



APPLIES TO ACADEMIC YEAR 2014/2015

ELE 3765 The Tourism Industry

Programme

Elective

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

Most people in their career come into contact with the tourism industry. The tourism industries versatile character causes companies, organizations or public administration to get involved with the industry as an employee, customer or supplier.

A large number of managers in the tourism industry has bachelor's and master's degree in finance or marketing. The fact that most do not have a theoretical background in tourism has not stopped them in their careers, but many would obviously wished they had known the main features of the industry's content, structure and behavior when they started .

The course will open for insight into basic knowledge and leadership challenges in the tourism industry - knowledge, making it easier to apply for jobs within the industry. For students in finance and marketing, the course will also be a good basis for assignments and projects where tourism is part of the theme, and as an insight into the specific challenges of the tourism industry involves traditional management subjects.

Learning outcome

Knowledge

completing the course, students should have:

- Gained an understanding that the tourism industry is very complex and diverse.
- Established understanding and respect for the industry's many stakeholders and its commercial aspects (market, income and cost drivers) and the need for multidisciplinary expertise.
- Acquired comprehensive understanding of the core elements and systems in the industry. They should also be able to see their own discipline in light of the tourism industry's specific challenges.

Skills

completing the course, students will be able to:

- Outline the dynamics and context of the tourism industry.
- Identify industry players, products and markets.
- Explain the industry cost and revenue drivers.
- Outline the main challenges in marketing and know the management challenges of collaboration.

Prerequisites

No particular prerequisites.

Compulsory reading

Books:

Most people

A large

The course

Acquired

After

Acquired

After

Reflection

Tourism is

dependent on the use of natural and cultural resources in their experience base. Accountability and sustainability will therefore remain as a set of values in the course and assumed understood and adopted by students as a result of the course.

Kamfjord, Georg. 2011. Det helhetlige reiselivsproduktet. 4. utg. Fagspesialisten

Other:

Utvalgte rapporter, artikler og utdelt materiale knyttet til ekskursjon

Recommended reading

Course outline

1. Tourism - industry or conglomerate
2. Tourism in Norway - key figures and perspectives
3. Markets, travel patterns, consumption and trends
4. The experience element in all tourism products
5. Stakeholders and decisionmakers in the tourism industry
6. The role and function of the single business in a destination context
7. Challenges for making tourism a sustainable industry
8. The holistic experience - making profitable business through network and cooperation
9. Management challenges for tourism oriented businesses - profitability, branding and distribution
10. Where do we go? How do Norway gain international competitiveness in the future

Computer-based tools

None

Learning process and workload

The course will be taught with extensive use of practical cases. An obligatory field excursion will be arranged and the rest of the course will be given on campus in 2-days gatherings.

The course

Recommend

estimated time to be used by students

Activity	Use of hours
Participation in tuition	32
Preparation for lectures and the final examination, literature study, self-study, colloquiums	102
Counselling	5
Writing the semester assignment	40
Field trip	18
Examination	3
Total recommended use of time	200

Use of hours

Examination

A project paper concludes the course. The project paper may be solved individually or on groups of up to three students.

Examination code(s)

ELE 37651 – Project paper, counts 100 % of final grade for the course ELE 3765 The Tourism Industry, 7.5 ECTS credits.

Examination support materials

All support materials are allowed.

Re-sit examination

Re-sit examination is offered at next scheduled course.

Additional information