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Faculty of Arts and Social Sciences

## Programme Syllabus

Reg.no. HS 2023/1185

### Tourism and Place Design

<b>Programme Code:</b>	SGTPD
<b>Programme Title:</b>	Tourism and Place Design
<b>Credits:</b>	180
<b>Programme Approval:</b>	The programme syllabus was approved by the Faculty Board of Arts and Social Sciences on 8 February 2024 and is in effect as of the autumn semester of 2024.
<b>Language of Instruction:</b>	Swedish and English
<b>Education Cycle:</b>	First (Bachelor's level)
<b>Degree Type:</b>	General
<b>Entry Requirements:</b>	General entry requirements, plus Social Studies 1b or 1a1 + 1a2, and English 6.

### Introduction

Tourism and Place Design is a three-year degree programme (180 credits) resulting in a bachelor's degree in the main field of study Tourism Studies, which is a multidisciplinary subject where tourism is understood as both a societal phenomenon and an industry. Within the framework of the subject, conditions for and effects of tourism and place design on various locations and destinations are discussed. The subject is also the basis for understanding how themes such as mobility, travel, and experiences affect our everyday lives, our community, and our culture. Students develop broad knowledge and versatile skills for analysing central issues in the tourism industry, both in its current state and possible future states. Throughout the programme, the student learns to lead and be the driving force in design processes and development projects. The programme therefore provides the student with a good foundation for working strategically with planning, communication, and place design both in the tourism industry as well as other occupations. Tourism and place design are studied from local, regional, national, and international perspectives.

The programme includes courses that implement aspects of human geography, media and communication studies, and business administration, while still being tourism studies courses at their core. Courses in the programme cover various aspects of tourism and place design, such as planning, local and regional development, communication, marketing, business development, and project management. Students also have the opportunity to study abroad or undertake work placement within the tourism industry.

The programme prepares students for working with development and planning in the tourism industry, as well as communication and marketing related to destinations, products, and businesses. Furthermore, students will acquire a solid foundation for working with business and product development, as well as sales and marketing in both the private and public sectors.

Examples of professions related to tourism and place design are: tourism strategist, tourism director, tourism advisor, project and tourism coordinator, place developer, place designer, place strategist, destination developer, business and organisational developer, rural developer, regional developer, sustainability strategist, growth strategist, business analyst, and event manager.

### **Programme outcomes**

For programme completion, students must meet the national requirements for a Degree of Bachelor as well as the specific local programme outcomes.

#### National outcomes

##### *Knowledge and understanding*

For a Degree of Bachelor the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

##### *Competence and skills*

For a Degree of Bachelor the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically,
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames,
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

##### *Judgement and approach*

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments informed by relevant disciplinary, social and ethical aspects,
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and undertake ongoing development of his or her skills.

##### *Independent project (degree project)*

A requirement for the award of a Degree of Bachelor is completion by the student of an independent project (degree project) for at least 15 credits in the main field of study.

#### Local outcomes

For a Degree of Bachelor the student shall:

- analyse activities related to tourism and place design, from the perspectives of both the tourism producer and tourism consumer.
- describe how tourism and place design can contribute to long-term sustainable development in society,
- identify and analyse the development of tourism and planning strategies, ranging from local to global perspectives,
- define the basics of communication and marketing in tourism,
- define the basics of entrepreneurship and business development in the field of tourism, and
- explain the fundamental techniques and models for project management, as well as planning and completing projects.

### **Programme structure**

The first and second semesters are spent studying the fundamentals in the main field of study Tourism Studies, and introduce societal development, place design, and the design process. Students learn about the importance of place from a local and regional development perspective. Challenges and possibilities are discussed from a place design perspective. A clear methodological progression related to the design process permeates the programme. Throughout the programme, current case studies are used as starting points for some courses, and guest lecturers are invited regularly to provide different perspectives on various concrete examples. During the first year of studies, sustainable place development is introduced – which focuses on economic sustainability, social sustainability, and environmental sustainability. This also includes a gender equality perspective, which highlights both gender aspects and intersectionality. The first year concludes with an independent project focusing on specialised studies related to a specific place. The goal is for the student to acquire an understanding of how a place is formed through its history, nature, and culture, as well as what a place is like to live in, visit, and work in, and what the communication related to a place looks like in, for example, social media.

