



LUND UNIVERSITY
Faculty of Social Sciences

SMMP32 Value Creation and Innovation in Tourism, 15 credits Second cycle

Details of approval

The syllabus was approved by the Board of the Department of Service Management and Service Studies 10 June 2014 and is valid from 1 August 2014.

General information

The course is part of semester 3 of the Master's programme in Service Management and may not be included in a main field of study.

Language of instruction: English

Main field

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Depth of study relative to the degree requirements

A1F, Second cycle, requiring second cycle courses for admission

Learning outcomes

On completion of the course, students shall demonstrate

Knowledge and understanding

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

Competence and skills

- the ability to arrange a conference and communicate their research findings to practitioners within academia and tourism in the context of the conference

Judgement and approach

- the ability to critically discuss and apply relevant theories and methods to an individual research project

Course content

The course consists of the following components:

- introduction to theory (4 credits)
- project work (9 credits)
- arranging a conference (2 credits)

Course design

The teaching consists of lectures, seminars, field studies and a conference. Attendance at seminars, fieldwork and conference is compulsory, unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

Assessment

The assessment is based on written exams, reports and the arranging of a conference.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations.

Within a year of the end of the course, two further re-examinations on the same course content are offered.

After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

Grades

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.

Admission requirements

To be admitted to the course, students must have passed 30 credits in the Master's programme in Service Management (SASMA).