YMAT1311

Turismi työnä ja ammattina
Tourism as Work and Profession

Master’s level in Tourism Studies, Spring 2010
5 ects

Registration

Obligatory pre-registration by February 2, 2010

Course coordinator Professor Soile Veijola

Course production support team: Veera Kinnunen, Mika Kylänen, Anu Valtonen, Maria Hakkarainen, Outi Rantala, Seija Tuulentie

Timetable and Venue

Spring 2010, 3rd period, February 2, 2010–March 30, 2010

Venue: University of Lapland, SS 5 and LS 18

PROGRAM

February 2, 2010  Introductory Seminar (2 h)
10-12 SS 5

March 29, 2010  Closing Seminar (4 h)
14-17 LS 8

Deadline for the written assignment: March 29, 2010
Markings within a week after the Feedback Session.
Instructions for the Assignment

The course is based on the research results and publications of *Tourism as Work* Research Project (Academy of Finland 2006-09) at the University of Lapland and Finnish Forest Research Institute (Metla). Also thematically arranged packages of further readings are available.

The interim results of the research project are presented in the form of *Seven Theses on Tourism Work* (see www.ulapland.fi/taw) which the students are to investigate.

The **student assignment** is two **written essays** on the basis of

- **Seven Theses on Tourism work.**
- **Obligatory readings for all students** (either *Behind the Smile* or *Töissä tunturissa*).
- **Alternative obligatory readings** in the Compendium and *Tourist Studies* 9 (2) 2009 (eventually complemented by further readings) and/or...
- Student’s own experience in tourism-related working life

**Instructions**

- Choose **two** of the *Seven Theses on Tourism Work* in the Compendium (www.ulapland.fi/taw) for your assignment task.
- Study the obligatory readings (books, articles and other sources) linked to the two Theses you have chosen, and search for supporting evidence of the Theses in these research publications, as well as in further readings if possible.
- Look for also counter-evidence and counter-arguments for the Theses. As sources you can use the material in the Compendium and/or other publications (see for instance the list of further readings)
- Moreover, or alternative to using further readings or other research texts, you can reflect and evaluate the Theses from the point of your own experiences of working in the tourism industry
- Evaluate the Theses/Arguments on the basis of the previous steps and operations.
Course Specification

Learning outcomes will include the following abilities and skills:

- to research, evaluate and develop the tourism industry as an important part of society from the points of view of work, profession, skills and well-being at work.
- to distinguish disciplinary traditions dealing with tourism work and use them for both pragmatic and theoretical purposes.
- to produce technically correct and reader-friendly research texts
- to reflect on one’s own work performances and conditions in the tourism industry.

Course structure

The course is divided into three sections:

- The Introductory seminar where the topic is briefly introduced and discussed, the Compendium (a collection of articles) is delivered to students and the further instructions for the written assignments are given.
- Independent studying of the key readings and searching for other relevant texts on the subject (eg. suggested further readings or other sources). The written assignment in Finnish or English (6 pages plus coversheet and Literature and Appendice for each thesis). Please, note that the texts need to follow systematically the chosen reference system.
- Closing seminar in which the students will present their assignments (10 minutes) and they will be discussed and commented on by the participants and eventual visiting commentators.
- As a bonus track, the outcomes, or a selection of them, can be edited into a web publication to be placed on the web pages of the Tourism as Work Research Project.

Academic orientations and backgrounds

The course focuses on tourism work dealt with in various disciplinary traditions (sociology, marketing, business studies, Cultural Studies) as a global phenomenon that manifests itself locally. This year the empirical cases are situated in Finnish Lapland and thereby offer especially fruitful tools for developing Northern and Arctic tourism businesses. The issues investigated and perspectives offered are, however, globally relevant and applicable.
Assessment
Credit rating: Fail/1-5.

Obligatory readings


Alternative readings (see Compendium)

**Thesis 1: The knowledge and skills of tourism workers are not utilized enough in the advancement of the tourism industry.**

**Teesi 1: Matkailutyöntekijöiden tietoa ja taitoja ei hyödynneta matkailualan eteenpäin viemisessä riittävästi.**


**Thesis 2 : National and regional tourism strategies must acknowledge, besides tourism’s growth expectations, also society as a whole as well as alternative futures for tourism.**

**Teesi 2: Kansallisten ja alueellisten matkailustrategioiden on huomioitava koko yhteiskunta ja myös vaihtoehtoiset tulevaisuudet matkailun kasvuuoltojen rinnalla.**


Thesis 3: Tourism centers do not always radiate wellbeing to the remote villages of Lapland.

Teesi 3: Matkailukeskuksen eivät aina säteile hyvinvointia syrjäkyliin Suomen Lapissa.


Thesis 4: Guiding tourists in nature is security work requiring versatile expertise.

Teesi 4: Matkailijoiden opastus luonnossa on monipuolista ammattitaitoa vaativaa turvallisuustyötä.


Thesis 5: Tourism work has the reputation of being underpaid women’s work, which obscures its salient position as a mirror of contemporary working life.

Teesi 5: Matkailutyön maine alipalkattuna naisten palvelutyönä hämärtää sen keskeisyyttä nykyajan työelämän kuvastimena.


Thesis 6: University-level education on tourism benefits society in general, not only the industry’s sustainable development.

Teesi 6: Matkailun yliopistotason koulutus hyödyttää elinkeinon kestävän kehityksen ohella koko yhteiskuntaa.


Thesis 7: Compilation of statistics on tourism work needs to be developed further and systematized in order to properly support regional development, the industry, and research.

Teesi 7: Matkailutyötä koskevaa tilastointia on kehitettävä ja systemoitava aluekehityksen, elinkeinon ja tutkimuksen tueksi.


More statistics and strategies: www.lapinliitto.fi

Contact Information

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