



AALBORG UNIVERSITET

# **STUDIEORDNING FOR KANDIDATUDDANNELSEN I TURISME, 2022, AALBORG**

CAND.MAG. (MA)  
AALBORG

MODULER SOM INDGÅR I STUDIEORDNINGEN

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# TOURISM DESTINATION CHALLENGES

**2022/2023**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is a problem-based research project on the theme of 'Tourism Destination Challenges'.

### LEARNING OBJECTIVES

#### KNOWLEDGE

- of theoretical, methodological and empirical approaches to tourism destination challenges
- of relevant research literature within one or more topics related to tourism destination challenges.

#### SKILLS

- in formulating a clearly defined problem statement within the chosen topic area that has academic and practical relevance
- in critically reviewing and reflecting on relevant research literature, sources of information, theories and concepts
- in using appropriate digital tools to locate, access, evaluate, utilize and cite diverse information sources
- in developing and applying an appropriate methodological approach to collect relevant empirical material
- in producing a critical and clear analysis of empirical material, using relevant theories and concepts
- in producing a clearly presented and coherent written project report.

#### COMPETENCES

- in designing and managing research projects
- in collaborating with others, giving and receiving constructive feedback and drawing on partners' knowledge and skills
- in communicating clearly in oral and written form
- in upholding high standards in relation to research ethics, data collection, storage and processing.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXAM

### EXAMS

Name of exam	Tourism Destination Challenges
Type of exam	<p>Oral exam based on a project An internal, combined written and oral examination in: Tourism Destination Challenges (Turismedestinationens udfordringer).</p> <p>The examination will take the form of a conversation between the student(s), the examiner and the internal examiner on the basis of a project report prepared by the student(s).</p> <p>The project report is prepared on the basis of the students' own choice of subject area within one or a number of the central disciplinary areas of the programme.</p>

	<p>The project report will be viewed as the joint responsibility of the group.</p> <p>The project report must not exceed 20 pages per student in a group, or 25 pages if the report is prepared by one student.</p> <p>Duration of examination: 20 minutes per student and 10 minutes per group for grading and announcement of results, up to a maximum total of 110 minutes for groups and 30 minutes for individual examinations. The stipulated time intervals include grading and announcement of results.</p> <p>Re-examinations will be held according to the rules in force on group examinations as stipulated in the Examination Order.</p>
ECTS	10
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Turismdestinationens udfordringer
Module code	KATOU2201
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg, Campus Copenhagen
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# PROBLEM BASED PROJECTS AND RESEARCH METHODOLOGIES

**2022/2023**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in methodology and project writing in which students are introduced to methodological tools and skills in designing and undertaking a project in accordance with Aalborg University's problem based learning model.

### LEARNING OBJECTIVES

#### KNOWLEDGE

- of problem based learning and project work
- of group work and collaboration
- of theories of science relevant to the study of tourism
- of methods and research designs relevant to the study of tourism, including digital methods and types of data.

#### SKILLS

- in problematizing and exemplifying tourism issues drawing on academic literature
- in reflexively discussing and communicating methodological choices and their implications, including ethical reflections and issues relating to data handling and storage
- in applying research methods.

#### COMPETENCES

- in designing and planning research projects in tourism
- in selecting and applying appropriate research methodologies
- in working collaboratively in groups
- in independently continuing individual competency development within methodology and project writing.

### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXAM

### EXAMS

Name of exam	Problem Based Projects and Research Methodologies
Type of exam	Active participation/continuous evaluation An internal examination in: Problem Based Projects and Research Methodologies (Problembaserede projekter og forskningsmetoder)  The examination is completed by satisfactory and active participation in the module, i.e. 80% attendance, reading of course literature, contribution to discussion sessions of the module through oral presentations and active participation in discussions and satisfactory completion of tasks and assignments set by the course instructor(s).