The third and fourth semesters include courses in planning, media, and communication, place design, business administration, entrepreneurship in tourism and project management. The role of innovation and technology in societal development is discussed from a local and regional perspective, by specialised studies in marketing, branding, communication strategies, and place-sensitive media relations.

In the fifth semester, students choose between two specialisation tracks. The first track includes placement and fieldwork related to tourism studies. The second track offers specialised courses in tourism and societal crises, tourism law and ethics, and tourism studies fieldwork (see Table 1). This gives the students the opportunity to specialise their studies according to their interests and goals. In the first specialisation track, students are responsible for finding their own work placements, which then have to be approved by the teacher in charge. The sixth semester offers specialised studies within the main field of study Tourism Studies, and is concluded with an independent project worth 15 credits. For a Degree of Bachelor in Tourism Studies, the student shall have acquired a total of 180 credits, of which at least 90 credits must be in Tourism Studies.

Instruction takes the form of lectures, seminars, case studies, excursions, fieldwork, and individual projects. Students have the opportunity to network with industry representatives via guest lecturers, study visits/excursions, potential placement in the fifth semester, and the contacts students are expected to take in some of the exam assignments. Excursions may incur extra costs for students.

### **Programme curriculum**

The study route of the programme is described below. Note that titles and order of programme courses may vary from the list below.

Table 1. The study route of the programme.

<b>Semester 1 – Tourism Studies I</b>		<b>Semester 2 – Tourism Studies II</b>
Tourism and place design, 7.5 credits Nature and cultural tourism, 7.5 credits Spatial planning and sustainable tourism, 7.5 credits Marketing and place design in tourism, 7.5 credits		Production and consumption in tourism, 7.5 credits Event management, 7.5 credits Tourism studies: methods and independent project, 15 credits
<b>Semester 3 – Tourism Planning, Communication and Place Design</b>		<b>Semester 4 – Business Administration and Project Management</b>
Local and regional planning and development, 15 credits Communication, digitalisation and place design, 7.5 credits Digital media and web publication, 7.5 credits		Tourism economy and entrepreneurship in tourism, 15 credits Project management in tourism, 15 credits
<b>Semester 5 – Two Specialisation Tracks</b>		<b>Semester 6 – Tourism Studies III</b>
<u>Track 1 – Placement</u>  Practical placement: tourism and place design, 22.5 credits Tourism studies with fieldwork, 7.5 credits	<u>Track 2 – Specialised studies</u>  Tourism and crisis, 15 credits Tourism law and ethics, 7.5 credits Tourism studies with fieldwork, 7.5 credits	Tourism studies with independent project, 30 credits

The courses are described below:

*Tourism and place design, 7.5 credits*

The course provides an introduction to tourism studies as both a field of study and a societal phenomenon. Furthermore, the concept of place design is introduced, which includes both theories on design processes and discussion regarding the development of tourism from a place and design perspective.

*Nature and cultural tourism, 7.5 credits*

The course presents various conditions for and types of nature and cultural tourism. Ethical and societal aspects of tourism are covered, with an emphasis on sustainability and the balance between conserving and exploiting natural and cultural resources. One important aspect is the role of ecotourism in sustainable nature and cultural tourism.

*Spatial planning and sustainable tourism, 7.5 credits*

The course introduces the fundamentals of tourism planning, with an emphasis on sustainable development. The starting point for the course is the design process, which provides students the tools needed to plan sustainable tourism and place development. Students will work with various types of tourism development and are provided examples illustrating both national and international perspectives.

*Marketing and place design in tourism, 7.5 credits*

The course introduces marketing concepts and tools, in both theory and practice, with an emphasis on tourism. Students learn to analyse how places and tourist attractions are promoted and treated in visuals and text, particularly in social media. Furthermore, the course highlights ethical and legal perspectives related to tourism marketing.

*Production and consumption in tourism, 7.5 credits*

The course emphasises commodification in the tourism industry, from both producer and consumer perspectives. The aim is to create an understanding of how consumption patterns, lifestyles, and choices govern consumer experiences, and how this knowledge can assist in the further development of tourism services. Students learn to utilise methods for working with user-driven innovation, design, and storytelling in tourism.

*Event management, 7.5 credits*

The course presents the basic conditions of the experience and event industry. Students are provided the tools needed to plan and carry out events, including packaging, marketing, and evaluation. The course also discusses the relationship between the event and the location, and how events can be used as a tool in a place-design process.

