

FACULTY OF SOCIETY AND SCIENCE

STUDY COURSE DESCRIPTION

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| Course Title: | Tourism Competitiveness | | | |
| Course code (LAIS): | <i>The course will be registered after receiving the license</i> | | | |
| Study programme: | Tourism Competitiveness Management | | | |
| Level of Study programme: | <input type="checkbox"/> | 1st level professional higher education | | |
| | <input type="checkbox"/> | Professional Bachelor | | |
| | <input type="checkbox"/> | Professional Master | | |
| | <input checked="" type="checkbox"/> | Academic Master | | |
| | <input type="checkbox"/> | PhD level | | |
| Type of Study programme: | <input checked="" type="checkbox"/> | Compulsory course (Part A) | | |
| | <input type="checkbox"/> | Professional specialization courses (Part B, compulsory) | | |
| | <input type="checkbox"/> | Professional specialization optional courses (Part B, optional) | | |
| | <input type="checkbox"/> | Elective courses (Part C) | | |
| Course Workload: | Credits ECTS | Academic hours | Contact hours | Independent work hours |
| | 6 | 150 | 48 | 102 |
| Course Author/ Tutor: | Andris Klepers | | | |
| | Associate Professor, Dr.geogr. | | | |
| | e-mail: andris.klepers@va.lv | | | |
| | Consultation: according to the schedule for each semester | | | |
| Study Form: | Full time studies | | | |
| Study year, semester: | Year 1, Semester 1 | | | |
| Language: | English or Latvian | | | |
| Prerequisites for the Course: | Bachelor degree, general knowledge of entrepreneurship and economics, practical experience in tourism | | | |
| Course Summary: | <p>Globalization is having a major impact on the tourism sector. Competitiveness has been a subject of study in the manufacturing and related sectors since the early 1990s. However, only recently have some researchers started to examine the tourism and hospitality competitiveness, both conceptually and empirically, with a particular focus on tourism destinations and the hotel industry. The goal of this course is to provide comprehensive knowledge on external competitiveness forces (trends and threats – to adapt or influence on national – network-type level) and internal competitiveness forces (to strengthen the strengths and mitigate weaknesses). Special focus is paid to co-opetition strategies of using strategic partnership with direct competitors.</p> | | | |
| Assessment and requirements for Credits: | <p>Assessment 1. Project based on critical analysis of external competitiveness forces (team work): 20 %</p> <p>Assessment 2. Project based on critical analysis of external competitiveness forces (individually + peer involvement/assessment): 20%</p> <p>Assessment 3. Summative assessment of tests and involvement during the course (individually): 10%</p> <p>Written final exam: 50%</p> <p>In order to receive the final grade, all requirements (deliverables) must be met and assessed not less than 5 points. Failure to meet the submission deadlines will result in a downgrade.</p> <p>If the student does not fulfill the conditions set for obtaining a positive overall evaluation, the course must be retaken in its entirety the next time;</p> <p>- Participation in the course will be evaluated in a 10-point system, taking into account the following criteria:</p> <p>excellent (10) – knowledge, skills and competence in matters of strategic and competitiveness management of tourism exceed the requirements;</p> <p>excellent (9) – knowledge, skills and competence in matters of strategic and competitiveness management of tourism fully meet the requirements;</p> | | | |

