



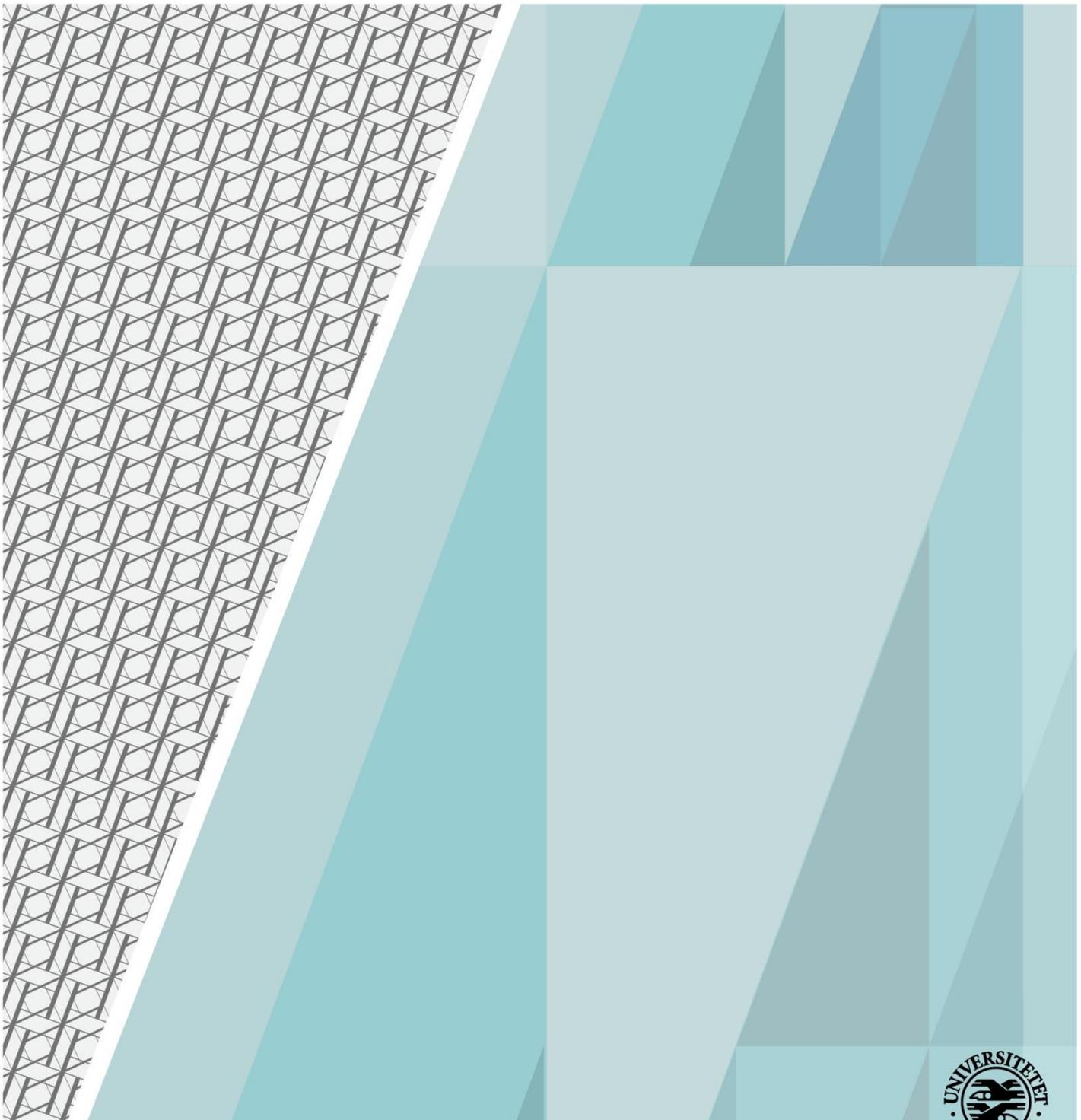
Programme Description

Master of Tourism Studies

2018/19

120 ECTS

Full-time/part-time, Campus Alta



Introduction

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

The programme emphasizes responsibility and sustainability in nature and heritage tourism. Contemporary tourism involves many factors, ranging from physical infrastructure, innovation and business development to local identity and place development processes. Throughout the programme, complex aspects of tourism are addressed. Tourism is integrated in, and draws from, resources such as nature, people and communities. This demands a capacity to analyse tourism in ways that take a variety of factors into consideration. It also requires insight into how production, marketing and consumption processes intersect. The programme also focuses on power relations and equality in tourism, including questions pertaining to gender, race, and indigenous identities. During the two-year programme, successful candidates will have gained knowledge in tourism and travelling, based on social-scientific and humanities-oriented approaches.

