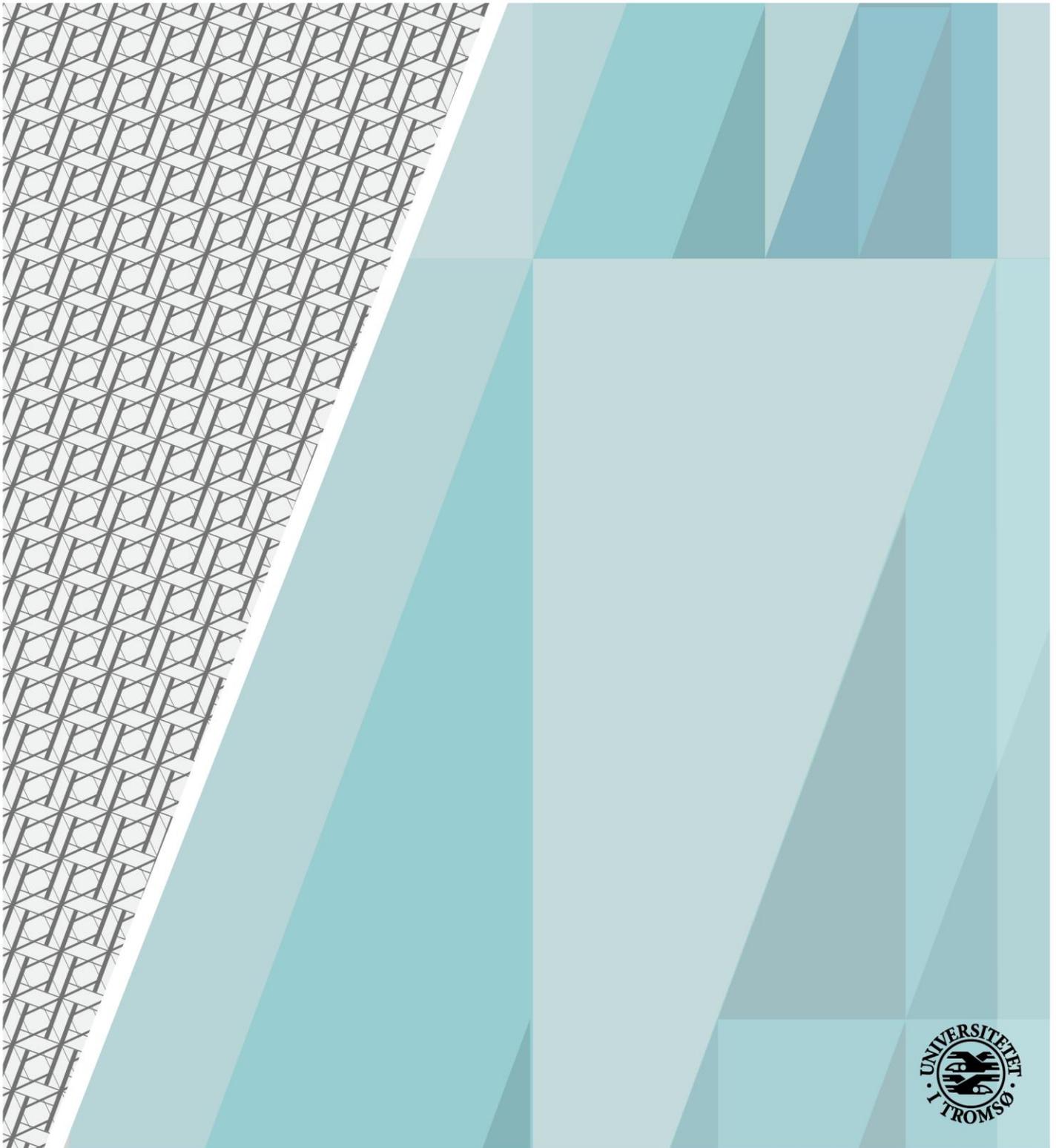


Programme Description Master in Tourist Studies

2014/15

120 ECTS
Full-time/part-time, Campus Alta



Introduction

The master programme is designed to prepare students for career entry or positions in commercial, public, or non-profit organisations providing visitor services at the local, national, or international level. The programme also provides students with necessary academic foundations to proceed to a PhD.

Successful candidates will during the two year programme have gained appropriate knowledge in tourism as an industry and as a social phenomenon, insight into the intersection of production, marketing and consumption, as well as society, culture, and nature. The programme places particular emphasis on how nature and culture can be used by a responsible industry. It builds on theories of marketing, event management, sociology, geography, and anthropology. The programme also focuses on gender perspectives and gender equality.

