



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Communication and digitalisation in tourism

Course Code:	TVGT32
Course Title:	Communication and digitalisation in tourism <i>Kommunikation och digitalisering av 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 2020-02-10, and is valid from the Autumn semester 2020 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 central theories and concepts relevant to digitalisation in tourism,
- describe the importance of social media to the tourism industry,
- give an account of the theoretical perspectives on changes in communication and their effects on tourism production,
- analyse and discuss how different places are represented in media and the possible effects on a destination,

Competence and skills

- collect, process, and analyse digital platforms and social media with a connection to tourism,
- use digital tools to develop a destination,

Judgement and approach

- evaluate the potentials and limitations of digital methods in tourism,
- critically review how digitalisation affects the representation of places and destinations, and
- review how the portrayal of places and destinations in social media affects a place.

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 and digital solutions affects tourism development with a focus on a democratic perspective and the representation of place. Students develop understanding of the use of digital strategies in relation to defining and representing place. Case studies are used to develop and enhance the experience of a destination.

Reading List

See separate document.

Examination

Assessment is based on an individual take-home exam, participation in literature seminars, and group projects which are presented orally and in writing.

The examiner may decide that a student who is very close to a passing grade can complete a supplementary assignment to receive a passing grade for a specific examination. Students who wish to complete a supplementary assignment to pass the take-home exam will be offered a written assignment to be submitted for assessment by the date of the next retake opportunity.

If students have a decision from Karlstad University entitling them to special pedagogical 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.