



Course syllabus

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

1TR710 Tourism Studies II - Managing Destinations in the Tourism Industry, 15 högskolepoäng

Tourism Studies II - Managing Destinations in the Tourism Industry, 15 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 2010-06-14

Revised 2011-05-13. Translated to English

The course syllabus is valid from spring semester 2011

Prerequisites

Tourism Studies I 22,5 credits and at least 5 credits Tourism Studies II "C Tourism Management (15 credits).

Expected learning outcomes

SUBCOURSE 1

Tourism geoinformatics, 5 credits

After completing this course the student should be able to:

- Explain the role of geographical information systems (GIS) in tourism from the perspectives of production as well as consumption
- Analyze and compare different forms and types of information technology and their importance for different tourism sectors
- Explain the function and composition of a GIS-system
- Explain how GIS-systems can be as a tool for spatial analysis and how different forms of data, i.e. spatial, tourism related, environmental, customer related etc., can be combined in a GIS
- Explain how smart phone solutions (applications) and Global Positioning Systems (GPS) can be used as tools for marketing, displaying and using tourism information

SUBCOURSE 2

Destination Marketing, 5 credits

After completing this course the student should be able to:

- Understand and discuss the concept of Destination Branding and its dynamics in a global tourism market
- From a network perspective analyze and compare different destinations organisations and marketing processes.
- Identify and compare different types of decision making processes in Destination Management organisations in different contexts, i.e. publics, supply and the tourism market.
- Assess and evaluate the marketing strategies in a Destination Management organisation.

SUBCOURSE 3

Tourism Market Analysis, 5 credits

After completing this course the student should be able to:

- Define trends; change of trends; forces behind trends within the tourism industry.
- Become aware of major issues that develop and modify tourism markets.
- Work with research methods relevant to the tourism industry.
- Be aware of different research approaches which end up with reciprocally different data.
- Assemble a research report accessible to professionals in the tourism industry.

Content

Module 1 Tourism geo-informatics 5 credits

The course addresses the following issues:

- the role of tourism geoinformatics in tourist destinations
- mobility and information systems, GPS and GIS in tourism
- The virtual destination
- The composition and function of a GIS-system

Module 2 Destination Marketing 5 credits

The course addresses the following issues:

- The organisation and structure of a Destination
- The supply-side of the Destination as a result of networking logic.
- Management of destinations
- Segmentation and positioning on the tourism market, local, national and global.
- Destination brands and image from an integrated marketing communications perspective.
- Marketing strategies for Destinations, local, national and global.

Module 3 Tourism Market Analysis 5 credits

The main approach of this course is to analyze data but foremost to create and evaluate the data captured from different primary and secondary sources. Thereby will the student become aware and get insights how to create basic information for decision making in the tourism industry. Methods in capture market data will be covered as well as their benefits and disadvantages. Market analyses are to a large extent a matter of detecting trends and understand primary issues of the industry. Challenges, business

characteristics and social distinctive features are to be understood. Furthermore will a discussion be held on perspectives on a market: from the consumers; producers; or society's viewpoint "C what is a market? Hence will the relation between market and culture be touched.

The processes to do research in the tourism industry are to be apparent for the students. The range of research methods used in the tourism field will be covered: scholarship; industry praxis; sources of secondary data; observation/qualitative/survey methods; cross-cutting techniques.

Type of Instruction

SUBCOURSE 1

Tourism geoinformatics, 5 hp (5 credits)

The course consists of lectures, guest-lectures, seminars and an independent student project. The course is partly internet-based through the use of the universities learning platform. Relevant materials and information will be posted on the learning platform.

SUBCOURSE 2

Destination Marketing, 5 hp (5 credits)

The course consists of lectures, guest-lectures, seminars and an independent student project. The course is partly internet-based through the use of the universitys learning platform. Relevant materials and information will be posted on the learning platform.

SUBCOURSE 3

Tourism Market Analysis, 5 hp (5 credits)

The course covers three major themes "C relevant to issues at stake in the tourism industry. Each theme represents one week work: starts with lectures and ends with a report seminar where the students are to present their findings.

Tuition in English if exchange students participate.

Examination

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

Course Evaluation

A written evaluation in conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

List of references Module 1 - Tourism geo-informatics 5 hec

Required reading and additional study material

SUBCOURSE 1

Tourism geoinformatics, 5 credits

Buhalis, D. (2003) eTourism: Information technology for strategic tourism management. Essex, Pearson Education Ltd. 340 pages. ISBN 978 0582 35740 2

Ormsby, T. et. al. (2008) Getting to know ArcGis Desktop: Basics of ArcView, ArcEditor, and ArcInfo. Second Edition Updated for ArcGis 9.3. New York, Environmental System Research Institute Inc. 620 pages. ISBN 1589482107

Articles and other selected material

Reference literature

Shoval, N. & Isaacson, M. (2010) Tourist Mobility and advanced Tracking Technologies. New York, Routledge. 182 pages. ISBN 978-0-415-96352-7

List of references Module 2 - Destination Marketing 5 hec

SUBCOURSE 2

Destination Marketing, 5 credits

Baker, Michael J. & Cameron, Emma (2008). Critical success factors in Destination Marketing, Tourism and Hospitality research, vol 8, 2, pp 79-97

Pike, Steven (2008), Destination Marketing "C An integrated marketing communication approach, Butterworth- Heinemann, Oxford. ISBN: 978-0-7506-8649-5

Wang, Youcheng & Krakover, Shaul. (2007). Destination Marketing: competition, cooperation or coepetition?, International Journal of Contemporary Hospitality Management, vol 20 no 2, pp 126-141

Wang, Youcheng (2008). Collaborative Destination Marketing: Understanding the Dynamic Process. Journal of Travel Research 47:151

Additional teaching materials

List of references Module 3 - Tourism Market Analysis 5 hec

SUBCOURSE 3

Tourism Market Analysis, 5 credits

Conrady, R.& Buck, M. (Eds.) (2010) Trends and Issues in Global Tourism 2010, Springer, Heidelberg, ISBN 978-3-642-10828-0

Veal, A. J. (2006) Research Methods for Leisure and Tourism: A Practical Guide, Financial Times - Prentice Hall /Pearson Education, Harlow, England , ISBN 0273682008