

Writing memos

WRITING MEMOS

The courses within human geography are examined in different ways. Compulsory assignments usually also include a written part. This instruction addresses the formal requirements for these written tasks, i.e. how to write a memo correctly. As a student, you are expected to follow this template, unless otherwise stated in each assignment instruction, or if the responsible teacher announced anything else.

A course memorandum should contain the following:

Introduction: A brief "dip" into the subject matter. Why is it interesting to study population and population trends for example? What consequences does this have at municipal, regional and national level? Why is it interesting to study the particular municipality selected? A quarter- or half-page may well suffice; what matters is that the reader's interest should be aroused so that the reader wants to learn more.

Aim: Define a clear and precise aim. Make sure to delimit the scope of your research aim. You may also formulate a number of questions which follow from the aim. For example: "The aim of this memo is to describe tourism in the Vilhelmina municipality during the year 2005. The questions which will be asked are (i) what tourist attractions does the municipality have to offer? (ii) what strengths, weaknesses, opportunities and challenges present themselves in the development of tourism in the municipality? (iii) how is tourism marketed in the municipality?"

Method: Describe and justify the approach chosen in order to achieve the aim. Where did you find your source material (public statistics from SCB (Statistics Sweden) and/or the municipality, interviews etc); how have you handled the material; what weaknesses or gaps may there be?

Results: Here you should answer the questions. Use the responses and/or information which you have received, abstaining from speculation or ideas of your own. You may begin the section with a description of your municipality (i.e. your field of study): where it is located (a map is not a bad idea), what attractions it offers and so on. Use sub-headings to break the sections up, especially if you are answering a number of questions. Illustrate your results by means of tables and diagrams, but take care always to comment on them, referring to them in the text so that the reader knows which is the relevant table or diagram.

Discussion: Here you link your results to what you know from other sources. You can make your own reflections and speculate about the results. Be careful, however, to state when the ideas are your own or when you have references; avoid new facts.

References: Make sure that all published and other printed material (information leaflets etc.) and oral sources are cited. NB! Every item in the list of references must be referred to in the text and vice versa. We recommend the use of the APA reference system, i.e. refer to sources directly in the text like (Brown et al. 1970). For more detailed information about writing references, please consult www.ub.umu.se/en/write.

When referring to sources on the World Wide Web you do it in the same way as described above. But do not include the URL (www.vilhelmina.se...) in running text references, put it only in the list of references at the end of the memo. Hence, in running text refer only to organization/author and year, like (Vilhelmina 2011). In the list of references the format used should be:

References

Abrahamsson, K.V. (1975). *Rekreation och friluftsliv vid älvar i norra Norrland. GERUMA:6*. Geografiska institutionen, Umeå universitet.

Appelblad, H. (1995). *Projektet Laxen tillbaka till våra älvar. Det ekonomiska värdet av sportfiske efter lax i Byske älv. (Arbetsrapport 6) Gerum arbetsrapport 1995-04-24*. Geografiska institutionen, Umeå universitet.

Arell, N. (1979). *Kolonisationen i lappmarken, några näringsgeografiska aspekter*. Lund: Scandinavian University Books.

Boverket (2017). *Så planeras Sverige*. Available: <http://www.boverket.se/sv/samhallsplanering/sa-planeras-sverige/> (Retrieved June 26, 2017)

Jaakson R. (1986). Second Home Domestic Tourism. *Annals of Tourism Research* 13 (3), pp. 367-391.

King, R. (2012). Geography and Migration Studies: Retrospect and Prospect. *Population Space and Place* 8: 134-153.

SOU 2015:35. *Service i glesbygd*, Stockholm. Näringsdepartementet. Available: <http://www.regeringen.se/rattsdokument/statens-offentliga-utredningar/2015/03/sou-201535/> (Retrieved August 8, 2016)

Quotations are identified by author's name, year and page reference directly after the quotation. For example: "... a distinction is made between administrative staff (officials) and works personnel (workers)" (Törnqvist 1986, p. 18). Do not make quotes longer than 3 sentences.

IMPORTANT: Do not ever put together a memo by using the "*copy and paste-method*". When you refer to a source, do so by paraphrasing or summarizing the content of the source. You may make shorter quotes as in the example above. But otherwise, copy and paste texts are plagiarism which is illegal.

Table headings are positioned above the table while *figure headings* are placed below the figure, in accordance with Swedish and international standards. Table and figure headings must be short and indicate what can be seen, but interpretations of them must be found in the text. The source is always to be stated below the table/figure (and below the figure heading). Tables and figures should preferably be positioned in close proximity to the point at which they are mentioned in the text: it is best if the reader can read the text and look at the table or figure at the same time.

