

Syllabus:

Tourism Studies MA, Advanced Destination Development I – Managing for Tourism Competitiveness, 15 H E Credits

General data

Code	TR008A
Level	Second cycle
ECTS credits	15,0
Answerable department	Department of Social Sciences
Established	2009-10-13
Date of change	2010-02-10
Version valid from	2010-08-15

Contents

This course focuses on destination development at the local level in a global context, and on the interplay between tourists (i.e. demand side), the industry (i.e. supply side) and the community (local context). Special emphasis of this course is devoted to principles and practices in destination management. This is done from the point of view that prime movers for tourist behaviour are expectations and experiences vis-à-vis profitable business, economic growth and regional welfare for various local actors. A critical question connected to destination development, however, considers those factors that strengthen destination competitiveness and sustainability. Thus, management tools and economic concepts applied in a tourism destination context are introduced and critically discussed.

Purpose and Objectives

The aim of the course is to increase management knowledge about open tourism destination systems and the circumstances, conditions and management strategies that characterize destination development in an increasingly changing and globalizing world. Moreover, the ability to critically reflect on approaches, strategies and tools connected to destination management and development in different contexts is a crucial objective of the course.

Learning Outcome

After finishing the course, the students will be able to

- Explain and use the central terms that constitute the area of destination development and management.
- Describe current issues in national and international tourism research concerning destination development connected to the management of destination competitiveness and sustainability.
- Systematically describe different destination models and management approaches by arguing about their strengths and weaknesses as means for development.
- Communicate knowledge verbally and in writing, adapted to different receivers.
- Discuss and debate a special topic within the field of destination development and management based on acquired knowledge.

Entrances Requirements

Degree of Bachelor with 90 H E Credits in Tourism Studies, Business Administration, Human Geography or equivalent Exam, and English B from Swedish gymnasium or equivalent.

Selection rules and procedures

The selection process is in accordance with the Higher Education Ordinance and the local order of admission.

Teaching form

Teaching is carried out by lectures and seminars. Teamwork, reports and discussions based on central themes and ideas are frequent. Excursions may be done.

Examination form

Examination is done by a written test and seminars. Furthermore, examination is done by individual work, oral presentations, teamwork, and individual papers.

Grading system www.miun.se/betygskriterier

Certificate and grading

The grades A, B, C, D, E, Fx and F are given on the course. On this scale the grades A through E represent pass levels, whereas Fx and F represent fail levels.

Course Reading

Required literature

Ritchie, J R Brent & Crouch, G I, *The Competitive Destination. A Sustainable Tourism Perspective*, New York, CABI Pub, 2005 (paperback)

Dimitrios, Buhalis & Costa C. (eds.) *Tourism Management Dynamics, Trends, Management and Tools*, Elsevier – Butterworth Heinemann, 2006

Cooper, Chris, Fletcher, J., Fyall, A. Gilbert, D. & Wanhill, St., *Tourism Principles and Practice*, (4th edition) Prentice Hall, 2008

Additional literature: Scientific reports, articles, etc. will be communicated and provided at the beginning of the course.