



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Communication, digitalisation and place design

Course Code:	TVGP32
Course Title:	Communication, digitalisation and place design <i>Kommunikation, digitalisering och platsdesign</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has only upper-secondary level entry requirements (G1N)

Major Field of Study:
TRU (Tourism Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2025-03-06, and is valid from the Autumn semester 2025 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

Upon completion of the course, students should be able to:

Knowledge and understanding

1. give an account of central theories and concepts relevant to digitalisation in tourism and communication and its influence on the production of tourism, and
2. describe the importance of social media for the tourism industry,

Competence and skills

3. collect, review, and process digital platforms and social media with a connection to the tourism industry, and

4. apply design methods for collaborative data collection and analysis,

Judgement and approach

5. analyse and discuss how the digitalisation of tourism affects the way in which places are represented and the effects it may have on a destination,

6. analyse and discuss how representations of place and destination in social media affects a place, and

7. assess the significance of a place-based design process and tools for creating knowledge collaboratively.

Content

The course provides in-depth study of how digitalisation affects the tourism industry. Students acquire tools to critically review how the development of social media, digital platforms, and digital design solutions affects tourism development with a focus on a democratic perspective and the representation of place. Based on the conditions of a specific place and using digital tools and methods, students develop an understanding of how the design process can be used to enhance the experience of place. Students participate in process-based and actor-oriented work methods in concrete case studies aimed at generating collaborative place design.

Reading List

See separate document.

Examination

Learning outcomes 1-2 are assessed based on a written individual take-home exam.

Learning outcomes 3-7 are assessed based on written hand-in assignments completed in groups and presented and discussed orally. Submissions for assessment must clearly indicate individual contributions.

Learning outcomes 2, 6, and 7 are assessed based on individual oral participation in seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.

