

**Winter exam 2009/10**

**14 days assignment**

**Tourism, Internship, 9th semester**

**Student name XXX**

An internal, individual, written assignment. The exam is a written 14 days take-home assignment. The point of departure of the assignment is the set of questions the examiner has formulated on the basis of a list of references and a problem delimitation that the student has handed in.

The student must demonstrate theoretical knowledge and analytical skills within the chosen topic area and must show the ability to analyse a general and/or specific problem area of relevance to his/her internship organisation. The assignment must be based on well-founded arguments and written in correct English.

References to relevant theories must be stated clearly in the assignment (e.g. Therkelsen 2007:3). The assignment must not exceed 20 normal pages (2400 type units). Number of normal pages must be stated on the first page of the assignment.

Together with the 14 days take-home assignment, the student is to hand in his/her experience report which must not exceed 6 normal pages.

## **Questions:**

1. Discuss how recent theoretical developments in tourism market studies contribute to the understanding of travel decision making and destination choice. Contrast these insights with the theoretical underpinnings of the APTEC 2 report.
2. Assess the methodological and analytical shortcomings of the APTEC 2 report by using relevant criteria to judge its qualities. How should the research design be improved in order to enhance the reliability (dependability), validity (credibility), transferability and objectivity of the results?
3. How may the market insights presented by the report be useful for the client?

The three questions should be given equal attention by the student as they are given the same weight in the final evaluation.