



Försättsblad Prov Original

| Kurskod | Provkod | Tentamensdatum |
|-------------|--|---------------------|
| T R 0 1 3 A | 0 0 1 0 | 2 0 1 8 - 1 2 - 1 4 |
| Kursnamn | Turismvetenskap AV, Management och ekonomi inom turism | |
| Provnamn | Tentamen | |
| Ort | Östersund | |
| Termin | | |
| Ämne | | |

**Examination – Individual Written Test Tourism Management & Economics
TR013A**

14. Dec 2018 (5 ECTS) Tot Time: 4 hours

(Net writing time: 3.5 hours ⇔ A: 90 min + B: 90 min + C: 30 min)

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. s 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**