



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMV39, Value Creation and Innovation in Tourism, 15 credits**

*Värdeskapande och innovation i turismbranschen, 15 högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2020-02-26 to be valid from 2020-08-31, autumn semester 2020.

### **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 studies*

Service Management

*Depth of study relative to the degree requirements*

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

### **Learning outcomes**

For a Pass on the course, the student shall

#### **Knowledge and understanding**

- demonstrate specialised knowledge and understanding of different theoretical perspectives on value creation and innovation in tourism

#### **Competence and skills**

- demonstrate the ability to independently formulate a research issue and apply relevant theories in an empirical study

- demonstrate the ability to communicate the practical and societal relevance of their research results.
- demonstrate the ability to communicate their research results in academic as well as popular science texts

### **Judgement and approach**

- demonstrate the ability to critically discuss theories and methods in an independent project

### **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:

- 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.
- 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.
- a popular science publication (2 credits) in which the students individually write a chapter based on the project work, and in groups edit, review individual chapters and write an introduction to an anthology.

### **Course design**

The teaching consists of lectures, seminars in different forms, supervision and a field trip.

Compulsory participation is required in the seminars and field trip. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties relating to elected office, e.g as a student representative.

### **Assessment**

The assessment of the course is based on an individual written take-home exam (7 credits), a project report written in groups of two (6 credits), and the individual writing of a chapter to be included in a popular science anthology (2 credits). The assessment will also take into account the group assignment of editing, reviewing and writing an introduction and blurb to the anthology.

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.

*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 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.

The joint popular science publication (module code 2003) is exempted from the grading scale above. The grades awarded for this component are Pass (G) or Fail (U).

For the grade of Pass, the student must have passed the individual take-home exam (module code 2001, 7 credits) and the project work (module code 2002, 6 credits) and been awarded at least the grade of E, and the individual contribution to the popular science publication (module code 2003, 2 credits).

The student's grades for the different component are aggregated in the following way:  $(7 * \text{number credits for module code 2001} + 6 * \text{number credits for module code 2002}) / 13$ . 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 45 credits within the Master of Science (120 credits) programme in Service Management prior to the third semester of the programme, 7.5 credits of which must be from the introductory course of the programme and 7.5 credits from the introductory course specific to the student's specialisation.

## **Further information**

This course replaces SMMR32 Value-Creating and Innovation in Tourism, 15 credits, and may not be included in a degree together with this course.

## Subcourses in SMMV39, Value Creation and Innovation in Tourism

Applies from H20

- 2001 Home Exam, 7,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2002 Project work, 6,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2003 Popular science publication, 2,0 hp  
Grading scale: Fail, Pass