	Re-examination: a 2-day take-home assignment paper set by the course instructor(s) on the basis of the course content. The assignment paper will be evaluated by an internal examiner. The assignment paper must be prepared individually and must not exceed 6 pages.
ECTS	5
Permitted aids	All written and all electronic aids Are stated in Appendix 2 in Examination Policies and Procedures for Aalborg University.
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Problembaserede projekter og forskningsmetoder
Module code	KATOU2202
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# MARKET COMMUNICATION IN TOURISM

## 2022/2023

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in market communication in tourism.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

- of theories and concepts in the area of market communication in tourism
- of traditional and digital approaches to communication in tourism
- of different types of market communication and destination branding strategies.

##### SKILLS

- in identifying and critically discussing debates within the field of market communication and destination branding
- in selecting and applying relevant conceptual and methodological tools for the analyses of market communication and destination branding in digital as well as non-digital contexts
- in producing critical and creative analyses of market communication and destination branding
- in discussing how digitalization influences market communication in tourism.

##### COMPETENCES

- in analysing market communication and destination branding
- in evaluating the relevance, integrity and usefulness of traditional as well as digital approaches within market communication in tourism
- in independently continuing own competency development within the area of market communication and destination branding.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

### EXAM

#### EXAMS

Name of exam	Market Communication in Tourism
Type of exam	Written exam The examination is a 4-day take-home assignment given by the examiner on the basis of the curriculum of the module.  The assignment paper must be prepared individually and must not exceed 8 pages.  The assignment paper will be evaluated by an internal examiner.
ECTS	5
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale

Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Markedskommunikation i turisme
Module code	KATOU2203
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg, Campus Copenhagen
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities



# TOURISM DESTINATION ANALYSIS

**2022/2023**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in analysis of tourism destinations.

### LEARNING OBJECTIVES

#### KNOWLEDGE

- of different theoretical perspectives and concepts in tourism studies
- of analytical and methodological tools and strategies for the analysis of tourism destinations and activities at different scales
- of sustainability issues related to tourism destinations.
- of opportunities and challenges of digitalization for tourism destinations.

#### SKILLS

- in critically discussing different theoretical approaches to the study of tourism destinations and activities
- in selecting relevant conceptual, methodological and analytical tools and types of data for the analysis of tourism destinations at different scales.

#### COMPETENCES

- in designing comprehensive analyses of tourism destinations and activities
- in discussing and reflecting on key debates within tourism, including sustainability issues
- in using theories and analytical tools from different disciplinary perspectives to conceptualise and analyse tourism destinations and activities at different scales.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXAM

### EXAMS

Name of exam	Tourism Destination Analysis
Type of exam	Written exam The examination is a portfolio comprising contributions from the students set by the examiner on the basis of the course module. Students will receive feedback on their work during the module which may be used to improve their assignment before final submission.  The examination portfolio will be prepared individually by the student and must not exceed 10 pages. The assignment paper will be evaluated by an internal examiner.
ECTS	5
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale

Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Analyse af Turismedestinationen
Module code	KATOU2204
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# TOURISM DEVELOPMENT

## 2022/2023

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is a problem-based research project on the theme of 'Tourism Development'.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

- of theoretical, methodological and empirical approaches to tourism development
- of relevant research literature within one or more topics related to tourism development.

##### SKILLS

- in formulating a clearly defined problem within the chosen topic area that has academic and practical relevance
- in critically reviewing and reflecting on relevant research literature, sources of information, theories and concepts
- in using appropriate digital tools to locate, access, evaluate, utilise and cite diverse information sources
- in developing and applying an appropriate methodological approach to collect relevant empirical material
- in producing a critical and clear analysis of empirical material, using relevant theories and concepts
- in reflecting on the strengths and weaknesses of the project, as well as potential applications and/or implications of the project's findings for tourism stakeholders such as business, government, NGOs or civil society.

