



APPLIES TO ACADEMIC YEAR 2012/2013

RLS 3674 Destination Management

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

Destinations are the ultimate holistic tourism product. This means that all kinds of knowledge come into consideration while dealing with different tasks and challenges. Thus this course has a main focus on interdisciplinary work and "seeing it all together" when it comes to stakeholders, products and markets in different types of destinations.

Learning outcome

Acquired knowledge

The students shall acquire a basic understanding and knowledge of the most critical aspects of destination development and management at different geographical and organizational levels. The students shall also understand the effects of implementing sustainability to destinations, and the challenges connected with running network organizations.

Acquired skills

The students shall acquire skills in making development and marketing plans for destinations, conduct stakeholder and resource analysis and be familiar with project management and the creation of networks. The students will have to show knowledge and use of general tourism and management theories from previous courses

Reflection

The students shall develop a thorough understanding of the interdisciplinary character of tourism in general and destinations in particular. In particular this relates to all aspect of the sustainable destination where respect for other professions will be crucial.

Prerequisites

Completion of all programme courses in tourism, semester 1-5, are required

Compulsory reading

Books:

Ritchie, J.R. Brent and Geoffrey I. Crouch. 2003. The competitive destination : a sustainable tourism perspective. CABI Publishing

Collection of articles:

Georg Kamfjord. 2011. Artikler til "Destinasjonsledelse". Lagt ut på It's learning

Recommended reading

Books:

Kamfjord, Georg. 2011. Det helhetlige reiselivsproduktet. Fagspesialisten

Course outline

- Introduction to destination concepts, competitiveness and sustainability.
- The competitive destination – phenomena, structure and strategy.
- Value creation at destination level.

- Resources and support activities at destination level in view of competitiveness.
- Destination development?
- Destination marketing and distribution
- Branding the destination.
- Managing network organizations

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	Workload
Class participation	36
Coursework assignments	40
Preparation for class and the examination, literature studies	97
Self-tuition, study groups	23
Examination	4
Total recommended workload	200

Use of hours

36 hours - Plenary session - classroom, excursions, seminars

9 hours - Supervising, feedback on presentations

45 hours total

Examination

The evaluation is based on the term paper (30 %) and a four hours individual written evaluation at the end of the term (70 %).

Examination code(s)

RLS 36741 – Term paper – accounts 30 % of the final grade in the course RLS 3674 Destination Management, 7.5 credits.

RLS 36742 - Written exam – accounts 70 % of the final grade in the course RLS 3674 Destination Management, 7.5 credits.

Examination support materials

Term paper: All support materials are allowed.

Written examination: No support materials are allowed.

Re-sit examination

A new term paper may be completed in connection with the next scheduled course.

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

Additional information