



UiT

NORGES  
ARKTISKE  
UNIVERSITET

# Programme Description Master of Tourism Studies

2016/17

**120 ECTS**

**Full-time/part-time, Campus Alta**

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## **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 and traveling from social-scientific and humanities-oriented approaches to tourism. Contemporary tourism has to do with mobility's, infrastructure, innovation and business development, still in complex ways tourism is integrated in, and drawn upon resources such as nature, people and communities. This asks for the capacity to do research based analysis, where a variety of factors are taken into consideration. It also comes with insight into the intersection of production, marketing and consumption. The programme places particular emphasis on sustainable and responsible nature and heritage tourism, and takes the complexity of tourism seriously. The program focuses on gender perspectives and gender equality.

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

## **Target group and admission requirements**

Applicants must have a Bachelor's Degree in tourism, social science or humanities which includes at least 80 credits that are considered to be relevant for this study.

All applicants must document a minimum grade of C from the undergraduate degree.

Non-EU 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=70904&dim=179015)
- [http://en.uit.no/utdanning/art?p\\_document\\_id=342577&dim=179005](http://en.uit.no/utdanning/art?p_document_id=342577&dim=179005)

Please visit the web site of The Norwegian Directorate of Immigration 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. All papers as well as the master thesis must be written in English.

## **Name of the Program**

Master of Tourism Studies.

## Awarded Qualification

Master of Tourism Studies.

## Recommended prerequisite knowledge

Not relevant.

## Expected learning outcome upon completion

Knowledge	Skills	General competence
- Advanced knowledge of tourism	- Analyse tourism cases using relevant theories and methodologies.	- Analyse tourism in critical and ethical ways
- Specialized knowledge of tourism practices through different contemporary studies	- 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 heritage 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 nature based 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 program of study to society, further studies, and career opportunities

This programme provides expertise to develop a responsible tourism regionally, nationally, and internationally.

## Structure, scope, and organization, including mandatory courses

FULL-TIME	AUTUMN	SPRING
	Philosophy of Science – 10 ECTS	Methods – 10 ECTS
	Nature Tourism – 10 ECTS	Travel & Tourism Marketing – 10 ECTS
	Heritage Tourism – 10 ECTS	Event Tourism – 10 ECTS
Second Year	Advances in tourism theories - 10 ECTS	
	Master's Thesis – 50 ECTS	

PART-TIME	AUTUMN	SPRING
First Year	Philosophy of Science – 10 ECTS	Methods – 10 ECTS
	Nature Tourism – 10 ECTS	Travel & Tourism Marketing – 10 ECTS
Second Year	Heritage Tourism – 10 ECTS	Event Tourism – 10 ECTS
Third Year	Advances in tourism theory – 10 ECTS	
Fourth Year	Master's Thesis – 50 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. 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\\*](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.

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

## 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.

## Grades

Symbol	Description	General, qualitative description of valuation criteria
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 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 name

- a) Philosophy of Social Sciences
- b) Autumn
- c) 10 ECTS
- d) English

## Content

This course provides an understanding of methodological perspectives and basic philosophical assumptions applied within the social sciences and humanities of today, specifically within tourism research, and ethics in research and social theory.

## Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of naturalist ontologies and epistemologies	- identify naturalist perspectives in tourism research	- apply and develop naturalist perspectives in research processes
- knowledge of constructivist ontologies and epistemologies	- identify constructivist perspectives in tourism research	- apply and develop constructivist perspectives in research processes
- knowledge of critical perspectives	- 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.

## Final assessment

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

## 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 1<sup>st</sup> of June.

## Course name

Course name

a) Nature Tourism

b) Autumn

c) 10 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 tourism (in peripheral areas). There is a particular focus on Norwegian and Arctic nature-based tourism, as well as sustainability related to planning and implementation of nature tourism.

## Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of sustainable tourism	- evaluate tourism companies' nature-based products from point of view of sustainability	- develop sustainable nature-based tourism products
- theoretical understanding of the development and management of nature-based tourism	- write a scientific paper based on empirical findings	- insight into the theoretical frameworks for nature tourism
- understanding of the relationship between outdoor recreation and nature-based tourism products	- develop regional nature-based tourism products	- gain further knowledge and information
- knowledge of relevant research within the field	- understand tourism work and nature work	- 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. Alternatively, teaching can take place in form of online lectures or field work.

## Requirements

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

## **Final assessment**

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

## **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 1<sup>st</sup> of June.

## Course Name

- a) Heritage Tourism
- b) Autumn
- c) 10 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 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, on-line or in the class room, 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.

## Final assessment

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

## **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 1<sup>st</sup> of June.

## Course name

- a) Methods
- b) Spring
- c) 10 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 have 70% attendance before he/she may sit for the exam.

## Final assessment

Upon approval of the required attendance, the final assessment is a paper organized in both a qualitative and quantitative analyse.

## 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 1<sup>st</sup> of June.

## **Course name**

a) Travel and Tourism Marketing

- b) Spring
- c) 10 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.

## Final assessment

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

## 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 1<sup>st</sup> of June.

## **Course name**

- a) Event Tourism
- b) Spring
- c) 10 ECTS
- d) English

## Content

This course gives a theoretical understanding of events and events tourism. The emphasis is on the positions and possibilities connected to events and events marketing as part of destination branding and development.

## Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- knowledge of event tourism	- critical understanding of existing research within the field of event tourism	- 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
- theoretical knowledge on the field of event tourism	- 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

## 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.

## Final assessment

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

## 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 1<sup>st</sup> of June.

## **Course name**

- a) Advances in tourism theory
- b) Autumn
- c) 10 ECTS
- d) English

## **Content**

This course gives theoretical perspectives on tourism. It introduces tourism as modern and late modern practices that comes from, but at the same time changes those societies in which tourism takes place. This course provides knowledge from social science perspectives on tourism

theories and tourism consumption. The focus is on how it is shaped and reshaped by identity formation, social, cultural, spatial, and temporal structures such as gender relation.

### **Expected learning outcomes upon completion of the course**

<b>Knowledge</b>	<b>Skills</b>	<b>General competence</b>
- knowledge of different perspective on tourism	-use theoretical perspective on empirical material	- the capacity to do independent research work
- knowledge of the theoretical advances in tourism studies	- evaluate theoretical consequences of different theoretical positions	- convey knowledge of tourist theory to academic peers and the public
- knowledge of the interface between consumption, identities and power relationships	- the capacity to analyse tourism as part of social transformation	- carry out independent analysis of tourists' consumption
-knowledge of modes of productions in tourism	-give a relevant written account of theoretical perspectives	- contribute to innovation related to 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 an oral assignment and have 70% attendance before he/she may sit for the exam.

### **Final assessment**

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

### **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 1<sup>st</sup> of June.

## Course name

- a) Master's Thesis
- b) Autumn, spring
- c) 50 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 research questions, collect and analyse data in a scientific manner within a limited period.	- the capacity to do an independent research project.
- 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.
-address issues of an academic and applied nature through the production of a sustained piece of research.	- develop the capacity to do independent, informed and critical analyses in relation to tourism.	- be an informed and critical participant in tourist-projects and debates regarding tourism.
-evidence the ability to identify clear aims and objectives, to gather, understand, synthesize and analyze information and data effectively.	Demonstrate originality in the application of theory, conceptual frameworks or models and research techniques to formulate, implement and produce dissertation.	- 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 second semester as part of the Master's Thesis 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 30 000 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.