##### COMPETENCES

- in designing and managing research projects independently
- in collaborating with others to achieve goals, giving and receiving constructive feedback and drawing on partners' knowledge and skills
- in upholding high standards in relation to research ethics, data collection, storage and processing
- in reflecting on work processes, collaborative dynamics and learning
- in relating topic specific knowledge and research findings to broader academic and practical debates within the subject areas covered in 7th and 8th semester.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXAM

### EXAMS

Name of exam	Tourism Development
Type of exam	Oral exam based on a project An external combined written and oral examination in: Tourism Development.  The examination will take the form of a conversation between the student(s), the examiner and the external examiner on the basis of a project report prepared by the student(s). The project report is prepared on the basis of the students' own choice of subject area within one or a number of the central disciplinary areas of the programme.

	<p>The project report will be viewed as the joint responsibility of the group. The project report must not exceed 25 pages per student in a group or 30 pages if the report was prepared by one student. The report must include a reflection on the research and project writing process, including collaboration and communication within the group, and learning outcomes.</p> <p>Duration of examination: 20 minutes per student and 10 minutes per group for grading and announcement of result, up to a maximum total of 110 minutes for groups and 30 minutes for individual examinations. The stipulated time intervals include grading and announcement of result.</p> <p>Re-examinations will be held according to the rules in force on group examinations as stipulated in the Examination Order.</p>
ECTS	15
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Turismeudvikling
Module code	KATOU2205
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	15
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# TOURISM POLICY AND DESTINATION GOVERNANCE

## 2022/2023

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in tourism policy.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

- of theories and concepts in the area of tourism policy and destination governance in tourism
- of contemporary tourism policy and governance challenges, including sustainable tourism and/or sustainable development
- of stakeholders and institutions involved in the governance of tourism destinations.
- of the role of digitalization in destination governance.

##### SKILLS

- in identifying and critically discussing academic debates within tourism policy and governance
- in selecting and applying conceptual and methodological tools for the analysis of tourism policy and destination governance
- in producing critical analyses of tourism policy and destination governance using primary and/or secondary data.

##### COMPETENCES

- in analysing tourism policy and destination governance issues
- in identifying and reflecting on tourism policy tools and governance structures
- in independently continuing own competency development within the area of tourism policy and destination governance.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

### EXAM

#### EXAMS

Name of exam	Tourism Policy and Destination Governance
Type of exam	Written exam An internal written examination in: Tourism Policy and Destination Governance (Turismepolitik og destinationsledelse).  The examination is a 4-day take-home assignment given by the examiner on the basis of the curriculum of the module. The assignment paper must be prepared individually and must not exceed 8 pages.  The assignment paper will be evaluated by an internal examiner.
ECTS	5

Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Turismepolitik og destinationsledelse
Module code	KATOU2208
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# INNOVATION IN TOURISM

## 2022/2023

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in Innovation in Tourism.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

- of theories and concepts in the area of innovation in tourism
- of contemporary challenges and opportunities of innovation in tourism, including sustainable transitions and digitalization
- of the role of actors, institutions and technological change in relation to innovation in tourism.

##### SKILLS

- in identifying and critically discussing debates within innovation in tourism, in digital as well as non-digital contexts
- in selecting and applying relevant conceptual and methodological tools for the analysis of tourism innovation
- in producing critical analyses of innovation in tourism
- in creative thinking in the context of tourism innovation.

##### COMPETENCES

- in reflecting on the implications of innovation in tourism
- in evaluating sustainable transitions in innovation in tourism
- in independently continuing own competency development within the area of innovation in tourism.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXAM

#### EXAMS

Name of exam	Innovation in Tourism
Type of exam	Active participation/continuous evaluation An internal written examination in: Innovation in Tourism (Innovation i turisme).  The examination is completed by satisfactory and active participation in the module, i.e., a minimum of 80% attendance and satisfactory completion of tasks and assignments set by the course instructor(s).  Re-examination: a 2-day take-home assignment paper set by the course instructor(s) on the basis of the course content. The assignment paper will be evaluated by an internal examiner. The assignment paper must be prepared individually and must not exceed 6 pages.
ECTS	5
Permitted aids	All written and all electronic aids

Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Innovation i turisme
Module code	KATOU2209
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities



# PROJECT-ORIENTED MODULE IN A TOURISM ORGANISATION

**2022/2023**

## RECOMMENDED PREREQUISITE FOR PARTICIPATION IN THE MODULE

Only students who have passed examinations in the Master's programme in Tourism corresponding to at least 20 ECTS can be enrolled in this module.

