



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Production and consumption in tourism

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| Course Code: | TVGT21 |
| Course Title: | Production and consumption in tourism <i>Produktion och konsumtion inom turism</i> |
| Credits: | 7.5 |
| Degree Level: | Undergraduate level |
| Progressive Specialisation: | First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F) |

Major Field of Study:
TRU (Tourism Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2017-05-30, and is valid from the Spring semester 2018 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

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

Knowledge and understanding

- explain the meaning of production and consumption in tourism from a cultural, social, and economic perspective,
- give an account of tourism studies concepts in relation to production and consumption in tourism,
- identify and interpret social, cultural, economic, political and environmental factors affecting the development of tourism and consumption patterns in tourism,
- identify how product, service and design processes affect tourists' experience of tourist services,

Competence and skills

- apply methods for developing user-driven innovations in tourism,
- design methods of representing, storytelling and narrating to create experiences in tourism,

Judgement and approach

- critically review production and consumption patterns in tourism from a class, gender and ethnicity perspective, and
- critically evaluate the consequences of how production and consumption in tourism affect places and tourist destinations.

Content

The course has a focus on the reifying process in tourism from a production as well as a consumption perspective. Students develop their ability to critically review how tourism as a phenomenon can be seen as part of the emergence of the consumption culture in terms of class, gender and ethnicity. Students are expected to understand how consumption patterns, lifestyles, and choice govern consumer experience of a tourism service. Students acquire tools to develop new tourism services on the basis of people's individual background and needs and basic knowledge of methods to work with user-driven innovation and experiences in tourism, and also develop skills in representation and storytelling as pedagogical methods in the packaging of tourism services.

Reading List

See separate document.

Examination

Assessment is based on a written exam, participation in mandatory seminars and group project 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.