



Faculty of Arts and Social Sciences  
Tourism Studies

## Syllabus

### Business management in tourism

<b>Course Code:</b>	TVGT42
<b>Course Title:</b>	Business management in tourism <i>Företagande inom turism</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	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 2018-09-03, and is valid from the Spring semester 2019 at Karlstad University.

#### Prerequisites

Tourism programme (SGTUR) 50 ECTS credits

#### Learning Outcomes

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

Knowledge and understanding

- describe basic economic geography concepts, theories and methods,
- give an account of the importance and conditions of entrepreneurship in the development of tourism destinations,
- give an account of the patterns of location for tourism enterprises,

Competence and skills

- produce a business plan for a tourism enterprise,

Judgement and approach

- analyse the importance of local and regional environments for the competitiveness of tourism enterprises, and
- define and critically reflect on localisation and place-specific conditions for entrepreneurship and industrial development in tourism.

#### Content

The course introduces basic perspectives and theories of entrepreneurship in tourism with an emphasis on economic geography and how the development of economic activities affect and are affected by the surrounding community. Special emphasis is on how distance/proximity (physically, institutionally,

culturally) affects the interplay between companies and places, and more generally how different geographic qualities (location, resources, demography, institutions) impact on economic development, destination development and entrepreneurship.

The course also deals with basic perspectives on various relations between a company's business model and choice of location. The course outlines theories of business plans, business models and industrial localisation, classic localisation theory as well as more recent perspectives on agglomeration advantages, networks, clusters and entrepreneurship. Methods for analysing the localisation of economic operations, dimensioning and market potential are treated in application exercises. Students develop skills through localising exercises and developing business plans for tourism companies.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on an individual take-home exam, active participation in literature 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.