



APPLIES TO ACADEMIC YEAR 2015/2016

BTH 2014 Bachelor Thesis - Tourism Management

Programme

Bachelor of Marketing Marketing (3. year)

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

The bachelor thesis is a major, independent work in which the students shall show that they can apply the syllabus on a concrete problem from the tourism industry, with the aim of producing proposals for solutions to defined problems.

Learning outcome

Acquired knowledge

Acq

The student shall understand how to carry out an independent research work within a defined period. The students shall have learnt concepts, theories and methodology from the courses in the programme and the major in tourism, be able to see connections between the courses and see various solutions and expected consequences. The students shall understand what is needed to meet scientific requirements as to form and content.

Acquired skills

Acq

The students shall be able to formulate a concrete problem definition which shall be included in an overall process from problem perception, data collection and analyses, to strategy, plan or measures. Application of learning from several disciplines will be required. The students shall also have acquired skills from collection of primary data and analyze them with the relevant tools.

Reflection

Refl

While working on the thesis the student shall acquire knowledge about the research process and acquire an ethical and critical approach to using sources, data and informants.

Prerequisites

The first two years of the bachelor programme and BST 2013 Tourism Management.

Compulsory reading

Recommended reading

Books:

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av JMP. 2. utg. Høgskoleforlaget. Fra MET. 2123 Faktoranalyse ikke pensum
Troye, Sigurd Villads, Kjell Grønhaug. 1993. Utredningsmetodikk : hvordan skrive en utredning til glede for både deg selv og andre. 3. utg. TANO

Course outline

The thesis is to be written within the specialized fields or businesses that are related to the major. The following requirements apply for choice of thesis: The thesis should be rooted in a tourism enterprise, a destination or tourism organization. A concrete

research problem must be formulated which shall be part of an overall process, from problem perception, to data collection and analysis to strategy, plan or measure. Application of learning from several disciplines will be required. The thesis shall include collection of primary data for the analysis.

Computer-based tools

Use of statistics tools for analyzing quantitative data.

Learning process and workload

Students are expected to take independent responsibility for work on the bachelor thesis. Supervision and seminars are based on students preparing in advance for discussions and supervision.

The students fill out a registration form in which the selected topic is given. The students are then assigned a supervisor. The course duration is one semester and includes both seminars and supervision. [Guidelines for writing Bachelor thesis](#) are to be found on the student portal @BI.

The teaching includes 4 seminars. For each seminar the students shall prepare and present and/or hand in papers beforehand.

3 hours of individual supervision is given for each student group. The seminar teaching is compulsory. Students who have not taken part in the seminars and/or have not handed in documentation must expect to be called in for oral testing.

Activity	Timebruk
Attendance at introduction lecture	2
Attendance at library information	2
Preparations for seminars	40
Participation at seminars, 4 x 2 hours	8
Work on thesis	345
Individual thesis	3
Total recommended workload	400

Use of hours

Examination

At the end of the course the students hand in their bachelor thesis. Evaluation of the bachelor thesis accounts for 100 % of the grade. The thesis is to be written individually or In groups of up to three students. We recommend that the students work together in groups.

The thesis must be maximum 40 pages. It will be evaluated with an emphasis on the following criteria that are not ranked according to priority:

Definition of problem and problem perception

Disciplinary integration

Structure and disposition

Choice of theory and application of theory

Choice of method and application of method

Presentation, interpretation and discussion of results

Originality, creativity and independence as regards proposed measures

Use of sources and references.

Examination code(s)

BTH 20141 Bachelor thesis in Tourism Management, accounts for 100 % of the grade in the course BTH 2014, 15 ECTS.

Examination support materials

All aids are allowed.

Re-sit examination

A re-sit is held in connection with the next scheduled course.

Additional information