
PROGRAM DESCRIPTION

Master of Tourism Studies

120 credits

Alta

This program description has been approved by the Head
of Department of Tourism and Northern Studies,
12.09.2018

Study program name	Master of Tourism Studies
Degree obtained	Master of Tourism Studies
Target group	Students with a relevant Bachelor's degree, who seek career opportunities in commercial, public, or non-profit organizations related to tourism at the local, national, or international level. Students who seek the necessary academic foundations to proceed to a PhD.
Admission requirements, required prerequisites, recommended prerequisite knowledge	<p>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.</p> <p>International applicants who hold a bachelor's degree or equivalent issued in Europe, Canada, USA, Australia and New Zealand: An average grade C is a minimum requirement.</p> <p>International applicants who hold a bachelor's degree or equivalent issued in countries other than the above mentioned region/countries: An average grade B is a minimum requirement in addition to fulfilling formal admission requirements for Master's level entry.</p> <p>Non-EU applicants need to have a Higher Education Entrance Qualification from their home countries and certified fulfilment of English language requirements.</p> <p>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</p> <p>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/</p> <p>The maximum number of students accepted per year is 15.</p>
The study program's learning outcomes	<p>Upon successful completion of the program, students should have obtained the following:</p> <p>Knowledge: The student should have:</p> <ul style="list-style-type: none"> - a thorough knowledge of seminal and contemporary theories within the field of tourism studies

- an in-depth knowledge of research processes and methods adapted to issues within the field of tourism studies
- advanced knowledge of sustainability and responsibility in tourism, in particular as relevant to nature and heritage tourism
- the ability to apply theoretical and methodological knowledge of new areas within tourism studies
- the ability to analyze professional issues based on the history, tradition, specialization, and role of tourism in society.

Skills:

The student should be able to:

- critically consider the solidity of information on and descriptions of tourism gained from various sources
- demonstrate analytical capacity by structuring and formulating professional arguments that contribute to innovative solutions in sustainable and responsible tourism
- analyze and relate critically to existing theories, methods and interpretations within tourism studies, as well as apply tourism perspectives in practical and theoretical problem solving
- make use of relevant research in an independent manner, to contribute to the development of strategies and new opportunities in nature and heritage tourism
- develop research questions and make use of relevant research methods to collect and analyse data concerning tourism objectives
- carry out an independent research project in the field of tourism, under supervision and in accordance with current norms for research ethics.

General competence:

The student should be able to:

- design, plan, develop and carry out tourism research projects
- critically analyze the tourism industry, tourists' practices and tourism relevant policies as well as consider the ethical concerns and potential dilemmas they imply
- apply reflexive thinking to contribute to innovative processes in heritage and nature tourism development
- contribute to a sustainable and responsible tourism industry and governance of tourism development
- apply knowledge and skills independently and innovatively through cooperation in research, government and industry contexts.

Academic content and description of the study program

Tourism is an increasingly important global phenomenon, which involves social, cultural, economic, political, and environmental opportunities and challenges. Expanding economies enable more people to travel frequently and over longer distances to experience

landscapes, townscapes, cultures, and peoples. Globalization and technological developments enable increased mobilities, and thus tourism activities. Tourism development and growth also challenges the sustainability of ecologies in the era of climate change.

This study program seeks to provide students with thorough knowledge about how to balance environmental, economic, and socio-cultural benefits and concerns in tourism. In particular, students will address how to meet tourist markets' demands for nature and heritage experiences, without compromising future generations' access to these. Throughout the program, students will obtain specialized insights into the complexities of tourism in relation to experiences, products and society. Such complexities are reflected, for example, in how tourism is performed and marketed, and how it shapes - and is shaped by - cultural, social, economic, temporal and spatial power relations. The specialized insights should enable students to analyze tourism in ways that give nuanced understandings of sustainable tourism in a variety of settings. By the end of the program, students should be able to employ such scholarly understandings in a Master's thesis, based on social-scientific and humanities-oriented theoretical approaches.

The study program consists of eight courses and a Master's thesis. In the first semester, the introductory course, *Tourism Theory and the Tourist Experience*, introduces theories and concepts that inform the two key courses, *Indigenous Heritages in Tourism*, and *Nature and Tourism in an Era of Climate Change*. These courses explore sustainable and responsible tourism dynamics and implications from the perspectives of nature and heritages as practice fields and connected theoretical debates.

In the second semester, the parallel courses, *Philosophy of Social Science*, *Qualitative Methods*, and *Master's Thesis Seminar*, focus on how to design and perform an independent research project in critically and ethically well-balanced ways. The course, *Philosophy of Social Science*, emphasizes knowledge and understanding of basic philosophical assumptions that underlie different methodological perspectives in social science- and humanities-based tourism research. Further, the course, *Qualitative Methods*, provides knowledge regarding how to make theoretical, practical, and ethical choices in independent empirical research projects. The course, *Event Tourism*, offers an opportunity for study wherein perspectives from *Indigenous Heritages Tourism* and *Nature and Tourism in an Era of Climate Change* can be analyzed and understood in more framed, time-limited and smaller contexts, while at the same time understanding the close relation of these phenomena to a tourism industry.