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| | <p>very good (8) – requirements are fully met, however, in certain issues of strategic and competitiveness management of tourism there is not a deep enough understanding to use knowledge independently in solving more complex problems;</p> <p>good (7) – in general, the requirements are met, however, sometimes there are not enough skills to use the acquired knowledge in tourism strategic and competitiveness management issues independently;</p> <p>almost good (6) – the requirements are met, but at the same time insufficiently deep understanding of certain aspects of strategic management of tourism and strengthening of competitiveness, as well as the restricted ability to use the acquired knowledge;</p> <p>average (5) – generally requirements are met, however, in several aspects of strategic and competitiveness management, understanding is limited, inability to understand problems and use acquired knowledge can be observed;</p> <p>almost mediocre (4) – in general the requirements have been met, yet there is a very limited understanding of certain conceptual issues of strategic management of tourism and strengthening of competitiveness, also significant difficulties in the practical use of the acquired knowledge;</p> <p>poor (3) – knowledge of course topics is superficial and incomplete, the student is unable to use them in specific situations;</p> <p>very poor (2) – there is superficial knowledge, very limited understanding of the basic issues of the course, most of the requirements are not met;</p> <p>extremely poor (1) – there is no understanding of the basic problems of the course and related issues, there is almost no knowledge of the topics covered in the course.</p> | |
| Abiding by the Academic Ethics | <p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.</p> | |
| Learning Outcomes; the evaluation methods and criteria | Learning Outcomes | The evaluation methods and criteria |
| | Knowledge | |
| | Knowledge of the underlying concepts and principles associated with competition. Comprehensive knowledge of competitiveness and how to influence it | Feedback on lecture discussions, case-studies, benchmark analysis |
| | On external forces and cause relationships of influencing competitiveness | Case studies, team-work assessment (grade and extended criteria provided in assignment) |
| | On internal forces, influencing competitiveness | Case studies, individual work, peer-to—peer assessment (grade and extended criteria provided in assignment) |
| | Theory on co-opetition strategies theoretically and its application | Feedback on lecture discussions; team work, peer-to—peer assessment |
| | Skills | |
| | Able to use the acquired theoretical foundations on professional level, with innovative approaches, discuss about it on various levels | Final exam, grade |
| | High-level analytical skills strengthened Able to perform with original research activities, formulate and describe problems and solutions regarding course concepts in a structured way or adapt it for their profession | Case studies, team-work assessment and individual work, peer-to—peer assessment (grade and extended criteria provided in assignment) |

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| | Competency | |
| | Ability to impact industry competitiveness (internal – organisational level; external - decisions or policy on national or international level) | Final exam, grade |
| | Ability to cooperate in competitive environment using rational arguments | Case studies, team-work assessment. |
| | Ability to make decisions with in-depth understanding of professional ethics and sustainability aspects | Feedback on lecture discussions & peer-to—peer assessment |
| Course Compulsory literature: | <p><u><i>Selected chapters in relation to assignments or reading for the discussion will be provided.</i></u></p> <p>Brandenburger, A. M., & Nalebuff, B. J. (1996). Co-opetition: A revolutionary mindset that combines competition and cooperation in the marketplace. Boston: Harvard Business School Press.</p> <p>Chim-Miki, A.F., Medina-Brito, P. & Batista-Canino, R.M. (2020). Integrated Management in Tourism: The Role of Coopetition, Tourism Planning & Development, 17:2, 127-146, DOI: 10.1080/21568316.2019.1574888</p> <p>Dupeyras, A., & MacCallum, N. (2013). Indicators for measuring competitiveness in tourism: A guidance document. OECD Tourism Papers. New York: OECD Publishing.</p> <p>Porter, M. E. (1980). Competitive strategy: Techniques for analyzing industries and competitors. New York, NY: Free Press.</p> <p>Porter, M. E. (1990). The competitive advantage of nations. New York, NY: Free Press.</p> <p>Ritchie, J. R. B., & Crouch, G. I. (2003). The competitive destination, a sustainable tourism perspective. Wallingford: CABI.</p> <p>WEF. (2019). The travel & tourism competitiveness report 2019. Geneva:</p> | |
| Course additional literature: | <p>Abreu-Novais, M., Ruhanen, L., & Arcodia, C. (2016). Destination competitiveness: What we know, what we know but shouldn't and what we don't know but should. Current Issues in Tourism, 19(6), 492–512.</p> <p>Algieri, B., Aquino, A., & Succurro, M. (2018). International competitive advantages in tourism: An eclectic view. Tourism Management Perspectives, 25, 41–52.</p> <p>Andrades, L., & Dimanche, F. (2017). Destination competitiveness and tourism development in Russia: Issues and challenges. Tourism Management, 62, 360–376.</p> <p>Assaker, G., Hallak, R., Esposito Vinzi, V., & O'Connor, P. (2013). An empirical operationalization of countries' destination competitiveness using partial least squares modeling. Journal of Travel Research, 53(1), 26–43.</p> <p>Bagheri, M., Shojaei, P., & Kiani, M. (2016). Explanation an interpretive structural model of travel and tourism competitiveness indicators (Case study: Fars province). Tourism Planning and Development, 5(18), 137–157.</p> <p>Bakker, M., Duim, R., Peters, K., & Klomp, J. (2020). Tourism and Inclusive Growth: Evaluating a Diagnostic Framework, Tourism Planning & Development, DOI: 10.1080/21568316.2020.1850517</p> <p>Bengtsson, M., & Kock, S. (2000). "Coopetition" in business networks – to cooperate and Compete simultaneously. Industrial Marketing Management, 29(5), 411–426. doi: 10.1016/S0019-8501(99)00067-X</p> <p>Bengtsson, M., & Kock, S. (2014). Coopetition – Quo vadis? Past accomplishments and future challenges. Industrial Marketing Management, 43(2), 180–188. doi: 10.1016/j.indmarman.2014.02.015</p> <p>Bouncken, R. B., Clauß, T., & Fredrich, V. (2016). Product innovation through coopetition in alliances: Singular or plural governance? Industrial Marketing Management, 53, 77–90. doi: 10.1016/j.indmarman.2015.11.011</p> <p>Caber, M., Albayrak, T., & Matzler, K. (2012). Classification of the destination attributes in the content of competitiveness (by revised importance-performance analysis). Journal of Vacation Marketing, 18(1), 43–56.</p> <p>Chim-Miki, A. F., & Batista-Canino, R. M. (2018). Development of a tourism coopetition model: A preliminary Delphi study. Journal of Hospitality and Tourism Management, 37, 78–88. doi: 10.1016/j.jhtm.2018.10.004</p> <p>Cracolici, M. F., Nijkamp, P., & Rietveld, P. (2008). Assessment of tourism competitiveness by analysing destination efficiency. Tourism Economics, 14(2), 325–342.</p> | |

