



APPLIES TO ACADEMIC YEAR 2012/2013

RLS 2400 Destination Management- RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Georg Kamfjord

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

Objective

The course is designed to develop the student's ability to approach challenges related to development and management of tourism destinations.

Management of destination is addressed within a framework of building competitiveness with an overriding concern related to economic, environmental and social sustainability. The course shall build an understanding of destinations management at various geographical levels. The role of the stakeholders in a management context is emphasized.

Prerequisites

The course assumes basic knowledge of tourism corresponding to for instance RLS 2110 Travel and Tourism - The Product or RLS 2120 Tourism - society and industry.

Compulsory reading

Books:

Ritchie, J.R. Brent and Geoffrey I. Crouch. 2003. The competitive destination : a sustainable tourism perspective. Wallingford : CABI Publishing

Other:

2009. Artikler til "Destinasjonsledelse" blir kunngjort på Blackboard
Utdelt materiale

Recommended reading

Other:

Ingen

Course outline

Introduction to destination concepts, competitiveness and sustainability.
The competitive destination – phenomena, structure and strategy.
Resources and support activities at destination level in view of competitiveness.
How to build competitive advantage in a destination?
Trends in tourism development relevant to destination management.
The role of leadership in creating competitiveness in a destination.
Branding the destination.
Value creation at destination level.

Computer-based tools

None

Course structure

The course is run on 36 lectures organized in modules. A part of the course involves an obligatory term paper assigned to an excursion to a relevant destination. The excursion will be carried out during one or two days. Travel costs to be covered by the student are limited to maximum NOK 1000. The term paper is based on co-operation in groups of 2–3 students. Further guidelines will be found on the home page of the course.

Examination

The evaluation is based on the term paper (30%) and a four hours individual written evaluation at the end of the term (70%).

Examination code(s)

RLS 24002 – Term paper related to field excursion – accounts 30% of the final grade in the course RLS 2400 Destination Management, 6 credits.

RLS 24003 - Written exam – accounts 70% of the final grade in the course RLS 2400 Destination Management, 6 credits.

Examination support materials

Term paper - all

Written exam - none.

Re-sit examination

This course was lectured for the last time spring 2011. A re-sit examination will be offered every term from autumn 2011 even spring 2013.

Additional information