Turisme: Teori og fenomener

Emnekode: MHR220_2, Vekting: 10 studiepoeng
Tilbys av: Det samfunnsvitenskapelige fakultet, Norsk hotellhøgskole
Semester undervisningsstart og varighet: Vår, 1 semester
Semester eksamen/vurdering: Vår
Undervisningsspråk: Engelsk

Fagpersoner
- Jens Kristian Steen Jacobsen (Emneansvarlig)
- Øystein Jensen (Emneansvarlig)

Læringsutbytte

Upon completion of this course, students will be able to:

- Recognise tourism as a global social, economic and cultural phenomenon
- Acknowledge the wider international context in which tourism and hospitality enterprises operate
- Discern tourism sustainability challenges and cultural conflicts from the perspective of host societies and visitors
- Identify major forms of leisure travel in late modern societies
- Expound tourism industry bearings of social electronic media
- Make out central tenets in tourism research
- Integrate theory and application from various tourism areas in an interdisciplinary approach
- Critically evaluate research papers
- Utilise integrative and critical thinking skills in a tourism industry environment
- Anticipate central trends in tourism and hospitality industry environments

Innhold

Tourism as a research theme and an academic context can be regarded as a wider field than hospitality in the sense that it embraces a wider range of phenomena and both private and public sector issues. The unit of analysis is, for example, various levels of complex societies rather than single firms. On the demand side, the focus in the course is on leisure and holiday behaviour within the global society and on tourism and travel as a cultural and social phenomenon. Furthermore, various aspects of the host communities and tourists perceptions of and encounters with host communities are highlighted.

The main emphasis is on central theories and concepts derived from selected classic articles and book chapters, thereby gaining insight into how social and cultural environments form and
influence tourists and the tourism industry and vice-versa. The course comprises general perspectives on tourists, tourist consumption, visitor attractions, destinations and destination branding. Issues such as space and movements are also taken in. Moreover, influence of social electronic media on industry and travellers is included.

The course will not only familiarise the students with central aspects of a body of tourism knowledge but will also contribute to improving participants abilities in academic writing.

Arbeidsformer
The sessions will primarily be based on student presentations of course readings/articles (usually 10 to 12 minutes) followed by discussion of the content and exchange of ideas. Each of the selected articles should be jointly presented by two students and two other students should be prepared to having the role as opponents to the presentations, forwarding critical questions or comments. Additionally, questions and comments from the class are expected. The main points in each student presentation should be communicated in at least one written page to be distributed among fellow students. A template for written presentations of course readings will be available. All students must present articles/chapters as well as taking the role as opponents/commentators during the course. The lecturers will offer additional comments and will also present selected readings. It is imperative for the discussions that all students have read the presented material in advance. Discussions and exchange of examples and opinions relative to the subjects in focus are vital elements of the course. Please note that students must be present at a minimum of 70% of the course meetings.

Forkunnskapskrav
Ingen

Eksamenvurdering

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<tr>
<th>Oppgave(r) og muntlig(e) eksamen(er)</th>
<th>Vekt</th>
<th>Hjelpemidler</th>
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<td>Hjemmeoppgave 1</td>
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<td>Hjemmeoppgave 2</td>
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<td>Muntlig eksamen</td>
<td>2/4</td>
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- Two individual assignments (essays) in English. Weight of the assignments: 25% each of the total grade. The assignments should be delivered electronically with only candidate number (no name) to the NHS general office (not to the lecturers).

- Oral examination of 20 minutes. Weight: 50% of the total grade. Date: to be supplemented.

Å

Vilkår for å gå opp til eksamen/vurdering
Studentpresentasjoner samt være opponent/kommentator på artikkelstoff, Minimum 70%
tilstedeværelse på undervisning, De to individuelle hjemmeoppgavene må være bestått for å kunne gå opp til muntlig eksamen

**Åpen for**

M-INHRLE, M-INHOTR

**Litteratur**


Dann, Graham M. S. 2000. Overseas holiday hotels for the elderly: total bliss or total institution? In Robinson, Mike; Long, Philip; Evans, Nigel; Sharpley, Richard & Swarbrooke, John (Eds.), *Reflections on international tourism: Motivations, behaviour and tourist types* (pp. 83-94). Newcastle: University of Northumbria.


Management, Stavanger, October.


The course readings might be subject to adjustments and supplements before the course starts. Final overview of course readings will be presented on the first session and the readings will available in the compendium Tourism Theory.