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Kursnamn        Turismvetenskap AV, Management och ekonomi inom tourism
Provnamn        Tentamen
Ort             Östersund
Termin          
Ämne            
A) Essay type questions (i.e. 2-3 pages each) (30 min per question → tot. time ca. 90 min.)

1. Please, discuss the 8 Principles of Management (Taylor 2010) and provide illustrative examples describing these principles.

2. Please, highlight peculiarities of tourism and provide demonstrative examples. Moreover, by using Porter's framework of the Competitive Advantage of Nations, critically discuss the competitive factors of tourism, again, by providing examples from the tourism domain.

3. Please, explain the concepts of productivity and efficiency. Secondly, please, discuss the efficiency framework for tourism destinations. Thirdly, explain (i.e. by using graphs) how Data Envelopment Analysis (DEA) measures efficiency of multiple economic units. Finally, show an example of how DEA is applied in tourism.

B) Short questions (Please, select only 6 out of 7 questions; 15 min per question → tot. time: ca. 90 min)

4. Please, describe and critically compare the two major frameworks explaining strategic management: the industrial organisation (IO) model of strategy and the resource model of strategy.

5. Please, explain the Kano Model and show an example how the model is applied in a tourism context.

6. When it comes to the measurement of the Customer-based destination brand equity, please, describe the theoretical framework used by Chekalina et al. approach. Also, briefly describe the model and hypotheses tested by Chekalina et al. (2018)

7. Please, explain three modes of economic integration and provide examples in the tourism domain.

8. Please, discuss auctions as dynamic pricing instruments and highlight the advantages of online auctions for the tourism domain.

9. Please, discuss the purpose of tourism economic impact analyses (EIA). In your argumentation, also consider the differences between EIA and official tourism statistics; and outline major elements of EIA. Finally, also reflect on limitations of Input-Output models.

10. Please, critically discuss the process of bad theories, destroying good management practices. a) By providing examples, please, describe how bad theories are destroying good management practices, and b) discuss the notions of the pretense of knowledge (Hayek 1989), the ideology-based gloomy vision (Friedman 2002), and the process of double hermeneutic (Ghoshal 2005).
C) Definitions and concepts (Please, select only 3 out of 5; 10 min per question → tot. time ca. 30 min.)

11. Please, provide a definition for a service and discuss the concepts of customer integration and intangibility.
12. Please, describe the (three) Generic Strategies.
13. Please, explain the Break-Even concept.
14. Please, provide a definition for customer segmentation and highlight the advantages of customer segmentation for (e.g. tourism) suppliers.
15. Please, provide an old (i.e. traditional) definition and a newer definition of the most recent conceptualization of a brand.