The programme provides a scientific understanding of travel and tourism which is to be implemented in a master thesis. It also emphasises research ethics and the development of analytical, critical thinking.

Target group and admission requirements

Applicants must have a Bachelor's Degree in hospitality, tourism, economics, social science, humanities, or an equivalent and relevant first degree. An applicant with a Bachelor's Degree in a closely related field is prioritised only when the applicant has 90 ECTS relevant to tourism and hospitality, or if the applicant can document work experience from the tourism and hospitality industry (one year full time employment or more).

All applicants must document an average grade of C from the undergraduate degree (or 2.7 from the old grading system in Norway).

As a minimum applicants need to have a Higher Education Entrance Qualification from their home countries and certified language requirements in English. A list of the requirements for the Higher Education Entrance Qualification in Norway can be found on the web site for the Norwegian Agency for Quality Assurance in Education (NOKUT). For language requirements we refer to NOKUT's GSU-list. For students from non- English speaking countries, an English language test is usually also required.

For more details on admission requirements (GSU-list etc.):

- http://en.uit.no/utdanning/art?p_document_id=70904&dim=179015
- http://en.uit.no/utdanning/art?p_document_id=342577&dim=179005

Please visit the web site of The Norwegian Directorate of Immigration (Utlendingsdirektoratet) for more information regarding Norwegian residence permit.

- <http://www.udi.no/Norwegian-Directorate-of-Immigration/Central-topics/Studies/>

The maximum number of students accepted per year is 20.

Language of Instruction and Examination

All courses will be taught in English. Written exams may be written in the Norwegian language. A mark will appear on the final diploma (vitnemål) for those who choose to write their exams in Norwegian language.

Name of the Program

Master-program in Tourist Studies.

Awarded Qualification

Master in Tourist Studies.

Recommended prerequisite knowledge

Not relevant.

Expected learning outcome upon completion

Knowledge	Skills	General competence
- advanced knowledge of Tourism	- analyse existing theories and methodologies within the field of tourism	- analyse tourism in critical and ethical ways
- specialized knowledge of tourism consumption and practice, travel and tourism marketing, and event management	- work independently with practical and theoretical solutions to problems relevant to tourism	- apply knowledge of tourism in new projects
- specialized knowledge of heritage tourism	- conduct a limited research project under supervision and in accordance with applicable ethical standards	- communicate reflexive thinking on tourism development
- specialized knowledge of nature-based tourism	- critically analyse sources of information and use these to structure and formulate reasoning	- contribute to innovation and innovation processes within tourism
- thorough knowledge of scientific perspectives and methods within the field of tourism	- independently conduct tourism research	- assess sustainable development of tourism

The relevance of the programme of study to society, further studies, and career opportunities

This programme provides expertise to help the development of the tourism industry regionally, nationally, and internationally.

Structure, scope, and organization, including mandatory courses

FULL-TIME	AUTUMN	SPRING
	Philosophy of Social Science – 7.5 ECTS	Tourism Consumption and Practice – 7.5 ECTS
	Tourism Theory – 7.5 ECTS	Nature Based Tourism – 7.5 ECTS
	Heritage Tourism – 15 ECTS	Event Management – 7.5 ECTS
Second Year	Travel and Tourism Marketing – 7.5 ECTS	
	Research Methods – 15 ECTS	
	Master's Thesis – 45 ECTS	

PART-TIME	AUTUMN	SPRING
	Philosophy of Social Science – 7.5 ECTS	Tourism Consumption and Practice – 7.5
	Tourism Theory – 7.5 ECTS	Nature Based Tourism – 7.5 ECTS
Second Year	Heritage Tourism – 15 ECTS	Event Management – 7.5 ECTS
		Travel and Tourism Marketing – 7.5 ECTS
Third Year	Research Methods – 15 ECTS	
Fourth Year	Master’s Thesis – 45 ECTS	

Learning methods

Research-based teaching takes place in seminars with lectures and commitments from the candidates in the form of group work, discussions and presentations. Candidates are trained in statistical computing. Some topics can be given in collaboration with other institutions.

Requirements, cf. Examination Regulations for UiT The Arctic University of Norway

http://lovdata.no/dokument/SF/forskrift/2009-05-07-533?q=forskrift%20om%20eksamen%20ved%20uit*

Before the candidates may sit for the exam, all required work must be approved. If the required work has not been approved, the candidate may not sit for the regular exam until he/she has passed a separate written exam.

Candidates are appointed a supervisor to the thesis after submitting the mandatory proposal.

Scandinavian speaking candidates are allowed to use first language in the final assessments.

