Försättsblad Prov Original

<table>
<thead>
<tr>
<th>Kurskod</th>
<th>Provkod</th>
<th>Tentamensdatum</th>
</tr>
</thead>
<tbody>
<tr>
<td>TR013A</td>
<td>0010</td>
<td>2019 - 01 - 19</td>
</tr>
</tbody>
</table>

Kursnamn: Turismvetenskap AV, Management och ekonomi inom turism

Provnamn: Tentaen

Ort: Östersund

Termin: 

Ämne: 
Examination – Individual Written Test Tourism Management & Economics
TR013A
19 Jan 2019 (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, first, briefly highlight service typologies. Second, very briefly discuss the service definition by Fitzsimmons & Fitzsimmons (2001). Third, describe the service production process (i.e. costumer integration, intangibility), and, finally, briefly discuss the concept of ‘Service Dominant Logic’ (Vargo & Lusch 2008).

2. Please, explain the segmentation approach on the base of destination image. Especially also highlight the advantages for suppliers and customers, segmentation assumptions and most important segmentation variables.

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 the Transaction Cost theory and the Agency theory and provide examples for their application in tourism.

8. Please, critically discuss major limitations of Neoclassic Economic Theory.

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. Creativity is the main activity in a post-mechanist economic theory. Please, discuss a) creativity’s ethical and social dimensions and its related concept of b) the Innovative Region (Feldman 2014) and c) Small Giants (Burlingham 2007).
C) Definitions and concepts (Please, select only 3 out of 5; 10 min per question → tot. time ca. 30 min.)

11. Please, specify the characteristics of Management.
12. Please, discuss Shifting Management Paradigms (i.e. Industrial, Bureaucracy, Service paradigm
13. Please, describe the three Generic Strategies (Porter 1990).
14. Please, explain the Break-Even concept.
15. Please, provide an old (i.e. traditional) definition and a newer definition of the most recent conceptualization of a brand.