

COURSE DESCRIPTION

RIM2100 Trends and International Marketing

1. Degree	Bachelor of Tourism and Relationship Management
2. Year/semester	2nd year – 3rd semester
3. Credits	10
4. Course instructor	Assistant Professor Sander Sværi
5. Contact hours	50 hours
6. Course prerequisites	Basic knowledge of marketing, strategy and marketing research
7. Learning goals	<p>The aim of the course is to give the students an overview over the strategies for international marketing. The course provides them with knowledge of the international factors and trends that affects service providers in international markets. The course makes use of frameworks from previous courses in marketing and research, and show what role they play in international marketing.</p> <p>By giving knowledge of key models and theories for international marketing, and applying these in cases from the travel and hospitality industry, the students will learn to make better decisions when providing service to international markets. The students will be able to make decisions concerning segmentation, positioning, and communication of services in international markets.</p>
8. Course contents	<p>The course gives a basic knowledge about factors that drives internationalisation, and the international factors that plays a key role to the internationalisation of the Norwegian tourism and hospitality industry. The course use SWOT analysis as framework for finding international competitive advantages, opportunities and threats for providers of services. A customer oriented perspective is used to create an understanding of how to provide customer value in international markets hereunder:</p>

- 1) Segmentation of international markets and how to provide value to the chosen segments.
- 2) Customization of services to meet the demands of the target group, including positioning, pricing and international cooperation between service providers.
- 3) Communication of services, and the international channels of communication.

The course is divided into two parts. The first part gives an introduction to the strategies used for international marketing and market orientation. Part two focuses on international trends in the service and hospitality industry.

International marketing

1. Why globalisation
2. National differences and similarities
3. Services in international markets
4. International competitiveness
5. Internationalisation
6. Strategies of internationalisation and positioning
 - 6.1 Price strategies
 - 6.2 Product strategies
 - 6.3 Communication strategies
 - 6.4 Strategies for entering new markets

Trends

1. Scenarios
2. Global forces shaping world tourism
3. Turbulence in the aviation industry - aviation trends?
4. Outdoor recreation trends
5. Distribution.
 - 5.1. New forms of distribution
 - 5.2. The role of travel providers
 - 5.3. Internet
6. The hospitality industry – harder competition?

	<p>7. Changes in winter destinations</p> <p>8. Sports tourism, The Wellness-industry.</p> <p>9. Tourism and health?</p> <p>10. Culture and tourism</p> <p>11. Futurism – The Dream Society</p>
9. Method of instruction	<p>The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both individual and group presentations. The students are required to invest considerable efforts in the learning process.</p>
10. Assessment	<p>Assignments/mid-term exam: 40 %</p> <p>Final exam: 60 %</p>
11. Course syllabus	<p><i>Innovasjon Norge: Reiseliv</i>. URL: http://www.innovasjon Norge.no/Satsinger/Reiseliv/. [lesedato: 27.03.2008]. Gratis nettressurs.</p> <p>Sværi, Sander, red. 2008. <i>Compendium: international marketing</i>. Oslo: Markedshøyskolen Campus Kristiania.</p> <p>———, red. 2008. <i>Compendium: Trends</i>. Oslo: Markedshøyskolen Campus Kristiania.</p> <p>Compendium: international marketing:</p> <p>Bremner, Caroline. 2005. Global travel and tourism. <i>Brand Strategy</i> (195):37. (3 pages)</p> <p>Duncan, Tara. 2005. Current issues in the global hospitality industry. <i>Tourism & Hospitality Research</i> 5 (4):359. (3 pages)</p> <p>Hodne, Torbjørn og Tom Rosendahl. 2000. Utdrag. I <i>Internasjonal markedsføring: globalisering: analyse, strategi og planlegging</i>. Oslo: Cappelen akademisk (35 pages)</p> <p>Hollensen, Svend. 2004. Utdrag. I <i>Global marketing: a decision-oriented approach</i>. Harlow: FT Prentice Hall. (35 pages)</p> <p>Marriott International, Inc. SWOT Analysis. 2005. Datamonitor. (5 pages)</p> <p>Solberg, Carl Arthur. 1997. A Framework for Analysis of Strategy Development in Globalizing Markets. <i>Journal of</i></p>

	<p><i>International Marketing</i> 5 (1):9. (22 pages)</p> <p>———. 1998. Globalisering og Norges konkurranseevne. <i>Magma</i> (4). (20 pages)</p> <p>———. 2005. Utdrag. I <i>Internasjonal markedsføring</i>. Oslo: Universitetsforlaget. (51 pages)</p> <p>Ulven, Henrik. 2004. Utdrag. I <i>Internasjonal skikk og bruk: møte med andre land og kulturer</i>. Oslo: Index. (14 pages)</p> <p>Compendium trends:</p> <p>Beni, Mario Carlos. 2003. Passenger Air Transport Tendencies for the next Years. <i>Tourism Review</i> 58 (2):27. (3 pages)</p> <p>Bieger, Thomas. 2000. Culture and tourism from the management point of view: Strategic competitiveness of destinations: the contribution of culture management. Konferansebidrag presentert ved AIEST: Tourism and culture, i Hangzhou.(11 pages)</p> <p>Callot, Philippe. 2003. There's nothing really new under the Sun! <i>Tourism Review</i> 58 (2):29. (6 pages)</p> <p>Flagestad, Arvid. 2003. Destinasjonsgastronomi: elite uten bredde? <i>Norsk Landbruksøkonomisk Forum</i> (1):39 (15 pages)</p> <p>———. 2005. Scandinavian Winter - en unik semesterprodukt eller en dålig kopia av alpene? I <i>Etour</i>. Östersund: Mittuniversitetet.</p> <p>Gartner, William C., og David W. Lime. 2000. The big picture: a synopsis of contributions. I <i>Trends in outdoor recreation, leisure and tourism</i>, W. C. Gartner og D. W. Lime (red.). Wallingford: Cabi.</p> <p>———. 2000. So what? implications of trends for management, public policy, marketing and planning. I <i>Trends in outdoor recreation, leisure and tourism</i>, W. C. Gartner and D. W. Lime (red.). Wallingford: Cabi.</p> <p>Keller, Peter. 2000. Tourism and culture: managing change. Konferansebidrag presentert ved AIEST: Tourism and culture, i Hangzhou.</p> <p>Peters, Mike, Carolin Steinhauser, og Bernhard Jochum. 2003. The future of alpine tourism between sports and alpine wellness. Konferansebidrag presentert ved AIEST: Sport</p>
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	<p>and tourism, i Athen.</p> <p>Ritchie, J. R. Brent, og Geoffrey I. Crouch. 2003. The macro environment: Global forces shaping world tourism. I <i>The competitive destination: a sustainable tourism perspective</i>. Wallingford: Cabi.</p> <p>Romeiß-Stracke, Felizitas. 2003. Nature experience and outdoor sports in changing western societies. Konferansebidrag presentert ved AIEST: Sport and tourism, i Athen.</p> <p>Støre, Jonas Gahr, Hilde Singsaas, Bjørn Brunstad, Karin Ibenholt, og Rolf A. Røtnes. 2003. Hvilke krefter vil forme framtiden for norsk reiseliv? I <i>Norge 2015: en reise verdt?</i> Oslo: Kagge.</p> <p>———. 2003. Logikken bak scenariene: to avgjørende usikkerheter. I <i>Norge 2015: en reise verdt?</i> Oslo: Kagge.</p> <p>Total about 400 pages + webpages</p>
12. Recommended reading	