



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMV28, Destination Development and Marketing, 15 credits**

*Destinationsutveckling och destinationsmarknadsföring, 15 högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **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 2023-10-04 by the board of the Department of Service Studies. The revised syllabus applies from 2024-03-20, spring semester 2024.

### **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 studies*

Service Management

*Depth of study relative to the degree requirements*

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
- demonstrate specialised knowledge and understanding of destination development and destination marketing from a critical perspective.

#### **Competence and skills**

- demonstrate the ability to analyse a destination from different theoretical and operational points of view

### **Judgement and approach**

- demonstrate the ability to critically analyse strategies for destination development
- demonstrate an understanding of the impact of societal development on destinations
- demonstrate the ability to critically analyse consequences of this

### **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 components:

**Component 1:** The student is introduced to different research fields within tourism, destination development and destination marketing, 7.5 credits.

**Component 2:** This component focuses on the relation between destination development and destination marketing through digital media. Special focus is placed on the role of social media for tourism, 4.5 credits.

**Component 3:** This component focuses on critical perspectives on destination development and destination marketing, 3 credits.

### **Course design**

The teaching consists of lectures, workshops, seminars and field trips.

Unless there are valid reasons to the contrary, compulsory participation is required in workshops, seminars and field trips. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

### **Assessment**

The assessment is based on

Component 1: an individual invigilated exam (7.5 credits).

Component 2: a report co-written in groups (4.5 credits).

Component 3: an individual oral presentation (3 credits).

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.

*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 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 and about the grading scale and how it is applied on the course.

All assessment components are assigned points between 0 and 100 and grades according to the following scale:

A: 90-100 points

B: 80-89 points

C: 70-79 points

D: 60-69 points

E: 50-59 points

Fail: 0-49 points

For the grade of Pass, the student must have been awarded at least the grade of E for all assessed components. Students who fail to meet this requirement are graded Fail.

The grade for the whole course is determined through the following formula:  $0.5 \times$  number of points for assessed component 1 +  $0.3 \times$  number of points for assessed component 2 +  $0.2 \times$  number of points for assessed component 3, using the same grading scale as above.

## **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.

## Subcourses in SMMV28, Destination Development and Marketing

Applies from V20

- 2001 Individual exam, 7,5 hp  
Grading scale: Fail, E, D, C, B, A
- 2002 Written report, 4,5 hp  
Grading scale: Fail, E, D, C, B, A
- 2003 Individual oral presentation, 3,0 hp  
Grading scale: Fail, E, D, C, B, A