



APPLIES TO ACADEMIC YEAR 2012/2013

RLS 2910 Introduction to Tourism Management - RE SIT EXAMINATION

Programme

Bachelor in Tourism Management (1. year)

Responsible for the course

Sølvi Lyngnes

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course provides an introduction to tourism as a global, national and local phenomenon and business. The course will focus on supply and demand, incentives and the market, players and general conditions, developmental trends and consequences for society. The role of tourism in society will be highlighted from the perspective of players, firms and the economy. The course is to provide a foundation for subsequent tourism modules in the degree course.

Learning outcome

Acquired knowledge

On the course students are to acquire knowledge about tourism as a phenomenon, a business and a part of society. Students should be able to have an understanding of tourism as a system and also grasp the connections between different branches, businesses and society and how these affect each other. In addition, students are to acquire an understanding of and insight into the distinctive aspects of tourism products and the consequences of consumers coming to the product, rather than the reverse.

Acquired skills

Through work on assignments and case studies, students are to acquire the skills required to apply relevant theories and methods to both current and new products and destinations.

Reflection

The course also aims to provide an insight into how knowledge develops through research and investigation so that students acquire a responsible and ethical attitude to the use of sources, data and informants, and hence the use of references in their own work and in the work of others. In addition, students are to be given the opportunity to understand and reflect on the effects of tourism on nature, culture and society.

Prerequisites

None.

Compulsory reading

Books:

Kamfjord, Georg. 2011. Det helhetlige reiselivsproduktet. 4. utg. Fagspesialisten. Kap. 1, 4, 12 og 13. De øvrige kapitler er pensum i senere RLS-kurs i programmet

Weaver, David B., Laura Lawton. 2010. Tourism management. 4th ed. Wiley

Recommended reading

Course outline

- Introduction to tourism as a subject, a phenomenon and part of society
- Tourism as a system
- Destinations and the development of destinations
- The tourism product: accommodation, food and drink, transport, attractions and activities, organizations

- The market and marketing in travel and tourism
- Financial consequences of tourism
- Consequences and effects on nature, culture and society
- Sustainable tourism
- Travel/tourism research and development of knowledge

Computer-based tools

None.

Learning process and workload

1. Programme format

The course entails approx 200 hours of work. This includes lectures, student presentations, talks, study of the literature, preparations, work on assignments, a field trip and supervision. The function of the field-trip, which is arranged at the beginning of the course, is to introduce participants to what it means to be a travel and tourism student, to introduce tourism as a field of study and practice through visits to firms, destinations and attractions, as well as a social aspect allowing students to get to know each other, which will promote learning aims. The field trip will be arranged as collaboration between the course lecturer, local program organizer at the individual place of study and the students. Some expense will have to be borne by students. During the course of the term, students are to work on a term assignment. Assignment submission and presentation of part assignments connected with the term assignment are to be carried out in accordance with study plans. Students are expected to participate actively in lessons/lectures.

2. Recommended time to be used by students

Activity	Use of hours
Participation in tuition	36
Preparation for lectures and the final examination, literature study, self-study, colloquiums	106
Counselling	1
Writing the semester assignment	40
Field trip	14
Examination	3
Total recommended use of time	200

Use of hours

Activities per course (hours)

Lectures	36
Supervision groups/reading assignments	5
Field trip	3
Others activities	1
Total no. of hours (Guideline)	45

Examination

The examination consists of a project assignment counting 40% and an individual, three-hour long written examination counting 60%. Work on the assignment is process-oriented and students will receive feedback on both submitted assignments and on presentations. It may be written individually or in groups of up to three students. Further guidelines will be provided at the beginning of the semester.

Examination code(s)

RLS 29101 – Project assignment, counts 40% towards a pass grade for the course RLS 2910 Introduction to tourism, 7.5 ECTS credits.

RLS 29102 – Written examination, counts 60 % towards a pass grade for the course RLS 2910 Introduction to tourism, 7.5 ECTS credits.

Examination support materials

Project assignment: All support materials are allowed.

Individual written examination: No support materials are allowed.

Re-sit examination

This course was lectured for the last time autumn 2011. A re-sit examination will be offered autumn 2012 and last time spring 2013.

Re-sit exams are however possible to do separately.

Additional information

