



Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
T R 0 1 3 A	0 0 1 0	2 0 1 9 - 0 1 - 1 9
Kursnamn	Turismvetenskap AV, Management och ekonomi inom turism	
Provnamn	Tentamen	
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. **customer 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**