Final assessment, cf. Examination Regulations for UiT The Arctic University of Norway

Upon approval of the required work, the final assessment is in the form of a paper or a written exam. For the master’s thesis there is also an oral examination.

If the required work has not been approved, the following assessment applies:

1. individual paper (70% of the grade), 2. four-hour written exam (30% of the grade) for courses with a take-home exam. For courses with a written exam, the following alternative assessment applies: 1. written exam (70% of the grade), 2. individual paper (30% of the grade).

Grades

Symbol	Description	General, qualitative description of valuation criteria
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A	Excellent	An excellent performance, clearly outstanding. The candidate demonstrates excellent judgement and a high degree of independent thinking.
B	Very good	A very good performance. The candidate demonstrates sound judgement
C	Good	A good performance in most areas. The candidate demonstrates a reasonable degree of judgement and independent thinking in the most important areas.
D	Satisfactory	A satisfactory performance, but with significant shortcomings. The candidate demonstrates a limited degree of judgement and independent thinking.
E	Sufficient	A performance that meets the minimum criteria, but no more. The candidate demonstrates a very limited degree of judgement and independent thinking.
F	Fail	A performance that does not meet the minimum academic criteria. The candidate demonstrates an absence of both judgement and independent thinking.

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Practical training

Not relevant.

Suitability assessment and authorization

Not relevant.

Internationalization

Incoming students: All courses can be taken separately upon agreement. The master's thesis can also be written separately, provided that a minimum of 45 ECTS (Philosophy of Science and Research Methods are required) of the programme is also taken.

Syllabus

The syllabus reflects both genders' knowledge production as far as possible. The syllabus can be found in the course descriptions.

Possible changes

Course details and contents might change due to operational reasons.

Evaluation and accreditation of the programme of study

The programme was accredited by The Ministry of Education and Research (Kunnskapsdepartementet) 23 April 1999.

Course Outlines

Course name

- a) Philosophy of Social Sciences
- b) Autumn
- c) 7.5 ECTS
- d) English

Content

This course provides an understanding of scientific concepts and perspectives (positivism, interpretivism and critical theory), philosophy of science applied in tourism research, and ethics in research and social theory.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of realist ontologies and epistemologies	- identify philosophical positioning in tourism research	- contribute to scientific innovation in new research processes
- knowledge of relativistic ontologies and epistemologies	- use scientific understanding on others' research	- disseminate scientific knowledge to others
- knowledge of critical theory	- critically assess research	- reflect on research ethics
- knowledge of philosophical issues in tourism research	- debate philosophical issues in tourism research	- propose scientific positions to new research

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations and group work. The students discuss the literature, give oral presentations, and partake in discussions.

Requirements

The student must submit an assignment and have 70% attendance before he/she may sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a four-hour written exam.

If the required work has not been approved, the final assessment is: 1. a four-hour written exam (70% of the grade), 2. an individual paper (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Tourism Theory
- b) Autumn
- c) 7.5 ECTS
- d) English

Content

This course gives theoretical perspectives on tourism. It introduces tourism as a modern and late modern cultural phenomenon based on experiences, attractions and authenticity, as well as social and cultural change.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of different perspectives on tourism in social sciences	- use theoretical perspectives on empirical material	- disseminate theoretical perspectives in a written account
- knowledge of theories of tourism motivation in social sciences	- evaluate theoretical consequences of different theoretical perspectives employed in an analysis	- apply theoretical perspectives in an independent way
- knowledge of theories of authenticity	- give a relevant written account of theoretical perspectives	- use this knowledge in relation to innovation in the tourism industry
- knowledge of modes of production in tourism		
- understanding of different theoretical positions in the above-mentioned fields		

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations, and group work. The students discuss the literature, give oral presentations, and partake in discussions.

Requirements

The student must submit a written assignment and have 70% attendance before he/she may sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a paper.

If the required work has not been approved, the final assessment is: 1. an individual paper (70% of the grade), 2. a four-hour written exam (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Heritage Tourism
- b) Autumn
- c) 15 ECTS
- d) English

Content

This course gives theoretical perspectives on cultural and natural heritage in tourism production. It focuses on heritage between exhibition and experience; heritage tourism and indigenous tourism; and exhibiting, narrating, and festivalizing heritage in tourism.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of the phenomenon of heritage tourism	- critical understanding of existing research within the field of heritage tourism	- find literature and research on heritage tourism
- knowledge of central questions related to heritage tourism	- use theoretical perspectives from the subject to analyse empirical material	- reflect upon important theoretical positions related to heritage and tourism
- knowledge of different scholarly positions in the research on heritage tourism	- critically evaluate others' research	- make use of theoretical reasoning within the field of heritage tourism
- knowledge of how to reflect upon the implications raised by using cultural heritage in tourism	- accomplish a limited, individual research project under supervision	- relate scholarly knowledge to others in writing
- knowledge of strategies for a sustainable use of heritage in tourism	- relate scholarly insights in written work	- contribute to scholarly debate and innovation on the basis of empirical material

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations, and group work. The students discuss the literature, give oral presentations, and partake in discussions. The course assignment/exam will be part of a process writing approach within which the students will comment on fellow student's written work.

