

COURSE DESCRIPTION

ROU1100 Tourism and Adventure Tourism Development

1. Degree	Bachelor of Tourism and Relationship Management
2. Year/semester	1st year – 1st semester
3. Credits	10
4. Course instructor	Assistant Professor Janne Olsen
5. Contact hours	50 hours
6. Prerequisites	General study qualifications
7. Learning goals	The intention of the course is to provide students with basic knowledge of tourism as a phenomenon and as a commercial activity: globally, nationally and locally. Students will be able to use this knowledge to develop market-oriented, environmentally friendly and complete tourism products at business or destination levels.
8. Course contents	<p>An introduction to the most central topics within the field of tourism. The course consists of four main parts:</p> <ol style="list-style-type: none">1. Tourism as a phenomenon2. The complete tourism product and the tourist3. The consequences of tourism4. Tourism planning <p>The course will include the following topics:</p> <p>Seasons</p> <p>Norwegian tourism</p> <p>The complete tourism product</p> <p>Tourism markets (consumer behaviour, aims, demand, motives, international trends)</p> <p>Tourism's social-cultural consequences</p> <p>Tourism's conflict areas</p> <p>Tourism's environmental challenges</p> <p>Destination development</p>

	Tourism planning
9. Methods of instruction	Lectures, casework, presentations, supervision and self-study.
10. Assessment	Mid-term assessment (group – max 3 students) which counts for 40% of the course grade. Three-hour individual examination which counts 60% of the final grade.
11. Course syllabus	<p>Jacobsen, Jens Kristian Steen, og Kjartan Eide. 2002. <i>Turisme: turister og samfunn</i>. Oslo: Gyldendal akademisk. ISBN: 9788205302525. (224 p.) Price: nok 299,-</p> <p>Jacobsen, Jens Kristian Steen, og Arvid Viken. 2008. <i>Turisme: fenomen og næring</i>. 3. utg. Oslo: Gyldendal akademisk. ISBN: 978-82-05-38559-7. (285 p.) Price: nok 359,-</p> <p>Olsen, Janne, red. 2009. <i>Kompendium: reiselivs- og opplevelsesutvikling</i>. Oslo: Markedshøyskolen Campus Kristiania. (150 p.) Price: ca. nok 150,-</p> <p>Kompendium: reiseliv og opplevelsesutvikling inneholder:</p> <p>Baum, Tom, og Svend Lundtorp. 2001. Introduction. I <i>Seasonality in tourism</i>, Baum og Lundtorp (red.). Amsterdam: Pergamon. Pages: 3 (2-4).</p> <p>Butler, R. W. 2001. Seasonality in tourism: issues and implications. I <i>Seasonality in Tourism</i>, Baum og Lundtorp (red.). Amsterdam: Pergamon. Pages: 17 (5-21).</p> <p>Hall, Colin Michael. 2005. Developing destinations. I <i>Tourism: rethinking the social science of mobility</i>. Harlow: Pearson/Prentice Hall. Pages: 30 (159 – 188).</p> <p>Kamfjord, Georg. 2001. Introduksjon til det helhetlige reiselivsproduktet. I <i>Reiselivsproduktet</i>. Oslo: Reiselivskompetanse. Pages: 16 (171 -186).</p> <p>———. 2001. Tre særtrekk ved reiselivsmarkedet: reiselivets paradoks (utdrag). I <i>Reiselivsproduktet</i>. Oslo: Reiselivskompetanse. Pages: 4 (129 – 132).</p> <p>Mill, Robert Christie, og Alastair M. Morrison. 2002. Purposes of travel: the characteristics of traveler segments (utdrag). I <i>The tourism system</i>. Dubuque, Iowa: Kendall/Hunt. Pages: 14 (343-356).</p> <p>———. 2002. Tourism: an overview of the tourism system: what</p>

	<p>is tourism? I <i>The tourism system</i>. Dubuque, Iowa: Kendall/Hunt. Pages: 8 (1-8).</p> <p>———. 2002. Tourism planning: selecting among alternatives for the future of tourism. I <i>The tourism system</i>. Dubuque, Iowa: Kendall/Hunt. Pages: 34 (115-138).</p> <p>Mossberg, Lena. 2007. Utdrag. I <i>Å skape opplevelser : fra OK til WOW!</i>. Bergen : Fagbokforlaget.</p> <p>Pine, B. Joseph og James H. Gilmore. 1999. Utdrag. I <i>The experience economy : work is theatre & every business a stag</i>. Boston : Harvard Business School Press.</p> <p>Støre, Jonas Gahr, Hilde Singsaas, Bjørn Brunstad, Karin Ibenholt og Rolf A. Røtnes. 2003. Hvilke krefter vil forme framtiden for norsk reiseliv? (utdrag). I <i>Norge 2015: en reise verdt?</i> Oslo: Kagge. Pages: 8 (39-46).</p> <p>———. 2003. Norsk reiseliv gjennom 100 år (utdrag). I <i>Norge 2015: en reise verdt?</i> Oslo: Kagge. Pages: 15 (13-27).</p>
1. Recommended reading	<p>Kamfjord, Georg. 2001. <i>Reiselivsproduktet</i>. 3. utg. Oslo: Reiselivskompetanse. ISBN: 82-992929-4-8</p> <p><i>NHO Reiseliv</i>. www.nhoreiseliv.no</p> <p>Nærings- og handelsdepartementet. 2007. <i>Verdifulle opplevelser: nasjonal strategi for reiselivsnæringen</i>. [Oslo]: Nærings- og handelsdepartementet. http://www.regjeringen.no/nb/dep/nhd/dok/rapporter_planer/planer/2007/verdifulle-opplevelser.html?id=494395</p>