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises two parts, which must both be completed in order to pass this exam.

**The project-oriented module** must take place in a tourism organisation abroad or in Denmark and must be of a duration of at least four months, full-time (equivalent to 37 hours per week), during which time the student will work with issues that are relevant to the central disciplinary areas of the programmes.

Students' project-oriented module, including work tasks, must be approved in advance by the study board.

## LEARNING OBJECTIVES

### KNOWLEDGE

- of working practices and professional conduct in a tourism organisation
- of theories, concepts and methods from one or more disciplinary areas of the programme in relation to contemporary challenges and work tasks in a tourism organisation.

### SKILLS

- in formulating a clearly defined problem within the chosen topic area that has academic and practical relevance for the host organisation
- in providing a critical review and discussion of relevant research literature; explaining and critically reflecting on relevant theories and concepts
- in developing and applying an appropriate methodological approach to collect relevant empirical material and analyse the problem
- in undertaking a critical and clear analysis of empirical material in connection with the investigation of the chosen problem
- in using appropriate digital tools to locate, access, evaluate, utilise and cite diverse information sources
- in evaluating the strengths and weaknesses of the project and identifying potential applications and/or implications of the project's findings for the host organisation.

### COMPETENCES

- in working in a professional manner with colleagues and other partners, thus contributing to the operation and development of a tourism organisation
- in independently planning and implementing projects in a tourism context
- in communicating research findings clearly to non-specialist audiences and providing counselling on tourism development issues
- in reflecting on professional competencies and planning future development in relation to a career in tourism.

## TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXTENT AND EXPECTED WORKLOAD

30 ECTS

## EXAM

### EXAMS

Name of exam	Project-oriented Module in a Tourism Organisation
Type of exam	<p>Written exam An internal written examination based on: Project-oriented Module in a Tourism Organisation: Project report (Projektorienteret forløb i en turismeorganisation)</p> <p>In order to complete the examination, the student must submit the following documents in order to complete part 1 and 2 of this examination:</p> <p>Part 1:</p> <ul style="list-style-type: none"> <li>• Host Institution Statement describing work tasks and activities in a tourism organization.</li> <li>• A professional learning and competency development report (max. 3 pages) which reflects on the internship experience and what has been learned in relation to personal and professional competencies and the application and communication of academic knowledge in a tourism organization.</li> <li>• An early career plan (max. 3 pages) which identifies early career goals, areas for competency development and next steps towards a career in tourism.</li> </ul> <p>Part 2:</p> <p>A project report for assessment.</p> <p>The project report must be prepared individually and must not exceed 20 pages.</p> <p>The project report must be on a topic of relevance for the host organisation and relate to the central disciplinary areas of the Tourism programme.</p> <p>A combined grade will be awarded for the two parts of the examination.</p>
ECTS	30
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination

Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures
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## FACTS ABOUT THE MODULE

Danish title	Projektorienteret modul i en turismeorganisation
Module code	KATOU2210
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	30
Language of instruction	English
Location of the lecture	Campus Aalborg, Campus Copenhagen
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# MASTER'S THESIS

**2022/2023**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The Master's thesis is based on a subject that the student is free to select as long as it relates to the central disciplinary areas of the programme.

The Master's thesis topic must be approved by the study board. Students must submit a structured thesis contract outlining and justifying a preliminary problem formulation as well as theoretical framing and methodological points of departure. The contract also presents a commitment to the submission deadline as set by the study board.

## LEARNING OBJECTIVES

### KNOWLEDGE

- of extensive theoretical, methodological and empirical approaches to one or more topics covered in the Programme
- of relevant research literature in the area of Tourism.

