



LUND
UNIVERSITY

Faculty of Social Sciences

SMMR32, Value Creation and Innovation in Tourism, 15 credits

Värdeskapande och innovation i turismbranschen, 15 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 2015-09-09 and was last revised on 2018-10-12. The revised syllabus applies from 2018-11-04, autumn semester 2018.

General Information

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

Language of instruction: English

Main field of studies

-

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, students shall demonstrate

Knowledge and understanding

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

Competence and skills

- the ability to communicate research findings in an academic as well as a popular science form.
- the ability to apply relevant theories to an individual research project.

Judgement and approach

- the ability to critically discuss relevant theories to an individual research project.

Course content

The aim of the course is to provide students with specialised knowledge of value creation processes and innovation in the tourism business. Special attention is given reading, writing and communication of knowledge.

The course consists of the following components:

- introduction to theory (7 credits)
- project work (6 credits)
- co-editing and writing a popular science publication (2 credits)

Course design

The teaching consists of lectures, seminars, field studies and co-editing and writing a popular science publication. Attendance at seminars, field studies and the co-editing and writing of the publication are 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 individual written exams, reports made in groups of two and the co-editing and individual writing of a popular science publication.

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.

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 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.

From the grading scale above, the component Co-editing and writing a popular science publication is exempted. Students will be awarded one of the grades Pass or Fail for this component.

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

Further information

This course replaces Value Creation and Innovation in Tourism, SMMP32, 15 credits.

Subcourses in SMMR32, Value Creation and Innovation in Tourism

Applies from H18

- 1801 Written examination, 7,0 hp
Grading scale: Fail, E, D, C, B, A
- 1802 Written report, 6,0 hp
Grading scale: Fail, E, D, C, B, A
- 1803 Popular Science Publication, 2,0 hp
Grading scale: Fail, Pass

Applies from H15

- 1501 Written Examination, 7,0 hp
Grading scale: Fail, E, D, C, B, A
- 1502 Written report, 6,0 hp
Grading scale: Fail, E, D, C, B, A
- 1503 Conference, 2,0 hp
Grading scale: Fail, Pass