



LUND
UNIVERSITY

Faculty of Social Sciences

SMMN25, Value Creating Processes in Tourism and Hospitality, 30,0 credits

Värdeskapande processer inom Tourism and Hospitality, 30.0 högskolepoäng Second Cycle / Avancerad nivå

Confirmation

The course syllabus was confirmed.

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.

Teaching languages: English

Main field of studies

Specialization

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

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.

Assessment

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.

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.

Grading scale

Marking scale: Fail, Pass, Pass with distinction.

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.

Required reading

See appendix.

Literature for Value Creating Processes in Tourism and Hospitality, 30 credits (SMMN25)

The literature list was approved by the Board of the Department of Service Management 24 April 2012.

The literature list is valid from Autumn Semester 2013.

- Gössling, Stefan (2010). *Carbon Management in Tourism: Mitigating the Impacts on Climate Change*. London: Routledge. [345 pp. ISBN 978-0-415-56632-2]
- Hall, Colin Michael. & Williams, Alan M. (2008). *Tourism and Innovation*. London: Taylor and Francis. [263 pp. ISBN 978-0-415-41404-3]
- Holbrook, Morris B. (ed.) (1999). *Consumer Value. A Framework for Analysis and Research*. London: Routledge. [203 pp. ISBN 0-415-19192-0]
- Silverman, David (2004 or later). *Qualitative Research. Theory, Method and Practice*. Thousand Oaks: Sage. [336 pp. ISBN 0-7619-4933-X]
- Smith, Stephen L.J. (2010). *Practical Tourism Research*. Oxfordshire: Cabi. [269 pp. ISBN 9781845936327].
- Walder, Bibiana, Weiermair, Klaus, Sancho Pérez, Amparo (2006). *Innovation and Product Development in Tourism. Creating Sustainable Competitive Advantage*. Berlin: Eric Schmidt Verlag. [170pp. ISBN 978-3-503-09079-2]

In addition to the above literature, articles will be read on the following themes:

- On *innovation*, in order to give a scientific introduction to the subject and to show how innovation can be used in different contexts (260 pp.)
- On *networks*, in order to give an insight into how this interplay is situated in different places (45 pp.)
- On *value*, in order to discuss different kinds of value creating processes within the service sector (100 pp.)
- On *sustainability*, in order to show how innovation and sustainability interplay (100 pp.)
- On *methodology*, in order to offer a deeper understanding of various types of data collection methods (120 pp.).

In accordance with problem-based learning and independent research work, the students are expected to independently find approximately 1000 pages of relevant literature.

Total: approximately 3200 pp.