Requirements

The student must have 70% attendance in order to sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a paper.

If the required work has not been approved, the final assessment is: 1. an individual paper (70% of the grade), 2. a four-hour written exam (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Tourism Consumption and Practice
- b) Spring
- c) 7.5 ECTS
- d) English

Content

This course provides knowledge of social science perspectives as well as tourism theories on tourism consumption. The focus is on how it is shaped and reshaped by identity formation, social, cultural, spatial, and temporal structures, power relations such as gender power relations, as well as life course.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of tourists' consumption from a social science perspective	- analyse tourists' consumption over the life course	- voice critical attitudes towards tourists in consumer society
- knowledge of various categories of tourists' consumption of different types of locations and spaces	- apply relevant theories to understand tourists' spatial and temporal consumption	- convey knowledge of tourist consumption to academic peers and the public
- knowledge of tourists' consumption related to power relations within tourism	- critically discuss tourists' gendered consumptions	- carry out independent analysis of tourists' consumption
- knowledge of tourists' consumption and identity constructions	- analyse how tourists construct identity through consumption	- transfer theoretical knowledge of tourists' consumption to specific research questions
- knowledge of tourists' consumption over the life course	- use knowledge of tourists' consumption in other consumption areas	- contribute to new thinking in innovation processes related to tourists' consumption

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations and group work. The students discuss the literature, give oral presentations and partake in discussions.

Requirements

The student must submit an oral assignment and have 70% attendance before he/she may sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a paper.

If the required work has not been approved, the final assessment is: 1. an individual paper (70% of the grade), 2. a four-hour written exam (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Nature Based Tourism
- b) Spring
- c) 7.5 ECTS
- d) English

Content

This course draws on nature as a basis for tourism. It discusses ethical and environmental aspects and relates them to the development and operation of nature-based products. Sustainability is a central concept. There is a particular focus on Norwegian and Arctic products and the history and position of outdoor recreation, as well as risk assessment and risk management related to planning and implementation. Central laws and regulations that govern and influence nature-based tourism are reviewed.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of sustainable tourism	- evaluate tourism companies' nature-based products	- develop nature-based tourism products
- theoretical understanding of the development and management of nature-based tourism products	- write a scientific paper based on empirical findings	- insight into the regulatory framework for nature-based tourism
- understanding of the relationship between Norwegian outdoor recreation and nature-based tourism products	- develop sustainable nature-based tourism products	- gain further knowledge and information
- knowledge of risk assessments and management	- understand and use laws and regulations regarding nature-based tourism products	- "all round" skills in relation to theoretical and practical work on nature-based tourism
- knowledge of relevant research within the field	- establish systems for managing risk in nature-based tourism enterprises	- contribute to new thinking in innovation processes related to nature-based tourism

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations and group work. The students discuss the literature, give oral presentations, and partake in discussions.

Requirements

The student must submit a written assignment and have 70% attendance before he/she may sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a paper.

If the required work has not been approved, the final assessment is: 1. an individual paper (70% of the grade), 2. a four-hour written exam (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Travel and Tourism Marketing
- b) Spring
- c) 7.5 ECTS
- d) English

Content

This course gives theoretical insight into the history and state of the art of marketing. It also focuses on the profitability of travel and tourism enterprises regarding factors of influence; it discusses the content and implementation of market orientation, as well as the impact of relationships and networks on marketing and regional branding within travel and tourism.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of marketing, both as a subject and function	- convey a critical approach to corporate marketing	- keep track of the literary sources and major publications in the field
- knowledge of how the development of marketing has reflected market and social challenges that tourism companies have faced	- identify and implement activities that will increase tourism companies' degree of market orientation	- reflect critically on the significance of marketing for the business, tourism, and community
- knowledge of how key issues affect corporate marketing	- conduct an independent, limited research project under supervision	- apply theoretical reasoning in travel and tourism marketing
- knowledge of how to develop and implement a market-oriented culture within tourism companies	- convey a certain amount of scientific knowledge in written and oral form	- contribute to increased systematic and scientific thinking in company marketing
- knowledge of how networks and relations impact tourism companies' marketing efforts		- contribute to new thinking in innovation processes related to travel and tourism marketing

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations and group work. The students discuss the literature, give oral presentations, and partake in discussions.

