



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Tourism economics and entrepreneurship in tourism

Course Code:	TVGT41
Course Title:	Tourism economics and entrepreneurship in tourism <i>Turismekonomi och företagande inom turism</i>
Credits:	15
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 2023-11-29, and is valid from the Spring semester 2024 at Karlstad University.

Prerequisites

50 ECTS credits completed in the Tourism programme (SGTUR) or 50 ECTS credits completed in the Tourism and Destination Design programme (SGTPD), or equivalent

Learning Outcomes

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

1. describe basic economic-geographical concepts, theories, and methods used to explain the development and processes of tourism,
2. give an account of the significance and conditions of entrepreneurship in the development of tourist destinations,
3. give an account of the localisation patterns of tourism businesses,
4. critically analyse the supply and demand of tourism, at both micro- and macroeconomic levels,
5. create a business plan for a tourism business,

6. analyse the significance of the local and regional environment for the competitiveness of tourism businesses, and
7. define and reflect critically upon localisation and site-specific conditions for entrepreneurship and business development in the tourism sector.

Content

The course covers basic perspectives on and theories of supply and demand in tourism, both in terms of economy and in terms of cultural geography, with a special focus on entrepreneurship in the hospitality industry. The course is mainly based on economic geography and regional economy in relation to how the development of economic activities influences and is influenced by the societal context.

There is a special emphasis on how physical, institutional, and cultural distance and closeness affect the interplay of businesses and geographical locations, as well as how various geographical properties such as locality, resources, demographic composition, and institutions influence economic development, destination development, and entrepreneurship. The course introduces the concept of sharing economy as an alternative to traditional business models, and students discuss its spatial effects upon the hospitality industry.

The course also covers basic perspectives on different relationships between the business plan and chosen location of a company, and provides an overview of theories on business plans, business models, and business localisation. Classical localisation theory is presented, as well as more recent perspectives on agglomeration benefits, networks, clusters, and entrepreneurship. Methods for analysing the localisation, dimensioning, and market conditions of economic activities are treated in application exercises. Students complete practical localisation exercises and create business plans for companies in the hospitality industry.

Reading List

See separate document.

Examination

Learning outcomes 1-3 are assessed based on a written exam.

Learning outcomes 3-7 are assessed based on group projects presented orally and in written hand-in assignments.

Learning outcomes 6-7 are also assessed based on oral and written tasks in literature 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.