



APPLIES TO ACADEMIC YEAR 2008/2009

## RLS 9929 Bachelor thesis in Travel and Tourism Management

### Program

Bachelor in Tourism Management (3. year)

### Responsible for the course

Sølvi Lyngnes

### Department

Department of Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

f15

### Language of instruction

Norwegian

### 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 bachelor thesis builds on the program syllabus.

### Compulsory literature

#### Books:

Troye, Sigurd Villads og Kjell Grønhaug. 1993. Utredningsmetodikk. 3. utg. Oslo: Tano

#### Other:

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

### Recommended literature

#### Books:

Ghuri, Pervez N. and Kjell Grønhaug. 2005. Research methods in business studies. 3rd ed. Harlow: Financial Times Prentice Hall

Johannessen, Jon-Arild og Johan Olaisen. 1995. Prosjekt: Hvordan planlegge, gjennomføre og presentere prosjektoppgaver, utredninger og forskning. Bergen: Fagbokforlaget

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

Stene, Morten. 2003. Vitenskapelig forfatterskap: Hvordan lykkes med skriftlige studentoppgaver. 2.utg. Oslo: 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**

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 more students cooperate on solving a joint project. The students must fill in a registration form where their field of interest will be listed. They will then be assigned to a counselor. The teaching is set up with a 20-hours common part, which will give an introduction to method and thesis writing. Seminars will also be held for the project description. The counselor organizes the seminars with about 8 hours per 4 thesis. Oral presentations will be included as part of the seminars. The students can also demand up to 5 hours of individual counselling per thesis.

**Evaluation**

An internal and external examiner evaluates the completed thesis. Students who have not handed in a project description or participated in the seminars can be called to do an oral presentation of the completed thesis. The thesis will be evaluated with an emphasis on the following criterias 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, which accounts for 100% of the grade in RLS 9929 Bachelor thesis in travel and tourism management, 15 ECTS credits.

**Aids at the examination**

All aids are allowed.

**Makeup exam**

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