



Course syllabus

School of Business and Economics
Department of Organisation and Entrepreneurship

1TR770 Turismvetenskap II - Att leda och hantera turism, 30
högskolepoäng

Tourism Studies II - Tourism Management, 30 credits

Subject Group

Tourism and Recreation Studies

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by School of Business and Economics 2013-06-28

The course syllabus is valid from spring semester 2014

Prerequisites

Tourism Science 22,5 credits or the equivalent.

Objectives

Module 1

Tourism Planning and Development 6 credits

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

- understand and analyse planning strategies behind the entire tourism product as a tool for understanding tourism and destination development in different tourism systems
- understand the fundamentals of tourism and destination development and describe how the outlook and demands on planning and development of tourism have changed
- account for aspects of sustainability on tourism development and tourism planning in different tourism and destination systems

Module 2

Hospitality Management 6 credits

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

- analyse and describe the management of service and guest-relations in service-intensive products
- account for the fundamental material, and immaterial, cultural dimensions of the product
- understand Hospitality Management as a tool for increased understanding of

working relations and organisations within the hospitality industry

Module 3

Event Management 6 credits

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

- present a conceptual understanding for Event Management as temporary organisations with focus on project, inter-organisational cooperation, commitment as a driving force, ideal work, marketing and networking in the event branch
- understand different dimensions of events as well as different types of events and how this influences the form, execution and organisation of the event

Module 4 (Alt. 1)

Managing People in Tourism and Hospitality 6 credits

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

- understand and analyse the role of Human Resource Management in tourism and hospitality
- understand the application of revenue management (RM) in tourism and hospitality
- critically examine service offers in tourism, i.e. the hotel and restaurant markets, from HRM and RM perspectives

Module 4 (alt. 2)

Tourism geo-informatics and destination management 6 credits

- distinguish between and compare different types of decision processes in Destination Organisations on the basis of political factors, supply structure and market structure
- critically evaluate a destination's geographical tourism informatics
- explain the meaning of geographical information systems, GIS, in the tourism industry on the basis of both consumer and producer perspectives
- on the basis of a network perspective, analyse and compare Destination Management and market processes
- analyse and compare the breakthrough and significance of information technology within different sectors of the tourism industry
- explain the structure of a destination's ICT as well as the importance of geographical information management
- explain how information and data about destinations can be compiled into Geographical Information Systems GIS
- distinguish between and compare different types of systems and applications for managing tourism information with mobile telephony and GPS support
- critically evaluate a destination's geographical tourism informatics
- explain Destination's trademark and its dynamic and importance on a global travel market

Module 4 (alt. 3)

Entrepreneurship in the Tourism Industry 6 credits

After completing this course the student should be able to:

- conceptualize various analytical approaches related to concepts of entrepreneurship
- describe and analyze the process of entrepreneurship – forces, features and context for the Tourism industry
- understand the notion of entrepreneurship and its role in the Tourism industry

- understand the notion of entrepreneurship and its role in the Tourism industry
- take initiative and conceptualize an business idea

Module 5

Individual Research Project 6 credits

After completing this course the student is expected to:

- be able to plan, conduct and evaluate an independent project

Content

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 6 credits

- formation and techniques of tourism planning
- perspectives on tourism development; Planning, Procedural & Relational development
- development and process of planning; endogenous and exogenous forces
- different planning and management techniques
- vulnerability and sustainability of the tourism product
- globalisation, regionalisation and tourism development
- tourism & entrepreneurship
- economic sustainability through ecological sustainability

Module 2

Hospitality Management 6 credits

- hospitality and service product
- organisation and working relations a service culture industry
- deliverance of service, presentation and appearance as a part of the product
- aspects on transnational, interculturality and gender

Module 3

Event Management 6 credits

- perspectives on endogenous and exogenous processes
- study of event execution and possibilities
- effect, outcome and evaluation analyses

ONE OUT OF THE THREE MODULES BELOW IS CHOSEN:

Module 4 (alt. 1)

Managing People in Tourism and Hospitality 6 credits

Focus areas

- leadership in personal intensive service organisations
- hospitality work
- service quality and customer satisfaction
- gender and hospitality
- revenue and yield management

