

SMMX39, Value Creation and Innovation in Tourism, 15 credits

Värdeskapande och innovation inom turism, 15 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Studies on 2025-03-05 (STYR 2025/633). The syllabus comes into effect 2025-03-05 and is valid from the autumn semester 2025.

General information

The course is included in third semester of the Master of Science (120 credits) programme in Service Management and is the third course specific to the specialisation in Tourism.

Language of instruction: English

Main field of study *Specialisation*

Service Management	A1F, Second cycle, has second-cycle course/s as entry requirements
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Learning outcomes

For a Pass on the course, the student shall

Knowledge and understanding

- explain and describe different theoretical perspectives on value creation and innovation in tourism.

Competence and skills

- independently formulate a research issue and apply relevant theories in an empirical study,
- communicate the practical and societal relevance of their research results,

- communicate their own research results in academic as well as popular science texts, and
- critically discuss theories and methods in an independent work.

Course content

The aim of the course is to communicate specialised knowledge of value-creating processes and innovation in the tourism industry while the student is trained in independent research and the ability to communicate research results in and outside the academia. The course is structured around three themes: value and value creation, experiences and innovation. Value and value creation is an overarching theme and experiences and innovation are discussed in relation to this.

The course consists of the following components:

Module 1: Theoretical introduction (7 credits) in which theories, perspectives and paradigms concerning value and value-creating processes, experiences and the experience economy, and innovation within tourism will be discussed and interrogated.

Module 2: Project work (6 credits) in which theories in the previous component are applied in an individual assignment where two students formulate a problem and analyse their own collected data.

Module 3: An individual assignment (2 credits) where the student compiles and presents the results of the project work in a form that communicates to a broad audience.

Course design

The teaching consists of lectures, workshops, seminars, supervision, and excursion.

Participation in workshops, seminars and excursion is mandatory. Absence will be compensated with replacement activities later during the course or closely connected to the course.

Assessment

The assessment is based on:

- Individual written exam (7 credits), module code 2501
- Project work in group (6 credits), module code 2502
- Individual assignment (2 credits), module code 2503

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change to, or discontinuation of, the course. After this, further re-examination opportunities are offered, but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

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 has demonstrated acceptable results. For the grade of D, the student has demonstrated satisfactory results. For the grade of C, the student has demonstrated good results. For the grade of B, the student has demonstrated very good results. For the grade A, the student has demonstrated excellent results. For the grade of Fail, the student has demonstrated unacceptable results.

Module code 2503 is excluded from the grading scale above. The grade for this module will be one of Pass or Fail.

To pass the course, the student must receive at least a grade of E in module code 2501 and 2502 and a passing grade in module code 2503.

The student's grades for the different component are aggregated in the following way: $(7 * \text{number credits for module code 2501} + 6 * \text{number credits for module code 2502})/13$. A corresponds to 5 points, B corresponds to 4 points, C corresponds to 3 points, D corresponds to 2 points and E corresponds 1 point. The aggregated grade determines the final grade. Up to 49 points, the total number of points is rounded down and over 50 it is rounded up.

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 on the course.

Entry requirements

To be admitted to the course, the student must have completed at least 60 credits within the Master's of Science programme in Service Management, 30 credits of which must be from courses during programme semester 1 and 15 credits must consist of the course in methods.

Further information

This course replaces SMMV39 Value-Creating and Innovation in Tourism, 15 credits, and may not be included in a degree together with this course.