DALARNA UNIVERSITY

Course Syllabus

Resources and Products for Tourism 7.5 Credits*, First Cycle

Learning Outcomes

After completion of the course the student shall be able to:

Knowledge and understanding

- Explain the different types of resources, tangible and intangible, available at tourism destination. (1)
- Demonstrate knowledge of the significance of working with packaging, intermediaries and IT tools for tourism product development. (2)

Skills and abilities

- Demonstrate competence for using various tools and their applications for use in the development of a tourism product. (3)
- Present the skills required for getting an organization ready for export. (4)

Judgment and approach

- Critically analyse and evaluate development alternatives for the individual organization's products. (5)

Course Content

The course will start by discussing what kinds of resources can be found at a tourism destination. The course has a micro perspective and as such it examines the different actors at the destination, the resources that can be developed, as well as how and for whom they are to be developed.
Issues of export readiness, product development, sales and distribution of specific products will also be addressed and tools for working with these will be presented.

Issues of information coordination, choice of distribution channels and agreements as well as pricing strategies will also be examined.

Assessment

Learning outcomes 1-2 will be examined by a written examination and active participation in seminars (2.5 credits)Learning outcomes 3-5 will be examined by a group assignment. (5 credits)

Forms of Study
The course consists of lectures, seminars and a group assignment

Grades
The Swedish grades A–F.

Prerequisites
General entry requirements (with the exemption of the requirement in Swedish for those with foreign grades) and English 6, Social Sciences 1b or 1a1+1a2. Or: English level 2, Social Sciences level 1b or level 1a2

Other Information
Replaces TR1027.

Subject:
Tourism Studies

Group of Subjects:
Tourism and Recreation Studies

Disciplinary Domain:
Social Science, 100%

This course can be included in the following main field(s) of study:
1. Tourism Studies

Progression Indicator within (each) main field of study:
1. G1F

Approved:
Approved 21 February 2019
Valid from 28 April 2019