



APPLIES TO ACADEMIC YEAR
2002/2003

RLS 9929 Bachelor thesis in travel and tourism management

Program

The Bachelor of Business Administration Program in Travel and Tourism Management

Responsible for the course

Sølvi Lyngnes

Department

Leadership and Organizational Management

Term

Spring

ECTS Credits

15

Objective

The purpose of the bachelor thesis is to apply the program literature to a concrete project in tourism management. The thesis project is to be based in a company or organization in the tourist industry and aim to present proposals for solving defined problems. A series of lectures in methodology will be given at the start of the course as a foundation for work on the thesis.

Prerequisites

Basic knowledge of economic and administrative subjects.

Compulsory literature

Grønhaug, Kjell, Sigurd Villads Troye. 2000. *Utredningsmetodikk*. 4. utg. Oslo: Tano
Aschehoug

Recommended literature

None.

Course outline

The bachelor thesis may be written within any subject or business area that is related to the program. It must be based in a company or organization and students must define a concrete problem to be solved. The thesis title/main problem definition should therefore emphasize concepts such as strategy or plan. Students must bear in mind that the thesis work should be part of a holistic strategy process (development or revision), starting with problem comprehension, via analysis to choice of strategy or implementation. The problem area to be studied in the thesis must not necessarily involve the entire company strategy. It may focus on one or more of the functional strategy areas, products, market, distribution, etc. or emphasize analysis of one or more relevant framework conditions, but application of information from several subject areas is always required. The thesis shall include compilation of primary data in connection with the analysis of the situation.

Computer-based tools

Computer-based tools should be used to process compiled data.

Course structure

Teaching includes lectures in methodology and guidance in thesis writing. More detailed guidelines for tutorial guidance will be given. The bachelor thesis is to be written individually or in groups of up to three students. It is recommended that students work together on a project. Students choose their own topic, but problem definition and choice of theory must be approved by the person responsible for the course according to more detailed guidelines to be handed out at the beginning of the course.

Evaluation

The thesis will be evaluated with an emphasis on the following criteria that are not listed according to priority:

- Problem definition and problem comprehension
- Disciplinary integration with a particular emphasis on economics
- Structure and outline
- Choice and application of theory
- Choice and application of methodology
- Originality, creativity and independence in solution proposals

Evaluation code(s)

RLS 99291 Bachelor thesis in travel and tourism management, which counts 100% of the grade in RLS 9929, 5 credits.

Aids at the examination

All aids are allowed.

Makeup exam

A re-sit is normally held in conjunction with the next scheduled course.