In the third semester, the course, *Tourism Marketing*, introduces advanced marketing principles that will extend students' understanding of how to position enterprises, destinations and the industry in markets in order to enhance sustainable tourist experiences. In this semester, the course, *Quantitative Methods*, will add to the students' knowledge on how to develop and conduct independent quantitative research projects.

In the third and fourth semester, students work on their Master's Thesis.

Please note that thesis work starts in the first semester, and is supported by Master's thesis seminars in the first, second and third semester.

For more information about each course please see https://uit.no/utdanning/program/345079/tourism_studies_-_master for updated descriptions.

In all courses, there is a 70 % attendance requirement and most courses have one to two mandatory assignments.

This is a full-time study program offered in Alta. All courses can be taken separately upon agreement. The lectures will be given in an intensive mode (classes given in blocks, four weeks each semester). For possibilities of student exchange, please read more below.

Table: Program structure

Semester	Credits	Credits	Credits
Semester 1	REI-3011 - Tourism Theory and the Tourist Experience, 10 ECTS	REI-3012 - Nature and Tourism in an Era of Climate Change, 10 ECTS	REI-3013 - Indigenous Heritages in Tourism, 10 ECTS
Semester 2	REI-3001 - Philosophy of Social Sciences, 10 ECTS	REI-3014 - Qualitative Methods, 10 ECTS	REI-3015 - Festival and Event tourism, 10 ECTS
Semester 3	REI-3005 - Tourism marketing, 10 ECTS	REI-3016 - Quantitative Methods, 5 ECTS	REI-3910 - Master's Thesis, 45 ECTS*
Semester 4	Master's Thesis		

* Master thesis seminars will start in the first semester and continue in the second and third semester. The Master thesis seminar prepares the students for their Master's thesis.

<p>Learning activities, examination and assessment</p>	<p>The course activities consist of different teaching methods. Research-based teaching takes place in seminars with lectures in classroom and fieldwork, and further relies on students' participation in group work, discussions, and presentations. The courses, <i>Philosophy of Social Sciences</i>, <i>Qualitative and Quantitative methods</i> contribute to the students' development of theoretical understanding and reflection, which students will continue to develop throughout the program.</p> <p>Students will analyze, discuss, and position their knowledge in light of relevant contexts. Through group work, students will be able to discuss subjects to gain deeper understanding. In individual tasks, students will use theoretical literature and examples from the tourism industry. Students will receive supervision and individual guidance in writing papers and assignments. Students are expected to study independently, including curriculum not specified in the scheduled teaching. Canvas is used for the online learning platform and Wiseflow for the examination platform.</p> <p>Examination methods will vary from course to course, and will generally be written home exams and school exams as well as oral exams.</p> <p>A good student environment is achieved through academic and social activities, close contact between lecturer and students during teaching weeks and skype meetings with remote students.</p>
<p>The study program's relevance</p>	<p>Upon completion of a Master in Tourism Studies, the student should be able to demonstrate expertise in developing responsible tourism regionally, nationally, and internationally.</p> <p>The Master of Tourism Studies forms the basis for a range of fields of work associated with:</p> <ul style="list-style-type: none"> - Development of sustainable tourism and adventure products - Marketing and communication of tourism and adventure products - Establishment of culture-based and nature-based enterprises - Travel Life's organizational unit (Norwegian Hospitality, Innovation Norway, etc.) - International organizations (NGOs) - Public affairs and regulatory frameworks for tourism - Consultancy work for the tourism industry - Investigative work - Research and development - Teaching.

	With a Master's degree in Tourism Studies, students can apply for admission to a PhD program at UiT - The Arctic University of Norway, or PhD programs at other national and international institutions.
Work scope	To achieve the learning outcomes, students must expect to work 40 hours a week in their studies, including lectures, seminars and self-study.
For Master's theses/independent work in Master's degrees	An individual Master's thesis will consist of approximately 30,000 words. The exam will consist of a written Master's thesis and an oral exam.
Language of instruction and examination	All courses will be taught in English. Written and oral exams must be completed in English.
Internationalization	The Master in Tourism Studies is a program with Norwegian and international students. Lectures and syllabus are in English.
Studentutveksling/ Student exchange	UiT – The Arctic University of Norway cooperates with international universities regarding student exchange at the Master's level in line with NOKUT's requirements. Student exchange is possible in Semester 3.
Administrative responsibility and academic responsibility	Department of Tourism and Northern Studies, Faculty of Humanities, Social Sciences and Education, has the administrative and academic responsibility for the study program.
Quality assurance	The Master in Tourism Studies will be evaluated in accordance with the quality systems of UiT – The Arctic University of Norway.

