



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

1TR651 Turismvetenskap – Turismens geoinformatik, 6  
högskolepoäng

Tourism Studies - Tourism geo-informatics and destination  
management, 6 credits

### **Main field of study**

Tourism Studies

### **Subject Group**

Tourism and Recreation Studies

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by the Board of the School of Business and Economics 2012-09-17

The course syllabus is valid from spring semester 2013

### **Prerequisites**

Tourism Science I 22,5 hp with at least 6 hp Tourism Studies II.

## Objectives

- Distinguish between and compare different types of decision processes in Destination Organisations on the basis of political factors, supply structure and market structure.
- Critically evaluate a destination's geographical tourism informatics.
- Explain the meaning of geographical information systems, GIS, in the tourism industry on the basis of both consumer and producer perspectives.
- On the basis of a network perspective, analyse and compare Destination Management and market processes.
- Analyse and compare the breakthrough and significance of information technology within different sectors of the tourism industry.
- Explain the structure of a destination's ICT as well as the importance of geographical information management.
- Explain how information and data about destinations can be compiled into Geographical Information Systems GIS.
- Distinguish between and compare different types of systems and applications for managing tourism information with mobile telephony and GPS support.
- Critically evaluate a destination's geographical tourism informatics.
- Explain Destination's trademark and its dynamic and importance on a global

travel market.

## Content

- \*Destination and its information technology
- \*Mobile information management, GPS technology and Geographical Information Systems within the tourism industry.
- \*The virtual destination
- \*Structure and management of GIS
- \*Destinations' organisation and structure
- \*Tourism product supply as a result of networking
- \*Leadership and management of destinations
- \*Segmentation of and positioning on the regional, national and/or global tourism market.

## Type of Instruction

Teaching is in the form of lectures, computer assignments, guest lectures, seminars and an independent work that is carried out as part of a group of 2-3 students.

## Examination

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

Examination is based upon computer assignments with a subsequent written report of computer assignment as well as a written test. Computer assignments and written report make up 60% of the examination and requires that students, both in written and practical assignments, demonstrate fundamental knowledge of compilation and application of different geographical and destination information systems. Students should, through a written test, demonstrate fundamental understanding for importance of geographical information technology in planning and development of destinations.

The course is assessed with the grades Fail, Pass and Pass with credit as well as A-F in accordance with the ECTS grading scale. In order to receive a grade of Pass, all expected learning outcomes must be fulfilled; the grade is based upon how well students have fulfilled the expected learning outcomes. For combination of grades, please see the document "Principles for Grade Reporting dnr 2011/160".

Students who receive a grade of Fail on the original examination will be given the opportunity of a resit examination; usually about 5-8 weeks after the original examination. For written examinations, a total of five resit examinations will be offered. There are usually 3 examination opportunities offered per academic year.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the institution. The results and possible measures taken are communicated to the course coordinator and presented to students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of insuring continued quality development.

## Required Reading and Additional Study Material

### Literature

Buhalis, D. eTourism: Information technology for strategic tourism management. Essex, Pearson Education Ltd. 340 p. Latest ed.

Ormsby, T. (et al). Getting to know ArcGis Desktop: Basics of ArcView, ArcEditor, and ArcInfo. New York, Environmental System Research Institute Inc. 620 p. Latest edition

Selected articles from scientific journals such as: Scandinavian Journal of Hospitality and Tourism.

## Reference Literature

Shoval, N. & Isaacson, M. (2010) *Tourist Mobility and advanced Tracking Technologies*. New York, Routledge. 182 p. ISBN 9780415963527