



APPLIES TO ACADEMIC YEAR 2012/2013

## RLS 2700 Innovation in the tourist industry - RE-SIT EXAMINATION

### Programme

Re-sit examination

### Responsible for the course

Thomas Hoholm

### Department

Department of Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Introduction

### Objective

The course objective is to give a basic understanding of innovation in general and in the tourism industry specifically.

### Prerequisites

Basic tourism knowledge as covered in the courses "The tourism product", "Tourism- society and industry" "Culture, tourism and attractions" and "Tourism marketing".

### Compulsory reading

#### Books:

Hougaard, Søren. 2004. Forretningsidéen : om iværksættelsens tidligste faser. Samfundslitteratur

#### Collection of articles:

Hoholm, Thomas. 2009. Artikkelsamling - Innovasjon i reiselivet. Oslo: Handelshøyskolen BI

### Recommended reading

#### Course outline

- Introduction to innovation and business development
- Internal and external conditions related to innovation in tourism
- Trends in the experience industry
- The innovative organization
- Implementing

#### Computer-based tools

None.

#### Course structure

The course is given with 36 course hours. An important element in class will be presentations and discussions connected to the participants innovation project.

### Examination

The students have to write a one week term-paper individually or groups of up to three students

**Examination code(s)**

RLS 27001 Course assignment counts for 100% of the grade in the course RLS 2700 Innovation in the tourist industry, 6 credits.

**Examination support materials**

All support materials allowed.

**Re-sit examination**

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

**Additional information**