

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

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
	3	4,5	120	36	84
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:	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.				
Assessment:	Assessment 1. Project based on critical analysis of external competitiveness forces (team work): 20 % Assessment 2. Project based on critical analysis of external competitiveness forces (individually + peer involvement/assessment): 20% Assessment 3. Summative assessment of tests and involvement during the course (individually): 10% Written final exam: 50%				
Requirements for Credits:	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.				
Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: – 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.				

	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 extramarital.	
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	Case studies, team-work assessment and individual work, peer-to—peer assessment (grade and extended criteria provided in assignment)
	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	
	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. Feedback on lecture discussions & peer-to—peer assessment
Ability to make decisions with in-depth understanding of professional ethics and sustainability aspects		
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>	

- 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.
- 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.
- 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
- 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
- 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
- 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
- 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.
- 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
- Cracolici, M. F., Nijkamp, P., & Rietveld, P. (2008). Assessment of tourism competitiveness by analysing destination efficiency. *Tourism Economics*, 14(2), 325–342.
- Croes, R., & Kubickova, M. (2013). From potential to ability to compete: Towards a performance-based tourism competitiveness index. *Journal of Destination Marketing & Management*, 2, 146–154.
- 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

	<p>Kylänen, M., & Mariani, M. M. (2012). Unpacking the temporal dimension of cooptation in tourism destinations: Evidence from Finnish and Italian theme parks. <i>Anatolia</i>, 23(1), 61–74. doi: 10.1080/13032917.2011.653632</p> <p>Nazmfar, H., Eshghei, A., Alavi, S., & Pourmoradian, S. (2019). Analysis of travel and tourism competitiveness index in middle-east countries, <i>Asia Pacific Journal of Tourism Research</i>, 24:6, 501-513, DOI: 10.1080/10941665.2019.1590428</p> <p>Pearce, D. (2014). Toward an integrative conceptual framework of destinations. <i>Journal of Travel Research</i>, 53(2), 141–153. doi: 10.1177/0047287513491334</p> <p>Pulido-Fernández, J. I., & Rodríguez-Díaz, B. (2016). Reinterpreting the world economic forum's global tourism competitiveness index. <i>Tourism Management Perspectives</i>, 20, 131–140.</p> <p>Ritala, P., Golnam, A., & Wegmann, A. (2014). Cooptation-based business models: The case of amazon. com. <i>Industrial Marketing Management</i>, 43(2), 236–249. doi: 10.1016/j.indmarman.2013.11.005</p> <p>Traskevich, A. & Fontanari, M. (2021). Tourism Potentials in Post-COVID19: The Concept of Destination Resilience for Advanced Sustainable Management in Tourism, <i>Tourism Planning & Development</i>, DOI: 10.1080/21568316.2021.1894599</p> <p>Tsai, H., Song, H., & Wong, K.K.F. (2009). Tourism and hotel competitiveness research, <i>Journal of Travel & Tourism Marketing</i>, 26, (5-6), 522-546, DOI: 10.1080/10548400903163079.</p> <p>Van der Zee, E., & Vanneste, D. (2015). Tourism networks unravelled; A review of the literature on networks in tourism management studies. <i>Tourism Management Perspectives</i>, 15, 46–56. doi: 10.1016/j.tmp.2015.03.006</p> <p>Volgger, M., & Pechlaner, H. (2015). Governing networks in tourism: What have we achieved, what is still to be done and learned? <i>Tourism Review</i>, 70(4), 298–312. doi: 10.1108/TR-04-2015-0013</p> <p>Ya-Ling Huang & Chin-Tsai Lin (2009). Constructing grey relation analysis model evaluation of tourism competitiveness, <i>Journal of Information and Optimization Sciences</i>, 30:6, 1129-1138, DOI: 10.1080/02522667.2009.10699931</p> <p>Zehrer, A., Smeral, E., & Hallmann, K. (2017). Destination competitiveness – a comparison of subjective and objective indicators for winter sports areas. <i>Journal of Travel Research</i>, 56(1), 55–66.</p>
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
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	In-depth on competition. Theoretical frameworks.	4	8	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	4	8	Lecture. Seminar and participative discussion. Assignment Nr.1 explained.
	Increasing competitiveness in export markets. Strategies & policies.	4	8	Lecture. Seminar and participative discussion. Team-work.

	Competitive advantages of tourism entrepreneurship.	5	12	Assignment Nr.1 feedback. Lecture. Seminar and participative discussion.
	Co-opetition strategies and strategic partnerships..	4	8	Lecture. Seminar and participative discussion. Assignment Nr.2 explained.
	Tourism clusters and collaboration networks.	6	12	Industry involvement. Lecture. Seminar and participative discussion.
	Increasing business competitiveness: strategies and tactics of companies	4	12	Practical work. Case studies. Tutorial.
	Micro-cluster approaches. Local destination competitiveness.	4	10	Assignment Nr.2 feedbacks. Industry involvement. Lecture. Seminar and participative discussion.
	Exam (preparation)	1	6	Exam study materials explained. Self-assessment and training.
	Hours total:	36	84	