



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Tourism and Place Design in Theory and Practice

Course Code:	TVGP51
Course Title:	Tourism and Place Design in Theory and Practice <i>Turism och platsdesign i teori och praktik</i>
Credits:	22.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has at least 60 credits in first-cycle course/s as entry requirements (G2F)

Major Field of Study:
TRU (Tourism Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2026-02-13, and is valid from the Autumn semester 2026 at Karlstad University.

Prerequisites

60 credits completed in the Tourism Programme (SGTUR) or 60 credits completed in Tourism and Place Design (SGTPD).

An equivalence assessment can be made.

Learning Outcomes

Upon completion of the course, students should be able to

Knowledge and understanding

1. give an account of the goals, resources, and work procedures of tourist businesses,
2. give an account of theoretical perspectives on work in the tourism industry,

Competence and skills

3. apply theoretical knowledge in practical work in the tourism industry,
4. plan and carry out relevant and qualified tasks in the tourism industry,
5. formulate problems relevant for tourism studies in relation to the activities of a specific workplace,
6. collect, process, analyse, and present empirical data,

Judgement and approach

7. critically examine research efforts in the field of tourism studies,
8. critically examine the tourism industry in terms of class, gender, and ethnicity perspectives, and
9. examine the goals, resources, and work procedures of tourist businesses in terms of a sustainability perspective.

Content

The course includes three parallel modules. Students are expected to be in touch with and/or participate in activities at the practical placement workplace throughout the semester.

Module 1: The labour market and organisation of the tourism industry, 5.5 cr

The theoretical approach of the module aims to promote an overall understanding of tourism as a social phenomenon and industry, with a focus on tourism work, in both sustainability and equality perspectives. The module also covers the goals, resources, and work procedures of different tourist businesses in the perspectives of organisation and destination.

Module 2: Practical Placement, 11.5 cr

The module focuses on the practical placement workplace where students take active part in daily tasks and activities in order to acquire knowledge about the different areas of work in the tourism industry, for instance in planning, development, and marketing. Students and their workplace supervisors agree on a plan for the practical placement period in which tasks are specified in terms of time and content. During the practical placement period, students are offered the opportunity to apply theoretical knowledge in practical work in the tourism industry, and plan and carry out relevant and qualified tasks.

Module 3: Independent project, 5.5 cr

This module includes an independent project related to the practical placement. The project requires students to formulate a research problem relevant for the activities of the practical placement workplace, and plan, carry out, and present an empirically and theoretically grounded study.

Instruction is in the form of practical placement (VFU), lectures, mandatory seminars, and supervision. Students are responsible for finding a practical placement and asking for approval from the course coordinator.

Reading List

See separate document.

Examination

Module 1

Learning outcomes 1-2 and 4-5 are assessed based on participation in seminars and individual hand-in assignments related to the practical placement workplace, presented orally and in writing.

Module 2

Learning outcomes 3-4 are assessed based on documented attendance during regular working hours at the practical placement and a practical placement report signed by the supervisor.

Module 3

Learning outcomes 1-2 and 5-9 are assessed based on an individual independent project, and performance as a peer reader of another student's work.

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 Pass with 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's and Master's levels at Karlstad University stipulate the obligations and rights of students and staff.

A student who, in the examiner's judgement, will fail to obtain a Pass grade on the grounds of grave and unprofessional conduct may be required to immediately discontinue the practical placement.

The course is included in the programme Tourism and Place Design (SGTPD).