



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4TR405 Tourism and the Digital, 7,5 högskolepoäng

4TR405 Tourism and the Digital, 7.5 credits

Main field of study

Tourism Studies

Subject Group

Tourism and Recreation Studies

Level of classification

Second Level

Progression

A1F

Date of Ratification

Approved 2016-03-23

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for studies at second cycle and specific entry requirements:

- Bachelor's degree in tourism studies or in another social science main field of study or equivalent
- 20 credits on the second level in tourism studies or equivalent
- English B/6 or equivalent

Objectives

After completing the course the student is expected to be able to:

- identify different theoretical approaches to digitalisation
- reflect on implications of digitalisation of tourism within practice and research
- evaluate digital initiatives and business models in a specific area of tourism

Content

The course gives an overview of different theoretical approaches to digitalization, particularly sociotechnical perspectives on information technology and information systems and their value creating and capturing aspects. Special emphasis is given to e business initiatives, business model innovation and tourist/consumer behaviour online in a global context. Methodologies regarding data and information management will

also be included. Students will also be able to specialize in a specific area of tourism.

Type of Instruction

Teaching consists of lectures, seminars and supervision. Obligatory parts are stated in the schedule.

Examination

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

Oral and written examination. Detailed information about examination and grading criteria is stated in a separate course description available to students at course start.

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the 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 ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Scientific articles, about 300 p.

Additional study material

Additional study material is selected by the student upon agreement with the teacher.