



APPLIES TO ACADEMIC YEAR 2013/2014

RLS 3652 Tourism Marketing

Programme

Bachelor of 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 and Michael Morgan. 2009. Marketing in travel and tourism. 4th ed. Elsevier : Butterworth-Heinemann

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
Total recommended use of hours	200

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

This course will be lectured for the last time autumn 2013. Re-sit exam will be offered spring 2014, autumn 2014 and last time autumn 2015.

Additional information