The programme provides a scholarly understanding of travel and tourism that is to be implemented in a master's thesis. It emphasizes research ethics and the development of analytical, critical thinking.

Target group and admission requirements

Applicants must have a bachelor's degree (180 ECTS), or an equivalent qualification, with a minimum of 80 ECTS within tourism, out-door recreation, event studies, marketing and communication, social sciences, humanities or education.

International applicants who hold a bachelor's degree or equivalent issued in Europe, Canada, USA, Australia and New Zealand: An average grade C as a minimum requirement,

International applicants who hold a bachelor's degree or equivalent issued in countries other than the above mentioned region/countries: An average grade B as a minimum requirement : [Formal admission requirements - Master's level](#)

Non-EU applicants need to have a Higher Education Entrance Qualification from their home countries and certified language requirements in English.

The maximum number of students accepted per year is 20.

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 website of The Norwegian Directorate of Immigration for more information regarding Norwegian residence permits.

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

Language of instruction and examination

All courses will be taught in English. All papers as well as the master's thesis must be written in English.

Name of the programme

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 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 programme of study to society, further studies, and career opportunities

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

Structure, scope, and organization, including mandatory courses

FULL-TIME	AUTUMN	SPRING
	Philosophy of social science – 10 ECTS	Methods – 10 ECTS
	Nature tourism – 10 ECTS	Travel and 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 social science – 10 ECTS	Methods – 10 ECTS
	Nature tourism – 10 ECTS	Travel and 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 (on-line or in the class room), and field work, and further relies on students' participation in group work, discussions, and presentations. Some topics can be given in collaboration with other institutions.

Requirements and final assessment, cf. examination regulations

Before the candidates may sit for the exam, all required work must be approved.

For more information regarding requirements, please see the 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*

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.

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) on 23 April 1999

Course name

- a) REI-3001 Philosophy of social science
- 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 1st of June.

Course name

- a) REI-3002 Nature tourism
- b) Autumn
- c) 10 ECTS
- d) English

Content

This course focuses on the effects of using nature as a basis for tourism. It discusses social, environmental and ethics aspects and relates them to the study of multiple actors participating in the development and operation of nature-based tourism. There is a particular focus on Arctic nature-based tourism, ecotourism as well as sustainability related to planning and implementation of nature tourism. Like ecotourism, terms as sustainable tourism and responsible tourism are rooted in the concept of sustainable development, or development that meets the needs of the present without compromising the ability of the future generations to meet their own needs as formulated by the Brundtland Commission (1987).

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- Knowledge of sustainable tourism and ecotourism	- Evaluate tourism companies' nature-based products from a sustainability point of view	- 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 the relationship between tourism, society and nature.	- 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 the 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 1st of June.

Course name

- a) REI-3003 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.

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 1st of June.

Course name

- a) REI-3004 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 submit three assignments and have 70% attendance before he/she may sit for the exam.

Final assessment

Upon approval of the requirements, the final assessment is a paper applying both qualitative and quantitative analyses.

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) REI-3005 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 as a function	- Convey a critical approach to corporate marketing	- Keep track of the literary sources and major publications in the field
- Knowledge of how marketing has developed as a discipline	- Identify and implement activities that will increase tourism companies' degree of market orientation	- Reflect critically on the significance of marketing for businesses, tourism, and community and how market and social challenges have influenced marketing
- 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 market-orientation, networks and relations impact tourism companies' marketing efforts	- 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 emerging issues in marketing can enhance the understanding of tourism industry		- 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 1st of June.

