



## Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

2TR40E Turismvetenskap III, 30 högskolepoäng

2TR40E Tourism Studies III, 30 credits

**Main field of study**

Tourism Studies

**Subject Group**

Tourism and Recreation Studies

**Level of classification**

First Level

**Progression**

G2E

**Date of Ratification**

Approved 2009-12-10

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

**Prerequisites**

Tourism Studies 1-60 credits.

## Objectives

### MODULE 1

Tourism as Business in Contemporary Society, 7.5 credits

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

- Knowledge of tourism as a phenomenon in society, characterized by extensive and profound changes and comprehension of these changes' scope;
- proficiency in analysis of tourism and ability to independently describe globalization and commercialization processes influence both identity formation and the seeking of cultural habitat;
- value the consequences of tourism as a business phenomenon and take a stance towards the tourism industries as a field for studying societal changes.

### MODULE 2

Theory and Methods in Social Science and Tourism Studies, 7.5 credits

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

- account for different social-scientific/tourist-scientific theories and methods
- understand the connection between different scientific outlooks and methods, as well as social science's various methods on the basis of a critical attitude.

### MODULE 3

Thesis, 15 credits

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

- a Knowledge and comprehension: give account for the significance and the consequences of different apprehensions in science , theories, and methods in a particular field of tourism science;
- Proficiency and ability: prepare, accomplish and critical examine a study in tourism science;
- Value judgments and attitude: evaluate scientific, societal, and ethic aspects of the own performed study; to estimate the value of the own performed study in terms of knowledge and research.

### Content

The course content is built on research within the subject area and its relation to a social-scientific context.

### MODULE 1

Tourism as Business in Contemporary Society, 7.5 credits

Tourism's importance for:

- Globalisation and flow
- Cultural changes and mobility
- Value change and commercialisation
- Production of tourism and identities

The connection to research within the tourism-scientific field is a given when globalisation and flow are translated to mobility; cultural change and mobility to tourism as a social developer; value change and commercialisation to tourism industry; production of tourism and identity to tourism's post-modern existence - all central themes in deciding tourism-scientific debates.

In the course, contemporary economies and cultural constructions are surveyed and described. Through understanding of the changing time we live in, students become prepared for how tourism as a business is created and developed. After the course, students can manage key and current concepts through relating to central literature but especially by making use of scientific articles. The course is examined through the writing of an article with scientific overtones.

### MODULE 2

Theory and Methods in Social Science and Tourism Studies, 7.5 credits

- Scientific outlooks and methods
- Difference between quantitative and qualitative methods
- Carrying out an investigation based on interviews
- Discourse analysis

- Survey investigations
- Statistics

The supporting research within tourism - on the basis of different subject disciplines such as sociology, business administration, human geography and many others - is multidisciplinary. It leads to tourism becoming an empirical field that encompasses many different research approaches. This is the subject's weakness and strength - at the same time. Students receive an insight into both these dilemmas and their advantages. Tourism research is rich and seldom exclusively one discourse.

### MODULE 3

Thesis, 15 credits

- Run-through of different perspectives on science as well as discussions on points of view concerning attitude to method, empiricism, theory and text production.
- The thesis consists of independently identifying, demarcating and formulating a problem with scientific relevance, discussing it in a thesis as well as acting as opponent on another thesis.

In the thesis, students gain preparatory scientific skills to independently formulate a problem; carry out a relevant study; seek literature broad and deep in both methodology and subject; and write a larger academic paper.

### Type of Instruction

MODULE 1 Tourism as Business in Contemporary Society, 7.5 credits

The course is initiated by three lectures, followed by regular presentations by students that are discussed together with teachers. Students present course literature as well as articles they have read. Furthermore, students regularly report their progression in their own article work.

Examinations are carried out through production of a scientific article within the course theme.

### MODULE 2

Theory and Methods in Social Science and Tourism Studies, 7.5 credits

Teaching is in the form of lectures, working seminars, guest lectures and exercises. Attendance is obligatory for guest lectures, seminars and exercises.

Assessment of students' performances is based on different assignments as well as on their active participation in seminars and group exercises.

### MODULE 3 Thesis, 15 credits

Assessment of the thesis is only carried out on the work that has been handed in; a grade of pass on the opposition of another thesis; as well as relevant defence of own work. Furthermore, students are expected to take an active part in a number of other final seminars.

### Examination

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

The course as a whole is graded with one of the following grades: pass with credit,

pass, fail as well as A-F according to ECTS grading scale. Grades are based on how well students fulfil the expected learning outcomes.

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. In cases where examinations are carried out through written reports, alternatively written articles, students are given the opportunity to better their grade through supplementary assignments.

## 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

Tourism as Business in Contemporary Society 7.5 credits

#### Obligatory literature

Cowen, T. (2000) In Praise of Commercial Culture, Harvard UP.

Hall, C.M. & Williams, A.M. (2008) Tourism and Innovation, Routledge

Kleiber D. (1999) Leisure Experience and Human Development – a dialectical interpretation, Basic Books, New York, NY

Schultz M. Hatch M. J. Holten Larsen M. (eds.) (2000) The expressive organization: linking identity, reputation, and the corporate brand, Oxford University Press, Oxford

Woodside, A. & Martin, D. (2008) Tourism Management: analysis, behaviour and strategy, CABI

#### Reference literature

Current scientific articles that are relevant to students self-formulated research questions.

### MODULE 2 Theory and Methods in Social Science and Tourism Studies, 7.5 credits

#### Obligatory literature

Alvesson, M. & Skoldberg, K. (2008) Tolkning och reflektion : vetenskapsfilosofi och kvalitativ metod, Lund : Studentlitteratur

Holme, I. Solvang B; översättning: Björn Nilsson (1997) Forskningsmetodik : om kvalitativa och kvantitativa metoder / upplaga: 2., Lund: Studentlitteratur. (selected parts)

Kvale, S. (1997) Den kvalitativa forskningsintervjun, Lund: Studentlitteratur. (selected parts)

Strauss, A. & Corbin, J. M. (1998) Basics of qualitative research : techniques and procedures for developing grounded theory, Thousand Oaks, SAGE

### MODULE 3

Thesis, 15 credits

Literature in connection with the writing of thesis is chosen in consultation with all supervisors.

Svenska skrivregler, Språkrådet (2008)(publisher) Svenska språknämnden (earlier name), ISBN 978-91-47-08460-9/ ISBN-10: 914708460X, 3., [utök.] utg., Stockholm : Liber.