



APPLIES TO ACADEMIC YEAR 2012/2013

RLS 3586 Attraction Management

Programme

Bachelor in Tourism Management (2. 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 will provide an introduction to the resource base for tourism in Norway on the basis of culture, and methods and theories for the development and management of attractions.

Learning outcome

Acquired knowledge

Students shall acquire knowledge about topics in history, culture, cultural heritage and art with relevance for the Norwegian travel industry. Furthermore, students shall gain an insight into and knowledge of theories of development, adaptation and management of attractions, and learn to apply this knowledge to existing and new attractions.

Acquired skills

Students shall acquire skills in analysing various types of resources and attractions and apply relevant methods for developing such attractions. Relevant management tools are to be applied both to new and existing attractions.

Reflection

Students shall acquire the ability for ethical reflection and critical thinking on the challenges of developing tourism and the travel industry based on culture.

Prerequisites

RLS 2910 Introduction to tourism management.

Compulsory reading

Books:

Kamfjord, Georg. 2011. Det helhetlige reiselivsproduktet. 4. utg. Fagspesialisten. Kap. 9 og 14
Lyngnes, Sølvi. 2007. Kultur og turistattraksjoner : jakten på det norske, jakten på opplevelser.
Universitetsforlaget

Collection of articles:

Lyngnes, Sølvi (red.). 2012. RLS 3586 Artikkelsamling - Attraksjonsutvikling.
Handelshøyskolen BI

Recommended reading

Course outline

- Introduction to culture-based tourism
- Historical outline with selected historical events
- Cultural heritage and art: architecture and architectural tradition, music, pictorial art, literature, arts and crafts.
- Theories and models: from resource to attraction
- Local attractions
- The role of museums as tourist attractions
- Theme parks, markets and other attractions
- Organized attractions

- Festivals, historic dramas, installations and other attractions
- Economy
- Challenges of managing culture-based attractions

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course consists lectures, talks, excursions, student presentations and various forms of guidance and feedback. Students are expected to be well prepared for class and to take part in what is planned in the detailed syllabus at the start of the semester.

Students must write a project paper in the course of the semester, to be written in groups of up to three students. The project paper shall analyse and propose initiatives for an existing attraction chosen by the students. The person in charge of the course shall approve the choice of attraction. The project paper is to be submitted and presented, and feedback and guidance will be given based on submitted material and presentation.

Recommended student workload:

Activity	Workload
Participation in class and presentation of assignments	36
Excursion	10
Work on assignments	40
Preparation for class and exam, literature studies and study groups	111
Exam	3
Total recommended workload	200

Use of hours

Examination

The project paper accounts for 40 % of the grade in the course. It is to be prepared individually or in groups of up to three students.

An individual 3-hour written exam that accounts for 60 % of the grade in the course

Examination code(s)

RLS 35861 Project paper that accounts for 40 % of the grade in the course, 7.5 ECTS

RLS 35682 Written exam that accounts for 60 % of the grade in the course, 7.5 ECTS

Examination support materials

Project paper: all support materials are allowed

Individual written exam: no support materials are allowed

Re-sit examination

A re-sit for the Project paper (RLS 35861) is held in connection with the next scheduled course.

A re-sit for the written exam (RLS 35682) is held every term.

Re-sit exams can, however, be taken separately. Both parts must be passed to obtain a final grade in the course.

Additional information