



APPLIES TO ACADEMIC YEAR 2015/2016

BST 2013 Tourism Management

Programme

Bachelor of Marketing Marketing (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 3rd 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 and 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

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 and marketing in various types of tourism enterprises.

Acquired

Students

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.

Acquired

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.

Reflection

The

Prerequisites

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

Compulsory reading

Books:

Weaver, David B., Laura Lawton. 2014. Tourism management. 5th ed. Wiley. 430

Collection of articles:

Lyngnes, S. 2015. Artikkelsamling: Reiselivsledelse- Tourism management. 1. utg. Handelshøyskolen BI. Flere av artiklene kan lastes ned fra journaler som finnes på BI s bibliotek

Other:

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

Recommended reading

Course outline

management

- Tourism as discipline, phenomenon and industry
- The tourism system
- Destinations and destination development
- The tourism product

1.Tourism

quality in tourism: concepts and dimensions

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

II: Service

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
- Innovation in experience enterprises and destinations

III:

IV: Demand

- Tourism and market orientation
- Branding
- Marketing experiences

V: Impacts

- Added Value
- Economic, environmental and sociocultural impacts

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.

ded workload for students:

Recommen

| Activity | Timer |
|---|------------|
| 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 |
| TOTAL | 400 |

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