



**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**

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### **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 2015-09-09. The revised syllabus applies from 2015-10-01, autumn semester 2015.

### **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

### **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 arrange a conference and communicate their research findings.
- 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)
- arranging a conference (2 credits)

## Course design

The teaching consists of lectures, seminars, field studies and a conference. Attendance at seminars, field studies and conference 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 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.

*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 on arranging a conference 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 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