



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMP22, 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 2013-12-17 to be valid from 2014-01-01, spring semester 2014.

### **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*

-

*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

- demonstrate advanced knowledge and understanding of how destination development and destination marketing have been developed in a historical perspective,
- demonstrate advanced knowledge and understanding of different theoretical perspectives on destination development and destination marketing and how these relate to general scientific theoretical traditions,
- demonstrate ability to be able to analyse an urban destination based on different theoretical and/or approaches based on real life experiences,
- demonstrate ability to critical analyse strategies for destination development and demonstrate an understanding of how locations and destinations are influenced by general social progress and
- demonstrate ability to independent summarise and analyse qualified literature within a limited field.

## Course content

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

The course is divided into the following parts:

1. Tourism and destination development in a historical perspective, (4 credits) - a business perspective ?
2. Management perspective on place marketing (4 credits .)
3. Critical perspectives on destination development. This part also contains a field trip and work with destination analysis. ( 7 credits).

## Course design

The teaching is given as lectures, seminars and field trips. Attendance at field trips are compulsory unless there are special grounds.

Attendance at field trips is compulsory unless there are special grounds. An alternative form or date for compulsory components 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 course is examined in the form of written assignments.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year of 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*

1301 Paper 1, 4,0 hp Grading scale: Fail, E, D, C, B, A

1302 Paper 2, 4,0 hp Grading scale: Fail, E, D, C, B, A

1303 Paper 3, 7,0 hp Grading scale: Fail, E, D, C, B, A

## 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 results 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 in the course.

### **Entry requirements**

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