



Course syllabus

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

2TR760 Turismvetenskap i strategisk och praktisk tillämpning, 30
högskolepoäng

Strategic Tourism Management, 30 credits

Main field of study

Tourism Studies

Subject Group

Tourism and Recreation Studies

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-06-15

Revised 2011-12-09. Revised due to translation into English

The course syllabus is valid from spring semester 2012

Prerequisites

Tourism Management 1-90 credits or the equivalent.

Objectives

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

- in the form of theoretical studies and practice in a business/organisation, understand and analyse its working processes and roles within the touristic production system
- apply acquired knowledge in a number of reports during the course period where the aim is to increase the understanding of working methods in the field and, at the same time, provide increased knowledge to compile and analyse gathered empirical material
- through advanced specialisation in a number of reports, account for and understand the tourism business and its actors
- briefly understand current theoretical research discussions within relevant subject areas. In that respect, an increased familiarity with the current research situation and advanced knowledge within a further scientific and empirical context, where tourism constitutes the basis, are provided.

Content

MODULE 1

The module consists of theoretical literature studies and hands-on training focussing one select theme within tourism studies. Required readings are selected with the course leader from an established list of course references, with additions suited to the student's individual preferences.

MODULE 2

Internship in tourism studies, 20 ECTS

The theoretical literature studies make up the basis for choice of theme and fieldwork method in connection to internship within Swedish or international tourism business. Fieldwork methods and a suitable tourism enterprise or organisation for the internship period are selected and confirmed together with supervisor and examiner. Collected material is compiled and analysed in recurrent reports and in dialogue with the supervisor.

Type of Instruction

The tuition consists of lectures, guest lectures, seminars and excursions, as well as individual literature studies under supervision by a tutor. The literature studies result in a plan for the internship and its associated progress reports, with stated theme, aim and perspective on fieldwork methods and analysis. The theme and plan is to be confirmed by the examiner and constitute the basis for subsequent internship and report writing.

The internship can be carried out in Sweden or in another country. One of BBS/Tourism programme's approved supervisors lead students and make sure that they follow fixed essay plan.

The internship's insights and experiences shall be documented, analysed and reflected on the basis of theoretical literature and the report plan's problem formulation and aim as well as contain a presentation of how the original problem has been solved. Regular discussions with the course examiner at BBS/University in Kalmar shall be held during the internship, which means regular reporting in the form of written and oral sub-reports. The theoretical literature studies, together with the writing of report, make up 30 credits (ECTS) on C-level.

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.

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.

Possible additional fees connected with field work must be paid for by the students themselves.

Examination

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

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

Buhalis, D. and Costa, C. (eds.)(2006): Tourism business frontiers: consumers, products and industry. Amsterdam: Elsevier Butterworth-Heinemann. 273 p. ISBN:0-7506-6377-4

Catusus, B. et.al. (2008): Boken om nyckeltal, Malmö: Liber. 190 p. ISBN 978-91-47-08882-9

Sungsoo, P. (2002): Benchmarks in Hospitality and Tourism, London: Routledge. 164 p. ISBN 0-7890-1914-0.

Scientific articles ca 200 pages