



LUND
UNIVERSITY

Faculty of Social Sciences

SMMR22, Place and Destination Development, 15 credits

Plats- och destinationsutveckling, 15 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2016-02-10 to be valid from 2016-03-01, spring semester 2016.

General Information

The course may not be included in a main field of study. The course is included in the Master Programme in Service Management and is given the second semester.

Language of instruction: English

Main field of studies

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Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall

Knowledge and understanding

- demonstrate specialised knowledge and understanding of how destination development and destination marketing have been developed in a historical perspective
- demonstrate specialised knowledge and understanding of different theoretical perspectives on destination development and destination marketing and how these relate to general scientific theoretical traditions.

Competence and skills

- demonstrate ability to be able to analyse an urban destination based on different theoretical and/or approaches based on real life experiences and
- demonstrate ability to critical analyse strategies for destination development and demonstrate an understanding of how locations and destinations are influenced by general social progress.

Course content

The aim of the course is that the student should develop specialised knowledge relevant for the ability to work with strategic questions within destination development and destination marketing.

The course consists of the following components:

Management perspective on place marketing (6 credits)
Social media and destination development (4 credits)
Tourism and destination development in a historical perspective (5 credits)

Course design

The teaching consists of lectures, seminars and field trips.

Attendance at field trips is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

Assessment

The assessment is based on written assignments.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year after the course has gone through a major change or the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

The grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

At the start of the course students are informed about the learning outcomes stated in the syllabus, about the grading scale, and how it is applied in the course.

Entry requirements

For admission to the course, the student should have accomplished course requirements about 30 credits in the Master Programme in Service Management (SASMA).

Further information

This course replaces Place and Destination Development, SMMP22, 15 credits, and may not be included in the same degree.

Subcourses in SMMR22, Place and Destination Development

Applies from V16

- 1601 Paper 1, 6,0 hp
Grading scale: Fail, E, D, C, B, A
- 1602 Paper 2, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1603 Paper 3, 5,0 hp
Grading scale: Fail, E, D, C, B, A