



Course syllabus

Faculty Board of Humanities and Social Sciences
School of Cultural Sciences

1KG010 Upplevelseproduktion, 15 högskolepoäng
Experience Production, 15 credits

Main field of study

Human Geography

Subject Group

Cultural and Social Geography

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by the Board of the School of Cultural Sciences 2009-12-02

Revised 2011-06-07. English translation.

The course syllabus is valid from autumn semester 2011

Prerequisites

NO VALUE DEFINED

Expected learning outcomes

After completing the course, the student should be able to:

- demonstrate general knowledge about professional experience production and its relation to general economic social and cultural contexts
- present and critically approach important components included in various experience realms
- gather, process and present information in both written and oral formats
- present the bases for how to apply a scientific problem approach to professional experience production
- present and critically approach the term sustainability as regards environmental-, social- and economic development of experiences.

Content

Definitions and basic concepts used in professional experience production are introduced and problemised. Professional experience production as a phenomenon is discussed in view of contemporary societal developments. The transformation processes in trade and industry are analysed and contrasted in relation to the various functions of professional experience production. This also includes understanding the partially new mechanisms promoting successful development of regions who work with development of professional experience production.

Type of Instruction

Distance tuition teaching and conducted via the internet. Students will join lectures and seminars through the use of flexible learning tools. Distribution of for instance literature introductions, preparatory discussion material and group assignments occur via the internet. This course includes obligatory elements such as web based seminars and written home assignments including a home exam. At one occasion all students gather in order to participate in a mutual excursion.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Course Evaluation

When the course has finished, an evaluation is compiled. The results are reported back to students and then archived according to the rules of the School.

Required Reading and Additional Study Material

List of required reading

Aronsson, L., Bjälesjö, J. & Johansson, S. (ed.) (2007). *Kulturell Ekonomi. Skapandet av värden, platser och identiteter i upplevelsesamhället*. Lund: Studentlitteratur. 311 p. ISBN: 978-91-44-02988-7.

Ek, Richard & Hultman, Johan (ed) (2007) *Plats som produkt: kommersialisering och paketering*. Lund: Studentlitteratur. 294 p. ISBN: 978-91-44-04598-6.

Heldt Cassel, Susanna (2008) "Platsmarknadsföring, regional image och jakten på attraktivitet." In: Andersson, Frida; Ek, Richard & Molina, Irene (ed.) *Regionalpolitikens geografi: Regional tillväxt i teori och praktik*. Studentlitteratur: Lund. 162-178. 17 p. ISBN: 978-91-44-01541-5.

Hermelin, Brita (2008) "Kultur som utvecklingsfaktor." In: Andersson, Frida; Ek, Richard & Molina, Irene (ed.) *Regionalpolitikens geografi: Regional tillväxt i teori och praktik*. Studentlitteratur: Lund. 57-76. 20 p. ISBN: 978-91-44-01541-5.

Jakobsson, Max (2009) *Från industrier till upplevelser: En studie av symbolisk och materiell omvandling i Bergslagen*. Örebro studies in human geography, 3. Örebro: Örebro university. 175 p. ISBN: 978-91-7668-677-5. (Available online at: <oru.diva-portal.org/smash/record.jsf?pid=diva2:235021>)

Mossberg, L. (2003). *Att skapa upplevelser – från OK till WOW!* Lund: Studentlitteratur. 211 p. ISBN: 91-44-02687-0.

Nielsén, T. (2006). *FUNK En tillväxtmodell för upplevelseindustrin*. Stockholm: Stiftelsen för Kompetens och Kunskapsutveckling (KKstiftelsen). 147 p.

Riksantikvarieämbetet (2003) *Plats, drivkraft, samhällsprocess: vad gör kulturarvet till en resurs för hållbar regional utveckling? Rapport från Riksantikvarieämbetet, 2003:7*. Stockholm: Riksantikvarieämbetet. 72 p. ISBN: 91-7209-337-4.

Wahlström, B. (2002). *Guide till upplevelsesamhället. Från musik & museer till sushi & spa*. Stockholm: SNS Förlag. 155 p. ISBN: 91-7150-895-3.

Wall, Geoffrey & Mathieson, Alister (2006) *Tourism: changes, impacts and opportunities*. 2nd ed. Harlow: Pearson Prentice Hall. 412 p. ISBN: 0-13-099400-6.

Weissglas, Gösta (2002) *Kulturarvet som resurs för regional utveckling: En kunskapsöversikt*. Rapport från Riksantikvarieämbetet 2002:1. Stockholm: Riksantikvarieämbetet. 54 p. ISBN: 91-7209-254-8. (Available online at: <www.raa.se/publicerat/9172092548.pdf>)

Compendiums provided by the school. Relevant texts used in the course: extract from literature and reports as well as newspaper articles, approximately 150 p.
(For more information, please ask the teacher)

Through consultation with the supervisor, a selection is made from:

Davidson, Joyce; Bondi, Liz & Smith, Mick (eds) (2005) *Emotional Geographies*. Aldershot: Ashgate. 258 p. ISBN: 0-7546-4375-1. (Available online at the Linnaeus University Library via Ebrary)

Gössling, Stefan & Hultman, Johan (2006) *Ecotourism in Scandinavia: lessons in theory and practice*. Wallingford: CABI. 211 p. ISBN: 978-1-84593-134-6. (Available online at the Linnaeus University Library via Ebrary)

Hall, Colin Michael (2008) *Tourism Planning: policies, processes and relationships*. 2nd ed. Harlow: Pearson/Prentice Hall. 302 p. ISBN: 978-0-13-204652-7.

O'Dell, Tom (ed) (2002) *Upplevelsens materialitet*. Lund: Studentlitteratur. 217 p. ISBN: 91-44-04164-0.

List of references

Florida, Richard (2006) *Den kreativa klassens framväxt*. Stockholm: Daidalos. 446 p. ISBN: 91-7173-237-3.

McCool, Stephen F. & Moisey, R. Neil (eds) (2009) *Tourism, recreation and sustainability: linking culture and the environment*. Cambridge, MA: CABI. 296 p. ISBN: 978-1-84593.

Sharpley, Richard (2009) *Tourism development and the environment: beyond sustainability?* London: Earthscan. 220 p. ISBN: 978-1-84407-732-8.

Additional reading

Web based material