Course name

- a) REI-3006 Event tourism
- b) Spring
- c) 10 ECTS
- d) English

Content

This course gives a theoretical understanding of events and event tourism, across cultural, economic and geographical boundaries. The course provides knowledge about positions and possibilities connected to event tourism, as part of destination branding and destination development. The course provides a theoretical underpinning of the cultural, political and ethical issues related to local and international events.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- Knowledge of the event field	- Critical understanding of existing research within the field of event tourism	- Use different viewpoints and experiences for planning and evaluating events
- Knowledge of different actors in the event sector and the process of co-creation with stakeholders	- Understand events and festivals as contributors to culture, economy and other fields	- Engage with the actors that are involved or influenced by events, directly and indirectly
- Theoretical knowledge on the field of event tourism	- Understand how to make a plan for a project and draft a small event design	- Recognize reciprocal advantages between events and tourism
- Knowledge of strategies for complex planning and sustainable development of events, related to volunteering, society, local culture, tourism, and key stakeholders	- Understand and reflect upon events' interactions with significant local authorities, professionals, volunteers, and media	- Contribute to new thinking in innovation processes related to events and 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 the form of online lectures or fieldwork.

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 with the course responsible.

Syllabus

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

Course name

- a) REI-3010 Advances in tourism theory
- b) Autumn
- c) 10 ECTS
- d) English

Content

This course gives theoretical perspectives on tourism. It introduces tourism as a modern and late modern cultural phenomenon based on the tourist gaze, authenticity and the tourist experience, as well as being involved in social and cultural change. This course thus provides knowledge of social science perspectives on tourism. One focus is on how tourism is shaped and reshaped by social, cultural, spatial, and temporal structures such as gender relations.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- Knowledge of seminal and contemporary tourism theory from social science perspectives	- Use theoretical perspectives to understand tourism as a cultural phenomenon	- The capacity to convey knowledge of tourism to academic peers and the public
- Knowledge of theories concerning the differences of tradition and modernity	- Apply critical thinking on tradition and modernity on tourism as a phenomenon	- Ability to critically reflect on the representation of otherness in tourism.
- Knowledge of theories on authenticity in modern societies	- Apply theories on authenticity on motivation and representations in tourism	- Ability to analyse tourism motivation and representations in tourism
- Knowledge of the tourist experience as sites for performances	- Use theories to understand the tourist experience as cultural, social, spatial and temporal	- Carry out independent analyses of the tourist experience
- Knowledge of the tourist experience from a gendered perspective	- Ability to critically discuss gender issues in the tourist experience	- Ability to critically reflect on the tourist experience

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 1st of June.

Course name

- a) REI-3020 Master's thesis
- b) Autumn, spring
- c) 50 ECTS
- d) English

Content

The master's thesis is a research project in which knowledge in research philosophy, research methods, and related theories are demonstrated in the context of tourism studies.

Expected learning outcomes upon completion of the course

Knowledge	Skills	General competence
- Knowledge of the structure and content of scientific works	- Develop research questions, collect and analyse data in a scientific manner within a limited time period	- Have the capacity to do an independent research project
- Knowledge of philosophy of social science relevant for the research project	- Theoretically discuss the results, assess findings, and reflect critically and ethically on the research process	- Relate to the literature in a research field, by assessing the methodological and theoretical basis for scientific research
- Address issues of academic and applied nature through the production of a sustained piece of research	- Demonstrate 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
- Demonstrate the ability to identify clear aims and objectives in research processes, to gather, understand, synthesize and analyse information and data effectively	- Demonstrate originality in application of theory and research methodologies in order to complete an independent research project	- Contribute to innovation and innovation processes within tourism knowledge production

Learning methods and organization of learning

The thesis work starts in the first semester, and is primarily developed in the second and third semester as part of master's thesis seminars. The student is assigned an individual supervisor after submitting a mandatory master's thesis proposal by the end of the second semester.

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 two submission deadlines per year: May 1st, and November 1st. Submission should be done in agreement with the supervisor.

Grade

A to E for pass and F for fail.

Practical training

No.

Internationalization/exchange opportunities

Incoming students: This subject is reserved for students enrolled in the master's programme, and cannot be taken as a singular course.

Syllabus

Not relevant.