Requirements

The student must submit an assignment and have 70% attendance before he/she may sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a paper.

If the required work has not been approved, the final assessment is: 1. an individual paper (70% of the grade), 2. a four-hour written exam (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Event Management
- b) Spring
- c) 7.5 ECTS
- d) English

Content

This course gives a theoretical understanding of event management as well as practical insight. The emphasis is on events and festivals as cultural, social, and economic phenomena; festival economy, and events and festivals as parts of tourism.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of the phenomenon of event management	- critical understanding of existing research within the field of event management	- use different tools for planning events
- knowledge of different actors in the event sector and the process of co-creation	- understand events and festivals as contributors to culture and economy	- engage with media
- understanding of problems raised by conflicting interests among actors	- make a plan for a project and draft a design for a small event	- make a risk and safety analysis
- knowledge of strategies for complex planning and organizing in the field of event management	- plan interactions with significant local authorities, professionals, volunteers, and media	- contribute to new thinking in innovation processes related to event management
- theoretical knowledge of the development of the field	- reflect upon conflicting interests raised by actors	

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations, and group work. The students discuss the literature, give oral presentations, and partake in discussions.

Requirements

The student must submit a written assignment and have 70% attendance before he/she may sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a paper.

If the required work has not been approved, the final assessment is: 1. an individual paper (70% of the grade), 2. a four-hour written exam (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Research Methods
- b) Autumn
- c) 15 ECTS
- d) English

Content

This course provides an understanding of research methodologies as well as insight into the application of quantitative and qualitative methods.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of scientific research methodologies and methods	- plan qualitative and quantitative research	- critically assess research ethics
- knowledge of how to develop a research question	- carry out small qualitative and quantitative research	- critically assess qualitative and quantitative research findings
- knowledge of how to plan a research project	- analyse qualitative and quantitative data	- disseminate research to peers
- knowledge of how to analyse qualitative and quantitative data	- disseminate research results and the research process	- carry out independent scientific research
- knowledge of the ethical aspects of the research process	- ethical reflections on qualitative and quantitative research	- contribute to new thinking related to the research process

Learning methods and organization of learning

Teaching takes place in seminars with lectures, student presentations, and group work. The students discuss the literature, give oral presentations, and partake in discussions.

Requirements

The student must produce written and oral assignments and have 70% attendance before he/she may sit for the exam.

If the required work has not been approved, the student may sit for the ordinary exam, but must also pass a written exam.

Final assessment

Upon approval of the required work, the final assessment is a six-hour written exam.

If the required work has not been approved, the final assessment is: 1. a six-hour written exam (70% of the grade), 2. an individual paper (30% of the grade).

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This course can be taken separately upon agreement.

Syllabus

The syllabus will be announced by the 1st of June.

Course name

- a) Master's Thesis
- b) Autumn, spring
- c) 45 ECTS
- d) English

Content

The Master's Thesis is a research project in which knowledge and technical skill with tourism studies, research philosophy, and research methods are demonstrated.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of the structure and content of scientific works, primarily of monographs	- develop a research question, and collect and analyse data in a scientific manner within a limited period	- manage, structure and analyse research processes
- knowledge of philosophy of science relevant for the research project	- theoretically discuss the results, conclude findings, and reflect critically and ethically on the research process	- relate to the literature in a research field, assessing methodological and theoretical basis for scientific research
- knowledge of theories relevant for the research project	- work with a supervisor	- present and disseminate research in academic and non-academic environments
- knowledge of methods relevant for the research project	- treat a particular issue relevant to tourism in a professional, thoughtful and timely manner within a specified, limited period of time	- contribute to innovation and innovation processes within tourism knowledge production

Learning methods and organization of learning

The thesis is primarily worked on in the third and fourth semester, but the work will commence in the first semester as part of the Master's Thesis Proposal Writing course. The student is assigned an individual supervisor when the thesis proposal is approved.

Requirements

Not relevant.

Final assessment

The final assessment consists of a thesis and an oral exam.

The scope of the master's thesis is approximately 50,000 words, and there are four submission deadlines per year: 1 March, 1 June, 1 September, and 1 November. Submission is made in agreement with the supervisor.

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: The Master's Thesis course can be taken separately, provided that a minimum of 45 ECTS (Philosophy of Science and Research Methods are required) of the programme is also taken.

Syllabus

Not relevant.