	COURSE DESCRIPTIONS
Name	Tourism Theory and the Tourist Experience
Course code and level	REI-3011 Master's level
Type of course	This course is mandatory for the achievement of a Master's of Tourism Studies. It is open for other students with a Bachelor's degree.
Scope of course	10 ECTS points.
Required/recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	This introductory course will focus on deep insights into social science perspectives on tourism and the tourist experience. It will consist of seminal and contemporary theoretical approaches, and how earlier conceptualisations informs and are critiqued by more recent understandings. Central concepts will be tourist roles and identities, host-guest encounters and place performances, authenticity and social and cultural change, the tourist gaze and embodiment, and tourism and everyday life.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - an in-depth understanding of seminal and contemporary tourism theories from social science perspectives - an advanced knowledge of the tourist experience - specialized insight into place performances in tourism. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - discuss tourism social science theories - critically analyze the tourist experience - discuss tourism as place performances. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - contribute to critical thinking in relation to theoretical debates on tourism theories from social science perspectives - convey knowledge of tourism theories to academic peers and the public - contribute to new thinking in innovation processes related to the tourist experience and tourism place performances.
Relevance for the degree program	This course introduces theories and concepts that inform the courses, <i>Indigenous Heritages in Tourism, Nature and tourism in an era of climate change</i> and <i>Festival and event tourism</i> .
Teaching and working methods	<p>Lectures will be given in an intensive mode (classes given in blocks) in autumn semester only. Students are expected to work 280 hours.</p> <p>Teaching will consist of eight lectures (3x 45 min), which also include student involvement in classroom discussions, group and individual tasks. The students, alone or in smaller groups, will give one oral presentation and one set of feedback on another student's presentation.</p>
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	<p>The following coursework requirements must be completed and approved in order to take the final exam:</p> <ul style="list-style-type: none"> - 1 written individual/group assignment - 70 % attendance.

Assessment and exam	<p>The exam will consist of:</p> <ul style="list-style-type: none"> - A home exam paper - Length requirement: Between 2,800 and 3,100 words, excluding the list of references - Style: Times New Roman font size 12, 1.5 line spacing, 3.5 centimetres margins, and the inclusion of page numbers. <p>The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.</p>
Retake	<p>Retake is offered in the beginning of the following semester in cases of a grade F or Fail. Deferred examination is offered in the beginning of the following semester if a student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.</p>
Syllabus	<p>Approximately 700 pages. The syllabus will be published on UiT's Digital learning platform at the semester start.</p>
Language of instruction and examination	<p>English.</p>

COURSE DESCRIPTIONS, THE HSL FACULTY	
Name	Nature and Tourism in an Era of Climate Change
Course code and level	REI-3012 Master's level.
Type of course	This course is mandatory for the achievement of a Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	10 ECTS points.
Required/recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	This course focuses on nature and tourism in this era of climatic change. In addition, it engages with how climate change affects Arctic destinations, and the innovative solutions in which tourist companies and sites are involved to address change effects. The course discusses social, environmental and ethical aspects of nature use in tourism economies. Discussions will focus on a range of new concepts and activities that reframe contemporary travelling such as ecotourism, sustainable tourism and responsible tourism.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - an in-depth knowledge of important themes and theoretical debates concerning sustainable, responsible and eco-tourism - a thorough understanding of entrepreneurship and management in nature tourism - specialized insights into the relation between outdoor practices, identities and nature tourism. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - consider sustainability in experience economies - analyze case examples based on theoretical perspectives discussed in the course - assess how climate change affects Arctic destinations - discuss innovative sustainable solutions for tourist companies and sites - complete a limited, individual research project in nature tourism under supervision and according to ethical standards. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - convey understanding of sustainable, responsible and eco-tourism principles - contribute to innovations in sustainable tourism and the challenge of climate change - critically reflect on relationships between outdoor practices, identities and nature tourism.
Relevance for the degree program	
Teaching and working methods	<p>Lectures will be given in an intensive mode (classes given in blocks) in autumn semester only. The students are expected to work 280 hours.</p> <p>Teaching will consist of eight lectures (3x 45 min), which also include student involvement in classroom discussions, group and individual tasks. The</p>

	students, alone or in smaller groups, will complete one oral presentation and one set of feedback on another student's presentation. The course includes one excursion to a tourist company or site engaged in nature tourism.
Practice	
Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	The following coursework requirements must be completed and approved in order to take the final exam: <ul style="list-style-type: none"> - One written assignment - 70% attendance in the lectures.
Assessment and exam	The exam will consist of: <ul style="list-style-type: none"> - A home exam paper - Length requirement: Between 2,800 and 3,100 words, excluding the list of references - Style: Times New Roman font size 12, 1.5 line spacing, 3.5 centimetres margins, and including page numbers. <p>The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.</p>
Retake	Retake is offered in the beginning of the following semester in cases of a grade F or Fail. Deferred examination is offered in the beginning of the following semester if a student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.
Syllabus	Approximately 700 pages, mainly consisting of academic articles. The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