Examples of table and figure with headings and accompanying texts referring to their contents:

Table 3. Keep-fit activities in Sweden with the highest relative increase and decrease respectively, between 1998 and 2005

	1998	2005	Change	Relative change
Strength Training	766 100	1 454 800	688 700	90%
Snowboard	67 600	112 400	44 800	66%
Volleyball, Beach Volleyball	74 500	122 500	48 000	64%
Bowling	138 500	197 900	59 400	43%
Skating	212 600	272 800	60 200	28%
Table tennis	237 700	224 400	-13 300	-6%
Basket	138 900	127 800	-11 100	-8%
Cykling	1 303 400	1 135 000	-168 400	-13%
Tennis	182 200	157 700	-24 500	-13%
Inline	377 000	175 500	-201 500	-53%

Source: Riksidrottsförbundet, 2006

Swedes takes frequently part in keep-fit activities. While sports like inline skating and tennis have decrease in popularity, strength training, snowboard, ././ have increased in popularity from 1998 to 2005 (Table 3).

...

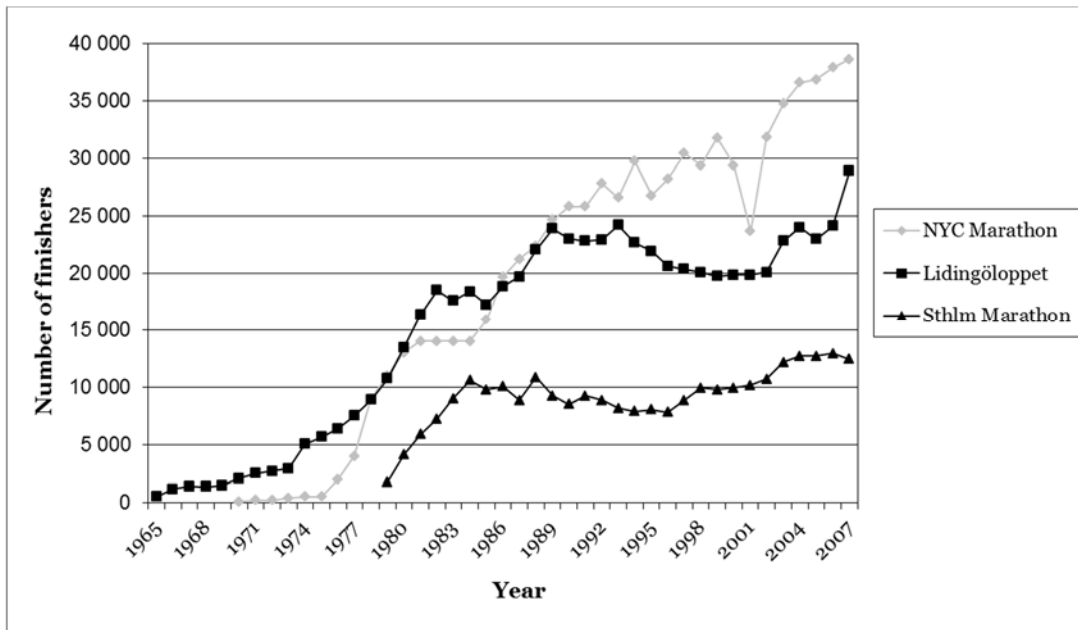


Figure 2. Number of finishers in the running races New York City Marathon, Lidingöloppet and Stockholm Marathon

Source: www.lidingoloppet.se; www.nycmarathon.org and www.stockholmmarathon.se

As shown in Figure 2, the running races NYC Marathon, /.../ started their rapid growths in the later part of the 1970ies...

Front end-paper: See example annexed below.

Notice that course and exercise number should always be stated on the front end-paper. The work must be typed of course, whether by computer or otherwise. Remember that you are not writing for the well-informed teacher but for the interested general public.

Layout: You can make use of the default layout in the word-processing program. Preferably, you make use of the layout used for this document:

Page number: Position, bottom of page. Alignment, centre

Font, running text: Georgia 14 pt

Font, table and figure headings: Georgia 12 pt, *Italic*

Paragraph/Alignment: Justified

Line spacing: Single

Line and page breaks: widow/orphan control

Further information: Useful information about writing can be found on the University Library homepage, weblink Write: <http://www.ub.umu.se/en/write>.

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Department of Geography and Economic History
Course: Tourism and Society, Exercise 3
Date: 16 January 2017
Teacher: Ida Svensson

TOURISM DEVELOPMENT IN VILHELMINA MUNICIPALITY BETWEEN 2000 AND 2010

Anton Magnusson