*Tourism studies: methods and independent project, 15 credits*

Throughout the course, students acquire basic knowledge of intellectual history, the various parts of the research process, and methods for collecting and processing data. In seminars, the connection between the research question and the choice of data collection method is discussed. By conducting their own studies, students practice independently planning, completing and presenting a study in tourism studies. The studies should be based on both previous research publications as well as material collected by the students themselves. Students are also required to peer review each other's work.

*Local and regional planning and development, 15 credits*

The course provides specialised knowledge of human geography concepts and theories such as place, space, landscape, and regions, as well as how these concepts are used in tourism research. The current and historical importance of tourism, both globally and locally, is covered from a regional development perspective. Students acquire the skills needed to implement fundamental human geography methods of analysis, for example by investigating and assessing regional development and growth programmes.

*Communication, digitalisation and place design, 7.5 credits*

The course provides specialised knowledge of how the ongoing digitalisation in society affects the tourism industry. Starting with the preconditions of the place, the students use digital tools and methods to gain insights into the process of enhancing the experience of a place. Students participate in a process-centred and practice-oriented method of working that aims to promote co-creation in place design.

*Digital media and web publication, 7.5 credits*

The majority of the course comprises an independent project for digital publication. The course includes the implementation of planned communication through the various problem-solving activities of the design process. This concludes with the completion of a digital project aimed at tourism activities. Students then evaluate both their own and their fellow students' projects, based on the theories used in the course.

*Tourism economy and entrepreneurship in tourism, 15 credits*

The course is based on economic geography and regional economy, which revolves around how the development of economic activities affects and is affected by the surrounding community. The course covers supply and demand, localisation patterns and business models in tourism. Furthermore, the importance of entrepreneurship in the development of tourist destinations is highlighted, as well as the terms and conditions for entrepreneurship in the tourism industry. Students practice drafting and assessing a business plan for a tourism-related business.

*Project management in tourism, 15 credits*

The course covers tourism development and discusses how the project as a work method is utilised in tourism development and place design. Furthermore, students apply their knowledge by tackling more practical aspects of project management, such as division of responsibilities and project evaluations. Students analyse, discuss, and produce a project plan for a tourism-related activity.

*Practical placement: tourism and place design, 22.5 credits (specialisation track 1)*

The course provides a general understanding of tourism as a societal phenomenon and business, as well as tourism organisations' objectives, resources, and work processes, with an emphasis on tourist-related work. During the placement period, students participate in common work tasks in order to gain insight into the varied occupations and work duties in the tourism industry, including tasks related to planning, development, and marketing. Throughout the placement period, students also conduct an independent academic project related to their specific place of work. This project trains students to independently formulate research questions related to the activities they participate in during their placement. It also provides practice in planning, conducting, and presenting an empirical and theoretically supported study.

*Tourism and crisis, 15 credits (specialisation track 2)*

Students study tourism and tourism enterprises in relation to different kinds of societal crises, from both a historical and modern perspective. With a basis in the concepts of systems theory and resilience, students acquire an understanding of how tourism affects and is affected by crises, as well as the significance of tourism for the community both before, during, and after a crisis.

*Tourism law and ethics, 7.5 credits (specialisation track 2)*

The course covers various forms of legislation that govern tourism production and consumption, and discusses ethical and moral issues in relation to the tourism industry. Additionally, issues related to the socio-economic environment where the tourism activities take place are discussed, as well as how tourism organisations can implement an ethical and sustainable perspective.

*Tourism studies with fieldwork, 7.5 credits (specialisation track 1 and 2)*

The course provides a practical and theoretical specialisation in the theories and key concepts of tourism studies. Students are prepared for the upcoming independent project by practicing fieldwork related to collecting data and information management, as well as discussing tourism studies in relation to fieldwork. The course includes an excursion, during which students practice fieldwork.

*Tourism studies with independent project, 30 credits*

The course starts by providing more specialisation in tourism studies, based on current research, theory development, and methods (15 credits). In the second half of the course, the students conduct independent academic projects (15 credits), which are presented and peer reviewed at a seminar. The project trains the students in independently planning, completing, and presenting an academic tourism studies project.

**Title of Qualification**

Degree of Bachelor of Social Science  
Main field of study: Tourism Studies

**Credit transfer**

According to the Higher Education Ordinance, Chap. 6, Sect. 6–8, students have the right to transfer credits and have prior learning recognised upon approval.

**Additional information**

The local regulations for first and second cycle education at Karlstad University stipulate the obligations and rights of students and staff.