Module 4 (alt. 2)

Tourism geo-informatics and destination management 6 credits

- destination and its information technology
- mobile information management, GPS technology and Geographical Information Systems within the tourism industry
- the virtual destination
- structure and management of GIS
- destinations' organisation and structure
- tourism product supply as a result of networking
- leadership and management of destinations
- segmentation of and positioning on the regional, national and/or global tourism market

Module 4 (alt. 3)

Entrepreneurship in the Tourism Industry 6 credits

Central topics that this course will cover:

- entrepreneurship in the Tourism industry
- the main forces in entrepreneurship
- the entrepreneur in the Tourism industry
- gender and entrepreneurship
- generating ideas and developing business concepts
- face to face meeting with professionals from the Tourism Industry
- entrepreneurship Team Working
- producing and pitching business concepts related to Tourism Industry

Module 5

Individual Research Project 6 credits

Independent project in Tourism Studies which is planned, conducted and evaluated.

Type of Instruction

Teaching is in the form of lectures, seminars, group work as well as individual work. Obligatory parts are stated in the schedule.

Examination

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

Module 1

Examination is based upon the group work where destination planning is analysed on the basis of different theoretical approaches to planning. Alongside the group work, the course is examined through a written test.

Module 2

Is examined through a written test as well as group work.

Module 3

Is examined through group work, independent work as well as a written test.

Module 4 (alt. 1)

The examination is carried out through an individual written test and through the writing of a group report. Oral presentation may be included in the examination. Active participation during obligatory seminars is also required for a grade of Pass.

Module 4 (alt. 2)

Examination is based upon computer assignments with a subsequent written report of computer assignment as well as a written test. Computer assignments and written report make up 60% of the examination and requires that students, both in written and practical

assignments, demonstrate fundamental knowledge of compilation and application of different geographical and destination information systems. Students should, through a written test, demonstrate fundamental understanding for importance of geographical information technology in planning and development of destinations.

Module 4 (alt. 3)

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

Module 5

Written, or other, account of the independent project and presentations during seminars.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

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.

Course Evaluation

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

Other

The course overlaps: 1TR761 and 1TR661, and depending on the choice of module also one out of: 1TR641, 1TR646, 1TR651.

Required Reading and Additional Study Material

Obligatory literature

Module 1

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

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

Scientific articles that highlight the field, 100 p.

Module 2

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

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

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

Module 3

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

Latest edition, 220 p.

Scientific articles that highlight the field, 450 p.

Module 4 (Alt. 1)

Korczynski, M. *Human Resource Management in Service Work*, Palgrave: Basingstoke. Latest edition, 237 p.

Ng, I. *The Pricing and Revenue Management of Services: A Strategic Approach*, Routledge: London. Latest edition, 174 p.

Additional Material: Articles about 200 p.

Module 4 (Alt. 2)

Buhalis, D. *eTourism: Information technology for strategic tourism management*. Essex, Pearson Education Ltd. Latest edition, 340 p.

Ormsby, T. (et al). *Getting to know ArcGis Desktop: Basics of ArcView, ArcEditor, and ArcInfo*. New York, Environmental System Research Institute Inc. Latest edition, 620 p.

Selected articles from scientific journals such as: Scandinavian Journal of Hospitality and Tourism.

Reference Literature

Shoval, N. & Isaacson, M. (2010), *Tourist Mobility and advanced Tracking Technologies*. New York, Routledge. 182 p.

Module 4 (Alt. 3)

LeeRoss, D. & Conrad L. *Entrepreneurship and Small Business Management in the Hospitality Industry*, ButterworthHeinemann: Oxford. Latest edition, 294 p.

Morrison, A. Rimmington, M. & Williams, C. *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, ButterworthHeinemann: Oxford. Latest edition, 250 p.

Read, S., Sarasvathy, S. & Wiltbank, R. (2011), *Effectual Entrepreneurship*, Routledge: Oxford, 228 p.

Additional teaching material: Additional readings of approx, 200 p.

Module 5

Selected by the student in agreement with supervisor.