



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4TR526 Utveckla hållbara destinationer, 7,5 högskolepoäng

4TR526 Developing Sustainable Destinations, 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 2020-06-24

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:

- Tourism Studies at A1N level, 15 credits, or the equivalent;
- Business Administration at A1N level, 15 credits, alt. in other field of studies in social science, or the equivalent;
- English B/6 or the equivalent.

## Objectives

After completing this course the student should be able to:

- explain the historic development of scholarship in destination marketing and management;
- reflect on the historic development of scholarship in this domain with regard to implications for future research efforts;
- explain and apply the flow-based perspective of destinations to assess the multiplicity of different forms of tourist behaviors and tourism supply in a specific area;
- independently plan and execute empirical data collection to assess visitor flows in a tourist destination;

- evaluate tourism development initiatives for their sustainability implications at a destination level.

## Content

The course contains:

- The tourism destination and tourist destination as a concept: perspectives and issues;
- Overview of state-of-research in destination marketing and management: historic developments and discourse on research gaps and avenues;
- Destination as a space of flows: theoretical foundations and frameworks for flow-based destination management;
- Issues of stability and change in developing destinations for sustainability;
- Implications for sustainable development: theory and practice.

## Type of Instruction

The teaching consists of lectures, seminars and workshops. Active participation is compulsory at seminars and workshops. Excursions and fieldtrips may be included. 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:

- two individual written exams in the form of individual essays (objectives 1,2, and 5)
- two group exams in the form of a written group paper and a group presentation (objectives 3 and 4).

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 grades determines the student's goal fulfillment.

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 conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Other

If the course entails any expenses for an excursion or a study trip, students may be required to cover additional costs, e.g. cost of travel or the like.

## Required Reading and Additional Study Material

### Required Reading

**Book(s):** Beritelli, P., Reinhold, S., Laesser, C., & Bieger, T. (2015). *The St. Gallen Model for Destination Management* (1 ed.). St. Gallen: IMP-HSG. Latest edition.

Chapters 2 to 4. About 110 pages.

Scientific articles. About 500 pages.

**Additional study material:** Industry reports on sustainable destination development: About 60 pages.