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- Crouch, G. I., & Ritchie, J. R. B. (1999). Tourism, competitiveness and societal prosperity. *Journal of Business Research*, 44(3), 137–152.
- Crouch, G. I. (2007, December 3–5). Measuring tourism competitiveness: Research, theory and the WEF Index. ANZMAC Annual Conference, Dunedin, New Zealand.
- Crouch, G. I. (2011). Destination competitiveness: An analysis of determinant attributes. *Journal of Travel Research*, 50(1), 27–45.
- Cvelbar, L. K., Dwyer, L., Koman, M., & Mihalič, T. (2015). Drivers of destination competitiveness in tourism. A global investigation. *Journal of Travel Research*. doi: 10.1177/0047287515617299
- Della Corte, V., & Sciarelli, M. (2012). Can coopetition be source of competitive advantage for strategic networks? *Corporate Ownership y Control*, 10(1), 363–379.
- Dias, J. G. (2017). Environmental sustainability measurement in the travel & tourism competitiveness index: An empirical analysis of its reliability. *Ecological Indicators*, 73, 589–596.
- Fong, V. H. I., Wong, I. A., & Hong, J. F. L. (2018). Developing institutional logics in the tourism industry through coopetition. *Tourism Management*, 66, 244–262. doi: 10.1016/j.tourman.2017.12.005
- Goffi, G. (2013). A model of tourism destination competitiveness: The case of the Italian destinations of excellence. *Anuario Turismo y Sociedad*, 14, 121–147.
- Goffi, G., & Cucculelli, M. (2014). Components of destination competitiveness. The case of small tourism destinations in Italy. *International Journal of Tourism Policy*, 5(4), 296–326.
- Goffi, G., & Cucculelli, M. (2019). Explaining tourism competitiveness in small and medium destinations: the Italian case, *Current Issues in Tourism*, 22:17, 2109–2139, DOI: 10.1080/13683500.2017.1421620
- Knollenberg, W., Duffy, L. N., Kline, C., & Kim, G. (2020). Creating Competitive Advantage for Food Tourism Destinations Through Food and Beverage Experiences, *Tourism Planning & Development*, DOI: 10.1080/21568316.2020.1798687
- Kylänen, M., & Rusko, R. (2011). Unintentional coopetition in the service industries: The case of pyhä-luosto tourism destination in the Finnish lapland. *European Management Journal*, 29(3), 193–205. doi: 10.1016/j.emj.2010.10.006
- Kylänen, M., & Mariani, M. M. (2012). Unpacking the temporal dimension of coopetition in tourism destinations: Evidence from Finnish and Italian theme parks. *Anatolia*, 23(1), 61–74. doi: 10.1080/13032917.2011.653632
- Nazmfar, H., Eshghei, A., Alavi, S., & Pourmoradian, S. (2019). Analysis of travel and tourism competitiveness index in middle-east countries, *Asia Pacific Journal of Tourism Research*, 24:6, 501–513, DOI: 10.1080/10941665.2019.1590428
- Pearce, D. (2014). Toward an integrative conceptual framework of destinations. *Journal of Travel Research*, 53(2), 141–153. doi: 10.1177/0047287513491334
- Pulido-Fernández, J. I., & Rodríguez-Díaz, B. (2016). Reinterpreting the world economic forum's global tourism competitiveness index. *Tourism Management Perspectives*, 20, 131–140.
- Ritala, P., Golnam, A., & Wegmann, A. (2014). Coopetition-based business models: The case of amazon. com. *Industrial Marketing Management*, 43(2), 236–249. doi: 10.1016/j.indmarman.2013.11.005
- Traskevich, A. & Fontanari, M. (2021). Tourism Potentials in Post-COVID19: The Concept of Destination Resilience for Advanced Sustainable Management in Tourism, *Tourism Planning & Development*, DOI: 10.1080/21568316.2021.1894599
- Tsai, H., Song, H., & Wong, K.K.F. (2009). Tourism and hotel competitiveness research, *Journal of Travel & Tourism Marketing*, 26, (5-6), 522–546, DOI: 10.1080/10548400903163079.
- Van der Zee, E., & Vanneste, D. (2015). Tourism networks unravelled; A review of the literature on networks in tourism management studies. *Tourism Management Perspectives*, 15, 46–56. doi: 10.1016/j.tmp.2015.03.006
- Volgger, M., & Pechlaner, H. (2015). Governing networks in tourism: What have we achieved, what is still to be done and learned? *Tourism Review*, 70(4), 298–312. doi: 10.1108/TR-04-2015-0013
- Ya-Ling Huang & Chin-Tsai Lin (2009). Constructing grey relation analysis model evaluation of tourism competitiveness, *Journal of Information and Optimization Sciences*, 30:6, 1129–1138, DOI: 10.1080/02522667.2009.10699931

