (of approximately 2-3 pages). The analyses in the reports are to be referred to empirical findings from events (but without any extensive empirical work).

To pass the course - good reading from both compulsory and free chosen (reference) literature are to be undertaken. The grading of the written report is based on both text and oral presentations.

#### SUBCOURSE 4

Methods and assignment with focus on qualitative methods 7,5 hp (7,5 ECTS)

Assessment of the student's attainments is carried out by means of written assignment (a thesis) and by the submission of solutions to case studies achieved either independently or in a group, and written exercises.

The grading is based on assessment of the written assignments as well as the student's ability to present and discuss report contents.

#### Examination

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

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. The grade is set depending on how well the student has fulfilled the learning outcomes.

#### 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

### SUBCOURSE 1

Tourism Planning and development, 7,5 hp (7,5 ECTS)

#### Required literature

Hall Michael. (2008): *Tourism Planning : policies, processes and relationships*. Second edition. Prentice Hall. 302 s. ISBN978-0-13-204652-7

Morgan, N; Pritchard, A. & Pride, R. (2004) *Destination Branding: creating the unique destination proposition*. Second edition. London, Elsevier. 310 s. ISBN978-0-7506-5969-7

Mowforth, M. & Munt, I. (2003) *Tourism and Sustainability: Development and New Tourism in the Third World*. Second Edition. London: Routledge. 330 s. ISBN 0-415-27169-X

Wall, G. & Mathieson, A. (2006). *Tourism: Change, Impacts and Opportunities*. Essex: Pearson Education. ISBN 0-130-99400-6

#### Additional teaching material

Selected articles 75 s.

#### Reference literature

Gössling, S. & Hall, C.M. (2006). *Tourism and Global Environmental Change: Ecological, Social, Economic and Political Interrelationships*. New York: Routledge. ISBN 0-415-36132-X

Hall, D. (2004) *Tourism and transition. Governance, transformation and development*. Trowbridge: CABI (also available as E-book at library home page)

Methan, K. (2001) *Tourism in global society: place, culture, consumption*. Basingstoke :Palgrave. 210 s. ISBN 0-333-76058-1

Page, S. & Dowling, R.K. (2002). *Ecotourism*. New York m.fl. Prentice Hall

Robbins, E. (ed.) (2004). *Political Ecology*. Oxford: Blackwell Publishing. 230 s. ISBN1-4051-0266-7

Urry, J. & Macnagthen, P. (1998). *Contested Natures*. London, Sage Publications.

### SUBCOURSE 2

Hospitality Management 7,5 hp (7,5 ECTS)

#### Required literature

Carlzon, J. (1989). *Moments of Truth*. New York : Harper and Collins 135 s. ISBN 0-06

Goffman, E.(2005, ursp. 1959). *The Presentation of Self in Everyday Life*. London : Penguin Books 256 s. ISBN 0-1401-3571-5

På svenska:

Goffman, E (2004). *Jaget och maskerna : en studie i vardagslivets dramatik* .4. uppl. Stockholm : Norstedts. 238 s. ISBN 91-7227-418-2

Kandampully, J., et.al.(ed.) (2001). *Service Quality in Hospitality, Tourism and Leisure*.

Binghamton : Haworth Hospitality Press 340 s. ISBN 0-7890-1141-7

Korczynski, M. (2002): Human Resource Management in Service Work, Basingstoke: Palgrave, 237p. ISBN 0-333-77441-8

Additional teaching material

Additional readings, articles etc. of approx. 100 pages

Reference literature

Gunnarsson, J. Blohm, O (2002). Det goda värdskapet : konsten att få människor att känna sig välkomna. Stockholm : Dialogos 132 s. ISBN 91-704-154-5

### SUBCOURSE 3

Event Management 7,5 hp (7,5 ECTS)

Required literature

Wessblad, H. (2008) effective events becomes sustainable experiences - performance and communication, from vision to vitality, preliminary edition, local printing.  
- Distributed at start of the course (fair priced)

Additionally different articles will presented and read during the course through a selection of articles (under constant renewal - approx. 35 pieces).

Reference literature

Andersson, T.D. Persson, C. Sahlberg, B & Ström, L-I (eds.)(1999). The impact of mega events.

Östersund : European Tourism Research Institute (ETOUR) 194 s. ISBN 91-973441-2-5 Vetenskapliga bokserien, 99-2865735-1 ; 1999:3

Getz, D.(2005). Event management & event tourism. (2:nd ed.) New York : Cognizant Communication Corp.  
386 s ISBN 1-882345-11-8

Larsson-Mossberg, L (ed)(2000). Evaluation of events : Scandinavian experiences. New York :

Cognizant Communication Corp. 161 s. ISBN 1-882345-40-1

### SUBCOURSE 4

Methods and assignment with focus on qualitative methods 7,5 hp (7,5 ECTS)

Required literature

Burns, P; Ritchie, B.W. & Palmer, C. (2005) Tourism Research Methods: Integrating Theory With Practice. Cambridge: CABI Publishing. (Selected parts ca 150 s.) ISBN0-85199-996-4 (also available as E-book at library home page).

Ejvegård, R. (1993) Vetenskaplig metod. Studentlitteratur, Lund. 160 s. ISBN91-44-36611-6

Raam-Inghult, E. Svenska språknämnden (2000):Svenska skrivregler. 2., utök. Uppl Stockholm : Liber, 216 s. ISBN91-47-04974-X

For the assignment, literature will be chosen together with the supervisor or tutor.

Reference literature

Booth, W. Colomb, G. & Williams, J. (2003) The Craft of Research. Chricago: The University of Chicago Press. 290 s. ISBN 0-226-06568-5

Holme, I.M. & Solvang, B.K. (1997). Forskningsmetodik: om kvalitativa och kvantitativa metoder. 2:a uppl. Lund: Studentlitteratur. ISBN 91-44-00211-4

Patel, R. & Davidsson, B. (2003). Forskningsmetodikens grunder : att planera, genomföra och rapportera en undersökning. 3:e uppl. Lund: Studentlitteratur. ISBN 91-44-30951-1