



APPLIES TO ACADEMIC YEAR 2005/2006

## RLS 9929 Bachelor thesis in travel and tourism management

### Program

Bachelor in Tourism Management (3. year)

### Responsible for the course

Sølvi Lyngnes

### Department

Innovation and Economic Organisation

### Term

According to study plan

### 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.

### Prerequisites

The thesis builds on the program syllabus.

### Compulsory literature

#### Books:

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

#### Other:

Obligatorisk litteratur fra studiet vil ikke være tilstrekkelig. Studentene har selv ansvar for å søke etter utfyllende litteratur

### Recommended literature

#### Books:

Ghauri, Pervez og Kjell Grønhaug. 2005. Research methods in business studies. 3rd ed. New York : Prentice Hall

Johannessen, Jon-Arild og Johan Olaisen. 1995. Prosjekt. Bergen. Fagbokforlaget

Selnes, Fred. 1999. Markedsundersøkelser. 4. utg. Oslo : Universitetsforlaget

Stene, Morten. 1999. Vitenskaplig forfatterskap: hvordan lykkes med skriftlige studentoppgaver. Kolve Forlag

### Course outline

The bachelor thesis may be written within all the subjects and business areas that are related to the program. The following requirements to thesis theme must be met:

The thesis project must be based within a company or organization that is engaged in tourism.

A concrete problem approach must be formulated, which is to be considered part of a larger process that involves problem comprehension, data compilation, analysis, strategy, plans or measures. It will be necessary to apply knowledge from several subject areas in all thesis projects.

The thesis must include compilation of a set of primary data for the analysis.

Relevant measures are to be based on financial considerations.

### Computer-based tools

For theses that include quantitative data the SPSS statistics program or other relevant programs may be used for the data analysis. Searching for information in databases and on the Internet will be vital elements in the thesis work.

### Course structure

The students' work on selecting a thesis theme and a company should mostly be done in the

fall term. At the start of the spring term a seminar will be organized to discuss and present the various problem approaches. A series of lectures will then be given in methodology. Seminars, methodology lectures and thesis tutoring constitute the teaching methods of the course. The students select their own problem approaches for the thesis, which must be approved by the person responsible for the course. The thesis may be written individually or in groups of up to three students. We recommend that several students cooperate on solving a joint project.

### **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
- Structure and outline
- Choice and application of theory
- Choice and application of methodology
- Presentation, interpretation and discussion of findings
- Originality, creativity and independence in proposed measures
- Use of sources and references

### **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.