



APPLIES TO ACADEMIC YEAR 2012/2013

## RLS 2601 Quality and Quality Management in Tourist Industry - 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

In a marketplace getting steadily more competitive, quality is increasingly more important for the tourism industry. The course objective is develop understanding for quality and quality management in tourism from a practical and operative perspective

### Prerequisites

Knowledge in Service marketing equivalent to MRK 2302 Service marketing and customer loyalty

### Compulsory reading

#### Books:

Mossberg, Lena. 2007. Å skape opplevelser : fra OK til WOW!. Bergen : Fagbokforlaget  
Williams, Christine and John Buswell. 2003. Service quality in leisure and tourism. Wallingford : CABI Publishing

#### Collection of articles:

Mossberg, Lena. 2007. Kvalitetsledelse i reiselivet. Artikkelsamling. Oslo: Handelshøyskolen BI

### Recommended reading

#### Books:

Troye, Sigurd Villads. 1996. Markedsorientering av servicebedrifter : med fokus på reiselivet. Oslo: TANO  
Zeithaml, Valerie A., Mary Jo Bitner and Dwayne D. Gremler. 2009. Services marketing : integrating customer focus across the firm. 5th ed. New York : McGraw-Hill/Irwin

### Course outline

- Introduction to quality and quality management
- Quality as part of the business culture
- Methods for measuring quality
- Quality in organisation and operation
- Implementation of a quality management system

### Computer-based tools

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### Course structure

The course duration is 36 hours of teaching including classroom teaching, case and group assignment work and classroom discussions

**Examination**

Individual or group assignment accounts for 30% and a 3-hour individual written examination accounts for 70% to complete the course.

**Examination code(s)**

RLS 26011, individual or group assignment which accounts for 30 % of the grade in RLS 2601, 6 credits.

RLS 26012, 3-hour written exam which accounts for 70 % of the grade in RLS 2601, 6 credits.

**Examination support materials**

Group assignment: all aids are allowed

Written exam: no aids are allowed.

**Re-sit examination**

This course was lectured for the last time in the fall semester 2010. A re-sit exam will be offered every term from autumn 2011 even spring 2013.

**Additional information**