

## Course Syllabus

### **GIS Applied to Market Analyses 15 Credits\*, First Cycle Level 1**

#### **Learning Outcomes**

On completion of this course, students shall be able to:

##### Knowledge and Understanding

- Organize and quantitatively analyze geodemographic data.
- Describe the relationship between demographics and the demand for tourism services and products.
- Analyze the pros and cons of different possible locations for various activities.

##### Skills and Abilities

- Calculate the customer base for locations related to points or lines.
- Visualize calculation results using a geographic information system.

##### Judgement and Approach

- Present the rationale for the selection of various parameters depending on their different significance.
- Evaluate the accessibility for different market segments.

#### **Course Content**

The course is based on exercises to implement locational analyses based on customer data for various types of service provision, particularly touristic activities. In all exercises GIS tools are used (computer lab) to calculate population potentials that can be assessed in terms of customer base or purchasing power. The outcomes of these calculations are presented in the form of thematic maps. In terms of place attractiveness, the course covers various qualitative approaches to reflect this and the importance this has for the location of different types of business

#### **Assessment**

Two written assignments (2 x 5 Credits), two oral presentations of the assignments (2 x 2 Credits) and one seminar (1 Credit).

**Forms of Study**

Lectures, seminars and computer labs

**Grades**

The Swedish grades A–F.

Course assessment is based on assignments and presentations. To receive a mark above C, students must have a mark of at least level B in both assignments.

**Prerequisites**

45 credits from the first two semesters of the programme International Tourism Management

**Other Information**

The number of examinations is limited to five.

Work that is submitted late cannot achieve a grade higher than C.

**Subject:**

Tourism Studies

**Group of Subjects:**

Tourism and Recreation Studies

**Disciplinary Domain:**

Technology, 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 20 February 2014

Valid from 20 February 2014

**Revised:**

Revised, 28 January 2015

Revision is valid from 28 January 2015