



## GRADUATE SCHOOL

### **GM0615 Corporate Social Responsibility in Event and Tourism, 7.5 credits**

Corporate Social Responsibility in Event and Tourism, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by School of Business, Economics and Law on 2010-11-30 and was last revised on 2019-04-29 by Graduate School to be valid from 2019-09-02, autumn semester of 2019.

*Field of education:* Social Sciences 100%

*Department:* Graduate School

#### **Position in the educational system**

The course Corporate Social Responsibility in Event and Tourism is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

*Main field of studies*

Tourism and Hospitality Management

*Specialization*

A1N, Second cycle, has only first-cycle course/s as entry requirements

#### **Entry requirements**

To be eligible for the course Corporate Social Responsibility in Event and Tourism, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

#### **Learning outcomes**

On successful completion of the course, the student will be able to:

1. explain and critically discuss the concepts of sustainable development and corporate social responsibility (CSR) and how these concepts are applied in the

tourism and event industry

2. explain and critically discuss the current practices in the tourism and event industry in regards to corporate social responsibility and sustainable development
3. explain and critically discuss the role of the tourist and event consumer, which is relevant for CSR policy formulation and management.

The course is sustainability-focused, which means that at least one of the learning outcomes clearly shows that the course content meets at least one of the University of Gothenburg's confirmed sustainability criteria. The content also constitutes the course's main focus.

### **Course content**

This course explores the current thinking and practice of responsible tourism and event management. This is an industry relevant course, which delivers an applied yet holistic view of the tourism and event industry, sustainability and development. The course is organised around three modular sections with lectures, guest speakers from the industry and literature seminars.

The first module introduces the concepts of CSR and sustainable development in a tourism and event context.

The second module explores how the tourist and event industry (for example hotels, tour operators and the transport industry) has started applying the concepts of CSR and sustainability.

The third module addresses the consumer perspective focusing on the tourist and the event visitor and their responsibilities.

### **Form of teaching**

The teaching is based on lectures and seminars including guest lectures and/or field visits with industry representatives. The seminars demand active participation by the student and include assignments to be handed in and discussed in class.

*Language of instruction:* English

### **Assessment**

The learning outcomes are assessed through

- individually written assignments (learning outcome 1-3)
- written exam (learning outcome 1-3)
- active participation in seminars (learning outcome 1-3)

- field visits (learning outcome 1-3).

Attendance to seminars and field visits is compulsory. Absence from compulsory elements of the course can be replaced with alternative assignments. A failed assignment can be supplemented to a pass grade. Individual assignments and the exam should be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed.

The number of examinations is limited to five.

### **Grades**

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

To receive Pass on the course Pass is required on all examination forms. To receive Pass with Distinction on the course, Pass with Distinction is required on the written exam.

### **Course evaluation**

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.