



## Course syllabus

School of Business and Economics  
Department of Organisation and Entrepreneurship

1TR400 Destination Management, 7,5 högskolepoäng  
Destination Management, 7.5 credits

### **Main field of study**

Tourism Studies

### **Subject Group**

Tourism and Recreation Studies

### **Level of classification**

First Level

### **Progression**

GIN

### **Date of Ratification**

Approved by School of Business and Economics 2019-11-13  
The course syllabus is valid from spring semester 2020

### **Prerequisites**

General entry requirements. English B/6 or the equivalent. Exception Swedish B/C.

## Objectives

After completing the course, students should be able to:

- distinguish between different forms of Nordic tourism and destinations
- critically value and discuss digital strategies for sustainable destination development and “smart destinations”
- critically analyze destination development patterns, resilience of destinations and different factors that affect the development of destinations
- critically analyze the impacts of ICT development on different tourism sectors as well as being able to evaluate digital CRM techniques and reflect on related ethical issues

## Content

The course contains:

- Destination development patterns, destinations analysis and digital solutions
- CRM, computer freedom, customer intelligence, smart destinations and integrity
- Processing spatial data, technology, options and methods

## Type of Instruction

The teaching consists of lectures, seminars and field trips. Field trips can occur and are in such case compulsory. Dates for compulsory elements are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a written examination. The examination is assessed with the grades A-F. Field trips can occur and are in such cases compulsory. Field trips are assessed with the grades pass or fail.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A-F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

## Other

If English is the language of instruction, the associated examination is in English too. Costs for excursions may occur. This course cannot be taken within the International Tourism Program (EGTRP).

## Required Reading and Additional Study Material

### **Required reading**

Becker, E. (2013) *Overbooked: The exploding business of travel and tourism*. New York, Simon and Schuster Paperbacks, Inc. About 470 pages.

Hall, C.M., Müller, D.K., and Saarinen, J. (2009) *Nordic Tourism: Issues and Cases*. London, Channel View Publications. About 290 pages.

Hall, C.M., Prauag, G., and Amore, A. (2018) *Tourism and Resilience: Individual, Organisational and Destination Perspectives*. Bristol, Channel View Publications. About 190 pages.

### **Additional study material**

Selected research articles. About 200 pages.