

### ***COURSE DESCRIPTION Tourism and destination development***

1. Bachelor Degree:	BA Tourism and Relationship Management
2. Course:	Tourism and destination development
3. Semester:	1 th. semester
4. Credits:	10 credits
5. Lecturer:	Henning Weseth
6. Number of contact hours:	The lecturer is obligated to have 50 lecture hours with the class in the classroom.
7. Prerequisites:	No demands of prerequisites
8. Academic description:	The course gives an introduction to the most central themes in tourism. The course contains three parts: Tourism as a system The perspective of tourism and the tourist. Tourism planning
9. Course aims:	The course aim is to give the student basic knowledge about tourism as a phenomena and industry; globally, nationally and locally. The knowledge shall be used to develop marked oriented, environmental and perspective products of tourism, both at the level in business and at destinations.
10. Course content:	Course content will be: The system of tourism seasonality the Norwegian tourism industry The product of tourism (The perspective of tourism and destination development) The marked of tourism (Consumer behaviour, purpose, demand and motives, International trends) The social cultural consequences of tourism Themes of conflict around tourism Environmental challenge of tourism Tourism planning
11. Teaching methods:	Lectons, case assignments, presentations, tutoring and

	self studies.
12. Assessment:	1 mid-term evaluation with two assignments (group). 1 finally exam (individually)
13. Required readings:	<p>Kompendium: Norsk Reiselivshøyskole, 2007. (sider: 159, kr?,-)</p> <p><u>Innhold Kompendium:</u></p> <p>Baum, T. Og Lundtorp, S. 2001. Seasonality in Tourism: An introduction. Seasonality in Tourism. London. Pergamon. S. 2-4</p> <p>Butler, R. 2001. Seasonality in Tourism: Issues and implications. Baum T., Lundtorp, S. (eds). Seasonality in Tourism. London. Pergamon. S. 5-21.</p> <p>Goeldner, C.R, Ritchie, J. R.2006. Organizations in the distribution process.. Tourism – Principles, Practices and Philosophies. USA. Wiley. S. 179 – 207.</p> <p>Hall, M. 2005. Developing Destinations.Tourism – rethinking the social Science of Mobility. Gosfort. Prentice Hall. S. 159 – 188.</p> <p>Kamfjord, G. 2001. Særtrekk ved reiselivsmarkedet. Reiselivsproduktet. Lillehammer. Reiselivskompetanse AS. S. 129 – 132.</p> <p>Kamfjord, G. 2001. Det helhetlige Reiselivsproduktet. Reiselivsproduktet. Lillehammer. Reiselivskompetanse AS. S. 171 -186.</p> <p>Mill, R.C., Morrison, A.M. 2002. Tourism: An Overview of the Tourism System – What is Tourism? The Tourism System. Iowa. Kendall/Hunt Publishing Company. S. 1 – 8.</p> <p>Mill, R.C., Morrison, A.M. 2002. Tourism Planning –</p>

	<p>Selecting among alternatives for the future of tourism. The Tourism System. Iowa. Kendall/Hunt Publishing Company. S. 115-138.</p> <p>Mill, R.C., Morrison, A.M. 2002. Purposes of Travel – the Characteristics of Traveler Segments. The Tourism System. Iowa. Kendall/Hunt Publishing Company. S. 343-356.</p> <p>Støre, G.J., Singasaas, H., Brunstad, B., Ibenholdt, K. Røtnes, R.A. 2003. Norsk Reiseliv gjennom 100 år. Norge 2015 – en reise verdt? Oslo. Kagge Forlag. S. 13 – 27.</p> <p>Støre, G.J., Singasaas, H., Brunstad, B., Ibenholdt, K. Røtnes, R.A. 2003. Hvilke krefter vil forme framtiden for norsk reiseliv? Norge 2015 – en reise verdt? Oslo. Kagge Forlag. S. 39 – 46.</p> <p>Jacobsen, J Kr. S og Viken, A: Turisme: fenomen og næring, Gyldendal Akademisk, 2002 (sider:492, kr?)</p> <p>Jacobsen, J Kr. S og Eide, K. Turisme: turister og samfunn, Gyldendal Akademisk, 2002 (sider 224, kr?)</p>
<p>14. Supplementary readings:</p>	<p><a href="http://www.innovasjon norge.no">www.innovasjon norge.no</a></p>