



APPLIES TO ACADEMIC YEAR 2014/2015

## **BST 2013 Tourism Management**

### **Programme**

Bachelor of Marketing Management (3. year), Elective

### **Responsible for the course**

Sølvi Lyngnes

### **Department**

Department of Innovation and Economic Organisation

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

Norwegian

### **Introduction**

This course together with BTH Tourism Management will constitute a 30 ECTS study major and will be included in the certificate. This applies for students in the Bachelor of Marketing programme. Other students may choose this course as an elective in their 3<sup>rd</sup> year.

Tourism is the world's fastest growing industry. Competing enterprises are being established while existing enterprises are positioning themselves to remain attractive. Travel habits and trends are changing, the financial crisis limits the tourist's budget and new technology affects all aspects from distribution, communication to the behaviour of the tourist. Norway is a high-cost country which must deliver quality products with experience values that are adapted to the target group's needs, motives and skills. The course is about developing and organising tourism enterprises so that they become attractive and innovative experience firms with the best service quality. Such insight will provide increased competitiveness and added value for the enterprise, the customer and the destination.

### **Learning outcome**

#### **Acquired knowledge**

Students shall acquire basic knowledge of tourism as a phenomenon and industry. The students shall also acquire understanding and insight into the characteristic aspects of tourism products and the consequences of the consumers' seeking out the product and not the opposite. Students shall understand how entrepreneurs, companies and destinations within tourism can work strategically with experience products and service quality. After having completed the course, the students shall be familiar with and be able to explain theories, tools and methods for experience production and effective quality management in various types of tourism enterprises.

#### **Acquired skills**

The students shall be able to analyse, implement and adapt strategies for firms and destinations within experience production. The students shall also be able to implement quality management tools in tourism enterprises. Relevant administrative tools are to be applied both in new and existing enterprises.

#### **Reflection**

The students shall acquire a basis for ethical reflection and critical thinking on the challenges involved in developing experience tourism based on culture, nature and society. Ethical dimensions such as sustainable development and corporate responsibility are emphasized.

### **Prerequisites**

The course is based on two years of the bachelor programme in business administration, marketing or equivalent.

### **Compulsory reading**

#### **Books:**

Mossberg, Lena M. 2007. Å skape opplevelser : fra OK til WOW. Fagbokforlaget. (200 sider)  
Weaver, David B., Laura Lawton. 2014. Tourism management. 5th ed. Wiley

#### **Collection of articles:**

Lyngnes, S. 2014. Artikkelsamling: Tourism management. 1. utg. Handelshøyskolen BI. 350 sider

**Other:**

NDH. 2012. Destinasjon Norge, regjeringens reiselivsstrategi. www.regjeringen.no. 90 sider

**Recommended reading****Course outline****Introduction to tourism as discipline, phenomenon and industry**

- The tourism system
- Destinations and destination development
- The tourism product

**Service quality in tourism: concepts and dimensions**

- Service quality and market orientation
- Service quality and customer satisfaction
- Service quality as competitive advantage
- Service quality and technology
- The role of the service staff and service quality

**Experience economy: concepts, phenomena and practice**

- Experience Economy: past, present and future
- Theories and methods in experience production
- Attractions and activities, transport, accommodation and catering as experience producers
- Design and adaptation for experiences
- Innovation in experience enterprises and destinations
- Branding
- Marketing experiences

**Impacts**

- Added Value
- Sustainability

**Computer-based tools**

No particular computer-based tools are used in the course.

**Learning process and workload**

The course consists of lectures, speeches, excursions, student presentations, discussions and various forms of supervision and feedback. Students are expected to prepare properly for class and to take an active part in the detailed plan the course which is published at the beginning of the semester.

The students shall write a term paper during the course, to be written individually or in groups of up to three students. Feedback and supervision will be given based on submitted material and presentations.

Recommended workload for students:

<b>Activity</b>	<b>Timer</b>
Attendance at lectures, presentation of assignments	78
Supervision	2
Preparation for lectures and exams, work on assignments, literature study	307
Excursions/company visits	10
Exam	3
<b>TOTAL</b>	<b>400</b>

**Use of hours**

78 hours – Lectures

12 hours – supervision/excursions/bedriftsbesøk

90 hours in total

**Examination**

The grade in the course is based on:

- A term paper which accounts for 40 % of the grade in the course. The term paper is to be written individually or in groups of up to three students.
- An individual written 3-hour exam which accounts for 60 % of the grade in the course.

Both exams must be passed in order to obtain a final grade in the course.

**Examination code(s)**

BST 20131 – Term paper which accounts for 40 % of the grade in the course BST 2013 Tourism Management  
BST 20132 – Written exam which accounts for 60 % of the grade in the course BST 2013 Tourism Management

**Examination support materials**

Term paper – all aids are allowed

Individual written exam – no aids are allowed.

**Re-sit examination**

A re-sit of the term paper is held in connection with the next regular scheduled course.

A re-sit of the written exam is held in connection with the next regular scheduled course.

A re-sit in one of the examinations may be done separately.

**Additional information**