### SKILLS

- in formulating a clearly defined problem within the chosen topic area that has academic and practical relevance
- in providing an extensive and critical review and discussion of relevant research literature, and critically reflecting on relevant theories and concepts
- in using appropriate digital tools to locate, access, evaluate, utilise and cite diverse information sources
- in developing and applying an appropriate methodological approach to collect relevant empirical material
- in producing a critical and clear analysis of empirical material, using relevant theories and concepts
- in producing a clearly presented and coherent written project report that complies with academic standards for analysis, argumentation and documentation
- in reflecting on the strengths and weaknesses of the project as well as potential applications and/or implications of its findings for tourism stakeholders such as businesses, governments, NGOs or civil society.

### COMPETENCES

- in independently designing and managing larger and more complex research projects
- in collaborating with others to achieve goals, giving and receiving constructive feedback and drawing on partners' knowledge and skills
- in summarising and synthesising research clearly in oral and written form
- in upholding high standards in relation to research ethics, data collection, storage and processing
- in reflecting on work processes, collaborative dynamics and learning
- in relating topic specific knowledge and research findings to broader academic and societal debates
- in continuing own competency development.

### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

### EXTENT AND EXPECTED WORKLOAD

30 ECTS

## EXAM

### EXAMS

Name of exam	Master's Thesis
Type of exam	<p>Master's thesis/final project</p> <p>An external oral examination in: Master's Thesis (Kandidatspeciale). The examination will be conducted on the basis of a Master's thesis prepared by one or a number of students.</p> <p>The Master's thesis must be no shorter than 35 pages, and must not exceed 70 pages per student in a group, or 80 pages if the thesis is prepared by one student.</p> <p>An abstract in English of a minimum of one page and a maximum of two pages must be prepared.</p> <p>Normal duration of examination: 45 minutes (for one student) + 30 minutes per additional student.</p>
ECTS	30
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

### FACTS ABOUT THE MODULE

Danish title	Kandidatspeciale
Module code	KATOU2211
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	30
Language of instruction	English
Location of the lecture	Campus Aalborg, Campus Copenhagen
Responsible for the module	<a href="#">Karina Madsen Smed</a>

### ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# TOURISM ENCOUNTERS

## 2022/2023

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in tourism encounters.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

- of theories and concepts relating to tourism encounters, taking a vantage point in social and cultural aspects of tourism
- of contemporary challenges related to tourism encounters, including challenges of social and cultural concerns involved in sustainability
- of the relationships between actors involved in tourism encounters as social and cultural interaction
- of the role of digitalization in tourism encounters.

##### SKILLS

- in identifying and critically discussing debates within the area of tourism encounters and their social and cultural role in contemporary society
- in selecting and applying relevant theories, concepts and approaches to tourism encounters in order to address and understand social and cultural aspects of tourism
- in producing critical and creative analyses of tourism encounters.

##### COMPETENCES

- in analysing tourism encounters
- in reflecting on tourism encounters
- in independently continuing own competency development within the area of tourism encounters.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

### EXAM

#### EXAMS

Name of exam	Tourism Encounters
Type of exam	Written exam An internal individual written examination in: Tourism Encounters (Møder i turisme).  The examination is a 4-day take-home assignment given by the examiner on the basis of the curriculum of the module. The assignment paper must be prepared individually and must not exceed 8 pages.  The assignment paper will be evaluated by an internal examiner.
ECTS	5

Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Møder i turisme
Module code	KATOU2212
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg, Campus Copenhagen
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# KEY ISSUES IN TOURISM CONSUMPTION

**2022/2023**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course on consumers and consumption in tourism.

### LEARNING OBJECTIVES

#### KNOWLEDGE

- of theories and concepts in the area of tourism consumption
- of debates related to tourism consumption and sustainability
- of the spatial, material and affective dimensions of tourism consumption
- of opportunities and challenges of digitalization in relation to tourism consumption.

#### SKILLS

- in identifying and critically discussing debates within tourism consumption in digital and non-digital contexts
- in selecting and applying relevant conceptual and methodological tools for the analysis of tourism consumption
- in producing critical and creative analyses of tourism consumption.

