Faculty of Social Sciences

SMMV28, Destination Development and Marketing, 15 credits

Destinationsutveckling och destinationsmarknadsföring, 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 2019-09-11 and was last revised on 2025-08-29 by the board of the Department of Service Studies (STYR 2025/1953). The revised syllabus comes into effect 2025-08-29 and is valid from the spring semester 2026.

General information

The course is included in the second semester of the Master of Science (120 credits) programme in Service Management and is the second course specific to the specialisation in Tourism.

Language of instruction: English

Main field of study	*Specialisation*
Service Management	A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

For a Pass on the course, the students shall be able to

Knowledge and understanding

- demonstrate specialised knowledge and understanding of different theoretical perspectives on destination development and destination marketing, and
- demonstrate specialised knowledge and understanding of destination development and destination marketing from a critical perspective.

Competence and skills

- analyse a destination from different theoretical and operational points of view.

Judgement and approach

- critically analyse strategies for destination development, and
- demonstrate a critical approach to how destinations are affected by societal developments.

Course content

The aim of the course is to enable students to develop specialised knowledge of relevance to the ability to work with strategic questions within destination development and destination marketing. The course develops the content of the introductory course of the specialisation.

The course consists of the following modules:

Module 1: The student is introduced to different research fields within tourism, destination development and destination marketing (7 credits)
Module 2: The seminar module provides an in-depth perspective on destination development and destination marketing (3 credits)
Module 3: This module focuses on critical perspectives on destination development and destination marketing (5 credits)

Course design

Teaching consists of lectures, workshops, seminars, fieldwork and supervision.

Participation in workshops, seminars and fieldwork is mandatory. Absence will be compensated with replacement activities later during the course or closely connected to the course.

Assessment

The assessment is based on:

Individual Written Exam (7 credits), module code 2601
Active Participation in Seminars (3 credits), module code 2602
Project Work (5 credits), module code 2603

The course includes opportunities for assessment at a first examination, a re-examination close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). Within a year of a major change or discontinuation of the course, at least two further opportunities for assessment are offered on the same course content. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

This is a translation of the syllabus
which was established in Swedish.

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.

The examination for module 1 (7 credits), module 2 (3 credits) and module 3 (5 credits) is assessed individually with the grades Fail, E, D, C, B or A, where E is the lowest passing grade and A is the highest. The grades from each module are calculated according to the following scale: Fail corresponds to 0 points, E corresponds to 1 point, D corresponds to 2 points, C corresponds to 3 points, B corresponds to 4 points and A corresponds to 5 points.

The grade for the course as a whole is calculated using the formula: 7/15 x number of points for module 1 (module code 2601) + 3/15 x number of points for module 2 (module code 2602) + 5/15 x number of points for module 3 (module code 2603). Up to 0.49, the total number of points is rounded down, and above 0.50, it is rounded up.

To pass the course, students must obtain at least a grade E on all examinations. Students who do not meet this requirement will receive a grade of Fail.

At the start of the course, the student is informed about the learning outcomes of the syllabus and about the grading scale and its application in the course.

Entry requirements

To be admitted to the course and semester 2, students must have passed 15 credits of the Master of Science (120 credits) programme in Service Management.