



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Marketing and communication in tourism studies

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| Course Code: | TVGT14 |
| Course Title: | Marketing and communication in tourism studies <i>Marknadsföring och kommunikation inom turism</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 2017-03-01, and is valid from the Autumn semester 2017 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

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

Knowledge and understanding

- give an account of basic theories and concepts in tourism marketing and the communication of tourism-related activities,
- give an account of communication processes in tourism marketing.

Competence and skills

- adopt a critical approach to perspectives of tourism marketing,
- critically analyse how places and tourism attractions are highlighted and treated in the form of image and text in the marketing of destinations,
- apply relevant methods and analytical tools to produce a communication plan in destination marketing,

Judgement and approach

- compare and assess different strategies for marketing and communicating tourism, and
- assess ethical principles in relation to marketing and communication in the tourism industry.

Content

The course is based on lectures and specific examples of destination marketing. The emphasis is on how place identity and image are developed and how different symbols can be used to build and market tourism. Students are introduced to the concepts and tools of marketing in theory and practice

with a focus on service and tourism activities. Students develop skills in analysing how places and tourism attractions are emphasised in the form of image and text, and produce a communication plan for a destination. Ethical and sustainability issues in tourism marketing are included.

Reading List

See separate document.

Examination

Assessment is based on a written exam, case seminars, and a group assignment, presented orally and in writing.

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.