#### COMPETENCES

- in analysing tourism consumption
- in reflecting on issues related to tourism consumption and sustainability
- in independently continuing own competency development within the area tourism consumption.

### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXAM

### EXAMS

Name of exam	Key Issues in Tourism Consumption
Type of exam	Written exam An internal individual written examination in Key issues in Tourism Consumption (Forbrug i turisme)  The examination is a 4-day take-home assignment given by the examiner on the basis of the curriculum of the module. The assignment paper must be prepared individually and must not exceed 8 pages.  The assignment paper will be evaluated by an internal examiner.
ECTS	5



Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Forbrug i turisme
Module code	KATOU2207
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# RURAL AND NATURE-BASED TOURISM

**2022/2023**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in rural and nature-based tourism.

### LEARNING OBJECTIVES

#### KNOWLEDGE

- of theoretical perspectives and concepts relevant to rural and nature-based tourism
- of key issues and current debates in rural and nature-based tourism
- of sustainable development of rural and nature-based tourism
- of stakeholders and communities involved in and affected by rural and nature-based tourism
- of opportunities and challenges of digitalization in relation to rural and nature-based tourism.

#### SKILLS

- in selecting, assessing and applying relevant theoretical approaches or frameworks to the study of rural and nature-based tourism
- in identifying challenges related to rural and nature-based tourism and contextualizing them within a broader societal context
- in defining, analyzing and critically reflecting on sustainable development of rural and nature-based tourism.

#### COMPETENCES

- in designing comprehensive analyses of rural and nature-based tourism based on identified challenges within rural and nature-based tourism
- in discussing and reflecting on key debates within rural and nature-based tourism, including sustainability issues
- in critically applying knowledge and skills from the course to practical challenges related to rural and nature-based tourism in a variety of contexts
- in evaluating alternative ways of organizing, developing and implementing sustainable rural and nature-based tourism.

### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

## EXAM

### EXAMS

Name of exam	Rural and nature-based Tourism
Type of exam	Written exam The examination is a 4-day take-home assignment given by the examiner on the basis of the curriculum of the module. The assignment paper must be prepared individually and must not exceed 8 pages.

	The assignment paper will be evaluated by an internal examiner.
ECTS	5
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Rural og naturbaseret turisme
Module code	KATOU2213
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities

# URBAN TOURISM

## 2022/2023

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module comprises a course in urban tourism.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

- of theoretical perspectives and concepts relevant to urban tourism, such as urban everyday practices, organization of urban spaces and mobility
- of key issues and current debates in urban tourism
- of sustainable development of urban tourism
- of stakeholders and communities involved in and affected by urban tourism.

##### SKILLS

- in selecting, assessing and applying relevant theoretical approaches or frameworks to the study of urban tourism
- in identifying topical challenges related to urban tourism and contextualizing them within relevant cultural, social and political contexts
- in defining, analyzing and critically reflecting on issues and practices related to sustainability in urban tourism
- in discussing how digitalization shapes urban tourism.

##### COMPETENCES

- in designing comprehensive analyses of urban tourism
- in critically applying knowledge and skills from the course to practical challenges related to urban tourism
- in discussing and reflecting on key debates within urban tourism, including sustainability issues
- in evaluating alternative ways of organizing and developing urban tourism in sustainable directions.

#### TYPE OF INSTRUCTION

Type of instruction is described in § 17 in the curriculum.

### EXAM

#### EXAMS

Name of exam	Urban Tourism
Type of exam	Written exam An internal written examination in: Urban Tourism (Urban turisme).  The examination is a 4-day take-home assignment given by the examiner on the basis of the curriculum of the module. The assignment paper must be prepared individually and must not exceed 8 pages.

	The assignment paper will be evaluated by an internal examiner.
ECTS	5
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Urban turisme
Module code	KATOU2214
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen, Campus Aalborg
Responsible for the module	<a href="#">Karina Madsen Smed</a>

## ORGANISATION

Study Board	Study Board for Cross-Cultural Studies
Department	Department of Culture and Learning
Faculty	Faculty of Social Sciences and Humanities