



APPLIES TO ACADEMIC YEAR 2012/2013

## **RLS 3652 Tourism Marketing**

### **Programme**

Bachelor in Tourism Management (3. year)

### **Responsible for the course**

Georg Kamfjord

### **Department**

Department of Innovation and Economic Organisation

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

Tourism is a highly complex and diversified industry with products ranging from core services to all kinds of activities and experiences that are all away from the customer. This structure leaves the industry with many specific challenges that will be addressed in this course.

The strong expansion of the Internet and the interrelated social medias is also highly relevant for the travel and tourism industry, and will be included in the course.

### **Learning outcome**

#### **Acquired knowledge**

The students shall acquire a basic understanding and knowledge of the effects of the travel industry on landscape, culture, society and economy at a macro and micro level. The students shall also understand the effects of implementing sustainable tourism. They shall be able to discuss the problems of selecting, measuring, monitoring and evaluating sustainable indicators. The students shall also acquire an understanding of relevant topics from nature-based tourism in Norway.

#### **Acquired skills**

The students shall acquire skills in analyzing and describing positive and negative effects of the travel industry on landscape, culture, society and economy. The students shall be familiar with the use of measuring instruments for evaluating tourism in various areas.

#### **Reflection**

The students shall be able to take part in discussions and have ethical reflections on the development of tourism in vulnerable areas, destinations and enterprises based on nature and culture

### **Prerequisites**

Basic knowledge in tourism equivalent to the course Introduction to tourism Management

### **Compulsory reading**

#### **Books:**

Middleton Victor T.C., Alan Fyall, Michael Morgan. 2009. Marketing in travel and tourism. 4th ed. Elsevier

### **Recommended reading**

#### **Books:**

Kamfjord, Georg. 2011. Det helhetlige reiselivsproduktet. Fagspesialisten

### **Course outline**

- The meaning of marketing in travel and tourism
- Understanding the consumer in travel and tourism
- Marketing mix in travel and tourism
- Marketing planning
- Marketing research in travel and tourism
- Communicating with the consumers
- E-marketing – the growth and role of ITC in travel and tourism
- Applying marketing in the main sectors of travel and tourism

**Computer-based tools**

No specified computer-based tools are required.

**Learning process and workload**

The course consists of lectures, talks, excursions, student presentations and various forms of guidance and feedback. Students are expected to be well-prepared for class and to participate in what has been planned and agreed on in the detailed syllabus distributed at the beginning of the semester.

Recommended workload in hours:

Activity	Use of hours
Class participation	36
Coursework assignments	40
Preparation for class and the examination, literature studies	97
Self-tuition, study group	23
Examination	4
<b>Total recommended use of hours</b>	<b>200</b>

**Use of hours**

Plenary session - classroom, excursions, seminars	36 hours
Supervising, feedback on presentations	9
Total	45 hours

**Examination**

A four-hour individual written exam that accounts for 100% of the grade completes the course.

**Examination code(s)**

RLS 36521 - Written exam accounts for 100 % of the grade in RLS 3652 Tourism Marketing, 7,5 credits.

**Examination support materials**

No support materials are allowed

**Re-sit examination**

A re-sit for the written examination is held every term.

**Additional information**