

SMMN25, Value Creating Processes in Tourism and Hospitality, 30 credits

*Värdeskapande processer inom Tourism and Hospitality, 30
högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2013-06-19 to be valid from 2013-08-01, autumn semester 2013.

General Information

The course is offered during the third semester within the Master of Science Programme (120 credits) in Service Management with a specialisation in Tourism and hospitality management. The course is not included in a main field of study.

Language of instruction: English

Main field of studies

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Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall be able to

- demonstrate, in writing and orally, the theoretical understanding of the creation of different kinds of value in tourism and hospitality contexts,
- discuss and critically reflect upon the relationship between sustainability and innovation,
- independently formulate research questions with theoretical as well as practical relevance for value creation, innovation and sustainability in tourism and hospitality contexts,
- independently write critical reviews of current theoretical and methodological research in relation to a chosen field of research,
- apply and critically use appropriate theories and study methods in an independent research project,

- communicate research results to academics as well as practitioners.

Course content

Tourism and hospitality are innovation-intensive social businesses. Within this field of study, the course focuses on questions related to innovation and sustainability. The course is to a great degree based on field- and group work, in order to analyse various ways of value-creation within the field. This allows for the development of both academic and organisational, as well as of communicative fields.

The course is divided into four parts:

- Meetings with various practitioners in the field.
- Two problem-based learning cases.
- Independent project work and reflections of the research process.
- Planning and participation in a final conference.

Course design

Teaching consists of lectures, seminars, fieldwork, study visits, individual work and a final workshop organised by the students. Participation in seminars and the final conference is mandatory.

Assessment

Examination is based on:

- Two reflection papers, including oral presentations.
- Two critical review papers, including oral presentations.
- A report with theoretical and practical application, including oral presentation
- The planning of and participation in a final workshop
- Active participation in seminars

Examinations are scheduled during the academic year only. Two opportunities for re-examination are offered after the end of the course. The student has the right to participate in examinations during the following semester, this however in accordance with the course regulations that apply at the time.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

The grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

To be eligible for the course the student must have fulfilled at least 30 credits, including 15 credits in research method and/or theory of science, within the Master of Science Programme in Service Management.

Subcourses in SMMN25, Value Creating Processes in Tourism and Hospitality

Applies from H12

- 1201 Pbl Paper 1, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1202 Pbl Paper 2, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1203 Critical Review 1, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1204 Critical Review 2, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1205 Report, 10,0 hp
Grading scale: Fail, E, D, C, B, A
- 1206 Conference, 4,0 hp
Grading scale: Fail, E, D, C, B, A