



Course syllabus

School of Business and Economics
Department of Organisation and Entrepreneurship

1TR766 Tourism Studies - Scandinavian Tourism Management and
The Tourism Production System, 30 högskolepoäng

Tourism Studies - Scandinavian Tourism Management and The
Tourism Production System, 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 School of Business and Economics 2014-12-11
The course syllabus is valid from autumn semester 2015

Prerequisites

Tourism Studies I, 15 credits and English B/English 6 or the equivalent.

Objectives

MODULE 1

Tourism and the Scandinavian realm, 7.5 credits

After completing the course the student is expected to be able to:

- ≈ describe Scandinavian tourism as a business and societal phenomenon
- ≈ explain the historical and contemporary development of Scandinavian tourism from the standpoint of general societal development
- ≈ distinguish basic scientific, social and ethical aspects of tourism

MODULE 2

Scandinavian tourism, 7.5 credits

After completing the course the student is expected to be able to:

- ≈ portray destination development within Scandinavian tourism
- ≈ explain the role of tourism in different Scandinavian regions
- ≈ analyze historical and contemporary Scandinavian tourism from the standpoint of different travel motives

MODULE 3

The Tourism Production System I, 6 credits

After completing the course the student is expected to be able to:

- ≍ conceptualize various analytic approaches related to concepts of networks and collaboration in tourism
- ≍ describe concepts of modernity, post-modernity, information society, service society, fordism, post-fordism and network society, in their historical trajectories and in their interactions

MODULE 4

The Tourism Production System II, 6 credits

After completing the course the student is expected to be able to:

- ≍ apply these approaches (Subcourse 3) to the systematic informational, experiential, economic, etc. relations of the more or less temporary characteristics of the tourist product
- ≍ express an understanding of the notion of 'the production of tourism' and embrace the ephemeral nature of tourist products and experiences
- ≍ describe a theoretical as well as practical view of how, and under what conditions collaboration and network logics are created, the role they play, how they strategically can be used and the consequences for the society that they might have

MODULE 5

Field assignment, 3 credits

After completing the course the student is expected to be able to:

- ≍ apply theoretical perspectives on empirical material
- ≍ work with an academic style of writing
- ≍ present empirical findings in an academic context

Content

MODULE 1

Tourism and the Scandinavian realm, 7.5 credits

This module provides an introduction to tourism in Scandinavia as a social phenomenon and business, with examples from the various Scandinavian countries. The historical and contemporary development of tourism in Scandinavia are put in relation to general societal development. In addition, also fundamental scientific and ethical aspects of tourism are considered.

MODULE 2

Scandinavian Tourism, 7.5 credits

This module addresses Scandinavian tourism with a focus on destination development. Particular attention is given to the role of tourism in various Scandinavian regions. Also covered are various types of travel motives with regards to the historical and contemporary Scandinavian tourism.

MODULE 3

The Tourism Production System I, 6 credits

An orientation in social science concepts and how they relate to the modes of production practiced in tourism, i.e. how various agents are involved and how these can be looked

upon analytically.

MODULE 4

The Tourism Production System II, 6 credits

Tourism as a system of relations and ties, of public and private interests, image-making processes, planning and management procedures, in conjunction with perceived levels and perspectives of analysis.

MODULE 5

Field assignment, 3 credits

A fieldwork where the student collects empirical material in perspective of the contents in module 3 and 4, writes an article, using guidelines from leading scientific journals, and makes an academic presentation.

Type of Instruction

The course consists of lectures, seminars, case studies and group exercises but on occasion also guest lectures and excursions. Guest lectures, seminars and excursions are compulsory. Obligatory parts are stated in the schedule.

Examination

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

Assessment of the student's attainments is carried out by means of written examinations and by the submission of solutions to case studies and written exercises.

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

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

Required Reading and Additional Study Material

Required reading

MODULE 1 and 2

Tourism and the Scandinavian realm, 7.5 credits and Scandinavian Tourism, 7.5 credits

Butler, R., Hall, C. M. & Jenkins, J. (Eds.). *Tourism and recreation in rural areas*. London: Wiley & Sons. Latest edition. Approx. 260 pages.

Hall, C. M., Müller, D. K. & Saarinen, J. (Eds.). *Nordic Tourism – Issues and Cases*. Bristol: Channel View Publications. Latest edition. Approx. 290 pages.

Löfgren, O. *On holiday: A history of vacationing*. California: University of California Press. Latest edition. Approx. 336 pages.

Page, S. J. & Connell, J. *Tourism: a modern synthesis*. London: Cengage Learning. Latest edition. Approx. 250 pages.

Page, S. & Hall, C. M. *Managing Urban Tourism*. Essex: Pearson Education Ltd. Latest edition. Approx. 385 pages.

Selected journal articles, particularly from:
Scandinavian Journal of Hospitality and Tourism. Routledge. Approx. 500 pages.

MODULE 3, 4 and 5

The Tourism Production System I, 6 credits, The Tourism Production System II, 6 credits and Field assignment, 3 credits

Barney, D. *The Network Society*. Cambridge: Polity. Latest edition, about 198 pages.

Bryman, A. *The Disneyization of Society*. London: Sage. Latest edition, about 198 pages.

Kamfjord, G. *Turism och affärsresande: Nya idéer och strategier*. Stockholm: Sellin & Partner. Latest edition, about 236 pages.

Lindstedt, I. *Textens hantverk: Om retorik och skrivande*. Lund: Studentlitteratur. Latest edition, about 146 pages.

Poon, A. *Tourism, Technology and Competitive Strategies*. Wallingford: CAB International. Latest edition, about 370 pages.

Urry, J. *The Tourist Gaze*. London: Sage. Latest edition. Latest edition, about 183 pages.

Wearing, S., Stevenson, D. & Young, T. *Tourist Cultures: Identity, Place and the Traveller*. London: Sage. Latest edition, about 184 pages.

Scientific articles, approx. 200 pages

Reference literature

Castells, M. *Informationsåldern Bd 1 Nätverkssamhällets framväxt*. Göteborg: Daidalos. Latest edition, about 543 pages.

eller

Castells, M. *The information age Vol. 1 The rise of the network society*. London: Blackwell. Latest edition, about 556 pages.

Språkrådet. *Svenska skrivregler*. Stockholm: Liber. Latest edition, about 264 pages.