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| | Zehrer, A., Smeral, E., & Hallmann, K. (2017). Destination competitiveness – a comparison of subjective and objective indicators for winter sports areas. Journal of Travel Research, 56(1), 55–66. |
| Course confirmation date: | 12.05.2021. |
| Date of course description update: | - |

Study Course Plan:

| Date | Theme | Academic hours | | Study Form/ Organization of independent work of students and task description |
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| | | Contact hours | Independent work hours | |
| <i>The date is specified before the implementation of the course</i> | In-depth on competition. Theoretical frameworks. | 5 | 10 | Introduction to the study course and basic terms with student involvement. Creation of teams and information regarding teamwork. Lecture. Seminar and participative discussion. Introduction to the additional reading. |
| | Factors influencing the competitiveness of an national economy on domestic and international markets | 5 | 10 | Lecture. Seminar and participative discussion. Assignment Nr.1 explained. |
| | Increasing competitiveness in export markets. Strategies & policies. | 5 | 10 | Lecture. Seminar and participative discussion. Team-work. |
| | Competitive advantages of tourism entrepreneurship. | 8 | 14 | Assignment Nr.1 feedback. Lecture. Seminar and participative discussion. |
| | Co-opetition strategies and strategic partnerships.. | 5 | 10 | Lecture. Seminar and participative discussion. Assignment Nr.2 explained. |
| | Tourism clusters and collaboration networks. | 8 | 14 | Industry involvement. Lecture. Seminar and participative discussion. |
| | Increasing business competitiveness: strategies and tactics of companies | 5 | 14 | Practical work. Case studies. Tutorial. |
| | Micro-cluster approaches. Local destination competitiveness. | 5 | 12 | Assignment Nr.2 feedbacks. Industry involvement. Lecture. Seminar and participative discussion. |
| | Exam (preparation) | 2 | 8 | Exam study materials explained. Self-assessment and training. |
| Hours total: | | 48 | 102 | |