REI301	**Travel and Tourist Markets**	**7,5 Norwegian Credits, 3 US Credits or 7,5 ECTSCredits**

English	**2nd or 3rd year of the bachelor program in Tourism Management and Entrepreneurship**	**HØST**

1. COURSE DESCRIPTION

Ability to develop, organize, commercialize and maintain excellent tourism products and/or destinations require fundamental understanding of markets and market segments. This course will enable students to acquire insights into different target markets in the tourism industry. Further, the course will contribute to students' understanding of market segmentation bases, how to assess the potential in market segments, how to choose target markets and how to position products for target markets.

2. CONTENT

- Travel and tourism characteristics and trends
- Segmentation, target marketing and positioning
- Segmentation bases for travel and tourism markets
  - ⇒ Buyer behaviour and benefits
  - ⇒ Values and lifestyles
  - ⇒ Travel motivation
  - ⇒ Geography
  - ⇒ Economic and demographic criteria
  - ⇒ Other criteria
- Different methods of segmentation (empirical or up-front)
- Use of quantitative and qualitative scientific methods in segmentation
  - ⇒ Focus groups
  - ⇒ Elicitation of benefits
  - ⇒ Surveys
  - ⇒ Statistical methods for identifying market segments
- Assessment of market potential
- Target market strategies with focus on unique challenges for the tourism industry
- Positioning strategies for tourism products and destinations

3. LEARNING STRATEGIES

Lectures and group discussions, some computer lab work relating to statistical analyses.

4. PARTICIPATION

Mandatory participation at group presentations.

5. EVALUATION

Coursework assessment
Completion of mandatory group assignment may be required to be approved for the exam

Final examination
Four hour written exam

Grading

The grades are described below.

Grade	Description	Qualitative description of valuation criteria
A	Excellent	An excellent performance, clearly outstanding. The candidate demonstrates excellent judgement and a high degree of independent thinking.
B	Very good	A very good performance. The candidate demonstrates sound judgement and a very good degree of independent thinking.
C	Good	A good performance in most areas. The candidate demonstrates a reasonable degree of judgement and independent thinking in the most important areas.
D	Satisfactory	A satisfactory performance, but with significant shortcomings. The candidate demonstrates a limited degree of judgement and independent thinking.
E	Sufficient	A performance that meets the minimum criteria, but no more. The candidate demonstrates a very limited degree of judgement and independent thinking.
F	Fail	A performance that does not meet the minimum academic criteria. The candidate demonstrates an absence of both judgement and independent thinking.

Remedies

None

6. REQUIRED READING

Literature to be decided upon course start

Forfatter	Tittel	Forlag	År	ISBN nr