

# Advances in tourism management, 7.5 hp

Forskning och utveckling inom management av turism, 7.5 hp

## General data

<b>Code:</b>	TUR001F	<b>Level:</b>	Third-cycle course
<b>Third-cycle subject area:</b>	Tourism studies	<b>Disciplinary domain:</b>	
<b>Version valid from:</b>	2011-05-12	<b>ECTS:</b>	7.5 credits
<b>Established:</b>	2011-02-11	<b>Date of change:</b>	2011-03-11
<b>Determined:</b>	2011-05-31		
<b>Answerable department:</b>	Department of social sciences (Department of tourism studies)		

## Aim

The aim of the course is to identify how advanced tourism management perspectives relate to other theories and fields of research and how it can be usefully combined with these theories to generate interesting new insights and theoretical propositions. In doing so, the research area, established paradigms, their development, research traditions and applied instruments are critically reflected as well as related to the student's ongoing PhD thesis. These research areas and discourses comprise, for instance, territorial image, brand-attractiveness, yield management (e.g. pricing, forecasting and segmenting), productivity assessment and the impact of tourism on income, employment and the environment. Finally, in order to also understand management dynamics in tourism, three cross-boundary topics are considered: *consumer trends*, *business competitiveness*, and *technological change*.

## Goals

After completing the course, the students will

- Have an increased understanding about the *state of the art* of management-related research in tourism connected to firms, (e.g. electronic) networks and destinations.
- Critically assess, evaluate and propose research ideas and disciplinary traditions within management-related tourism research.
- Master the main theories related to the course content and link them to state-of-the art research in the area.
- Appropriately synthesise and integrate the ongoing PhD thesis into the broader literature on management sciences and tourism research.

## **Course Structure**

The PhD programme in Tourism Studies at ETOUR considers three highly interconnected multi paradigmatic fields of academic inquiry: (A) 'Tourism-related Resources', (B) 'Tourists' Behaviour', and (C) 'Tourism Management'. By referring to the latter field of research, the course in "*Advances in Tourism Management*", on the one hand, focuses on the functioning and interplay of the various operations and processes within and between tourism organisations. Thereby, research methods from management sciences and the various business-related sub-disciplines, like business administration, operations research, managerial economics, entrepreneurial research and strategic management are applied to tourism. Major content areas include the optimization of operations in tourism firms, tourism marketing, electronic distribution and product development. On the other hand, the planning, management and development of tourist destinations is studied through the theoretical lenses of economics, geography, political sciences and other social sciences disciplines. Thereby, various analytical frameworks, like the tourism area life cycle are adapted to issues of destination management and governance as well as destination positioning, branding and auditing.

## **Education**

Teaching includes lectures, seminars and tuition. The particular focus is on discussion seminars and reports supported by lectures. Finally, course readings are worked through by the students themselves. Excursions may be done.

## **Admission Requirements**

To be admitted to the course the candidate should be enrolled in a postgraduate program. A candidate permanently employed at Mid Sweden University can be offered a place on postgraduate courses with vacancies, provided that requirements for eligibility and other conditions have been fulfilled and that the person participates in the course within the terms of his/her employment.

## **Examination**

- Attendance and active participation in seminars and discussions is requested
- Individual written assignments and seminars including paper presentations with opponents

## **Evaluation**

Grades are given in the form "passed" or "non-passed".

## Literature

- Alvaro, M., Nijkamp, P. & Neto P. (2010) *Advances in Modern Tourism Research – Economic Perspectives*, Physica Verlag, Springer, Heidelberg, Germany.
- Baum, T. & Mudambi, R. (1998). *Economic and Management Methods for Tourism and Hospitality Research*, Wiley & Sons, London UK. (partially)
- Holmes, K et al. (2007) An Eclectic Agenda for Tourism & Hospitality Research. *Tourism and Hospitality Research*, 7(1): 76-82
- Ryan, Ch. & Page, St. (eds.) (2000). *Tourism Management, Towards the New Millennium*, Elsevier Science, Oxford, UK. (Partially)
- Tribe, J. & Airey, D. (eds.) (2007). *Developments in Tourism Research - New Directions, Developments and Applications*, Elsevier Science, Oxford, UK.
- Tribe, J. (2008). Tourism: A Critical Business. *Journal of Travel Research*, 46(2): 245-255.

Additional literature: Scientific reports, articles, etc. will be communicated and provided at the beginning of the course.