



## **COURSE DESCRIPTION**

### **RIM2100 Trends and International Marketing**

1. Degree	Bachelor in Tourism Management
2. Semester	3rd year – 5th semester
3. Credits	10
4. Course instructor	Associate Professor Arvid Flagestad
5. Contact hours	50 hours
6. Course prerequisites	Basic knowledge of marketing, planning, strategy and marketing research
7. Learning objectives	<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	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:

- 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. Trends that drives innovation
2. Global forces shaping world tourism
3. Scenarios
4. Turbulence in the aviation industry - aviation trends?

	<p>5. Outdoor recreation trends</p> <p>6. Distribution.</p> <p>6.1. New forms of distribution</p> <p>6.2. The role of travel providers</p> <p>6.3. Internet</p> <p>7. The hospitality industry – harder competition?</p> <p>8. Changes in winter destinations</p> <p>9. Sports tourism, The Wellness-industry.</p> <p>10. Tourism and health?</p> <p>11. Culture and tourism</p> <p>12. 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:  <a href="http://www.innovasjon Norge.no/Satsinger/Reiseliv/">http://www.innovasjon Norge.no/Satsinger/Reiseliv/</a>.      [14.03.2010]. Free web resource.</p> <p><i>Innovasjon Norge. Merkevarer Norge.</i> URL:  <a href="http://www.innovasjon Norge.no/Satsinger/Reiseliv/Markerevarer-Norge-/">http://www.innovasjon Norge.no/Satsinger/Reiseliv/Markerevarer-Norge-/</a>      [14.03.2010]. Free web resource.</p> <p><b>The compendiums for RIM2100 Trends and International Marketing are sold at Norli, Kirkegata, and consists of two separate compendiums:</b></p> <p><b>The compendiums for International Marketing contains:</b>      Baker, Michael J. og Cameron, Emma 2008. Critical success factors in destination marketing. <i>Tourism &amp; Hospitality Research</i>. 8 (2):79-97.</p> <p>Bremner, Caroline. 2005. Global travel and tourism. <i>Brand Strategy</i> (195):37-39.</p>

Datamonitor. 2005. *Marriott International, Inc. SWOT Analysis*. (5 s.)

Duncan, Tara. 2005. Current issues in the global hospitality industry. *Tourism & Hospitality Research* 5 (4):359-366.

Hodne, Torbjørn, og Tom Rosendahl. 2000. Utdrag. I *Internasjonal markedsføring : globalisering: analyse, strategi og planlegging*. Oslo: Cappelen akademisk. (35 s.)

Hollensen, Svend. 2004. Utdrag. I *Global marketing : a decisionoriented approach*. Harlow : FT Prentice Hall. (35 s.)

Solberg, Carl Arthur. 1997. A Framework for Analysis of Strategy Development in Globalizing Markets. *Journal of International Marketing*, 5(1):9-30.

———. 1998. Globalisering og Norges konkurranseevne. *Magma* (4). (20 s.)

———. 2009. Utdrag. I *Internasjonal markedsføring*, 8. utg. Oslo: Universitetsforlaget. (51 s.)

Ulven, Henrik. 2007. Utdrag. I *Internasjonal skikk og bruk : møte med andre land og kulturer*. Oslo: Index. (14 s.)

**The compendiums Trends contains:**

Beni, Mario Carlos. 2003. Passenger Air Transport Tendencies for the next Years. *Tourism Review*, 58(2):27-28.

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 (50th congress), Hangzhou, Kina. 42:243-253.

Callot, Philippe. 2003. There's nothing really new under the sun! *Tourism Review*, 58(2):29-34.

Flagestad, Arvid. 2003. Destinasjonsgastronomi : ”elite” uten ”bredde”? *Norsk Landbruksøkonomisk Forum*, (1):39-51.

———. 2005. Scandinavian winter : en unik semesterprodukt eller en dålig kopia av Alperna?. I *Fakta Turism*, nr. 3. Östersund : Etour. (4 s.)

———. 2009. Helse blir en drivkraft i fremtidens turisme (kronikk). *Oppland Arbeiderblad*, 16. juni.

	<p>———. 2010. Trender og innovasjon i reiselivet. Betenkning. Handelshøyskolen BI. Upublisert dokument. (20 januar 2010)</p> <p>Gartner, William C., og David W. Lime. 2000. The big picture: a synopsis of contributions. I Gartner og Lime (red.)</p> <p><i>Trends in outdoor recreation, leisure and tourism</i>, s. 1-13. Wallingford: Cabi.</p> <p>———. 2000. So what? implications of trends for management, public policy, marketing and planning. I Gartner og Lime (red.) <i>Trends in outdoor recreation, leisure and tourism</i>, s. 403-413. Wallingford: Cabi.</p> <p>Keller, Peter. 2000. Tourism and culture : managing change. Konferansebidrag presentert ved AIEST : Tourism and culture (50th congress), Hangzhou, Kina. 42:9-19.</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 and tourism (53rd congress), i Athen. 45:43-63.</p> <p>Ritchie, J. R. Brent, og Geoffrey I. Crouch. 2003. The macroenvironment : global forces shaping world tourism. I <i>The competitive destination: a sustainable tourism perspective</i>, s. 79-94. Wallingford: Cabi.</p> <p>Romeiß-Stracke, Felizitas. 2003. Nature experience and outdoor sports in changing western societies. Konferansebidrag presentert ved AIEST : Sport and tourism (53rd congress), i Athen. 45:65-77.</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>, s. 38-63. Oslo: Kagge.</p> <p>———. 2003. Logikken bak scenariene: to avgjørende usikkerheter. I <i>Norge 2015: en reise verdt?</i>, s. 63-71. Oslo: Kagge.</p> <p><b>Total approximately 400 pages + web pages</b></p>
12. Recommended reading	