COURSE DESCRIPTIONS, THE HSL FACULTY	
Name	Indigenous Heritages in Tourism
Course code and level	REI-3013 Master's level.
Type of course	This course is mandatory for the achievement of a Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	10 ECTS points.
Required/recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	This course provides theoretical perspectives on cultural, ethnic and natural heritage in tourism production. It focuses on tangible and intangible heritage in exhibition and experience encounters. Particular attention will be given to heritage and indigenous tourism as performed through exhibitions, narrations, and staging of heritages.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - an in-depth understanding of existing research within the field of heritage tourism - an advanced knowledge of heritage tourism theories especially with regard to indigenous heritages - specialized insight into sustainability issues associated with the use of heritage in tourism. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - identify and apply relevant research literature and theoretical perspectives to analyze case studies - critically evaluate and engage with extant research and perspectives - complete a limited, individual research project in heritage tourism under supervision and according to ethical standards. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - convey understanding of the implications of using indigenous cultural heritages in tourism - contribute to theoretically informed critical thinking on indigenous heritages and tourism development - contribute to scholarly debate and innovation regarding encounters between indigenous heritages and tourism businesses.
Relevance for the degree program	
Teaching and working methods	<p>Lectures will be given in an intensive mode (classes given in blocks) in autumn semester only. Students are expected to work 280 hours.</p> <p>Teaching will consist of eight lectures (3x 45 min), which also include student presentations, and group work. Students will be required to discuss literature, give oral presentations, and partake in discussions. The course assignment/exam will be part of a process writing approach within which students will comment on their student peers' written work.</p>
Practice	

Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	The following coursework requirements must be completed and approved in order to take the final exam: - 70% attendance in the lectures.
Assessment and exam	The exam will consist of: - A home exam paper - Length requirement: Between 2,800 and 3,100 words, excluding the list of references - Style: Times New Roman font size 12, 1.5 line spacing, 3.5 centimetres margins, and the inclusion of page numbers. The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.
Retake	Retake is offered in the beginning of the following semester in cases of a grade F or Fail. Deferred examination is offered in the beginning of the following semester if a student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.
Syllabus	Approximately 700 pages, mainly consisting of academic articles. The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

COURSE DESCRIPTIONS, THE HSL FACULTY	
Name	Philosophy of Social Sciences
Course code and level	REI-3001 Master's level.
Type of course	This course is mandatory for the achievement of the Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	10 ECTS points.
Required/recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	This course provides an understanding of methodological perspectives and basic philosophical assumptions applied within social science- and humanities-based contemporary tourism research. Specific attention is paid to philosophical arguments that underpin methodological considerations in empirical tourism research. Part of the philosophical arguments includes ethical assumptions and considerations in empirical research and social theory.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - specialized knowledge regarding various ontological and epistemological assumptions applicable to social science research into tourism - an in-depth knowledge of philosophical assumptions that underpin methodological considerations in tourism-related social science research - a thorough knowledge of key philosophical notions that impact on ethical considerations in tourism-related social sciences research, which include critical perspectives. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - identify ontological and epistemological assumptions associated with tourism-related social sciences research - explain how philosophical assumptions inflict on methodological designs of tourism research projects - critically reflect on relationships between philosophical assumptions, methodologies and ethics in tourism research. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - convey understanding of various ontological and epistemological assumptions in tourism-related social sciences research - develop methodological frameworks for tourism research based on key philosophical assumptions - propose ethically balanced approaches to tourism research, which include critical perspectives.
Relevance for the degree program	Through an introduction to key philosophical principles that underlie empirically based social sciences- and humanities-research related to contemporary tourism, the course connects and bridges with previous and future theoretical courses, and supports students' learning processes in the <i>Qualitative methods</i> course as well as the writing of a Master's thesis proposal, which takes place in the same semester.

Teaching and working methods	<p>Lectures will be given in an intensive mode (classes given in blocks) in spring semester only. The students are expected to work 280 hours.</p> <p>Teaching will consist of seven lectures (3 x 45 minutes), which include student involvement in classroom discussions, group and individual tasks. The students, alone or in smaller groups, will give one oral presentation and one set of feedback on another student's presentation.</p>
Practice	
Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	<p>The following coursework requirements must be completed and approved in order to take the final exam:</p> <ul style="list-style-type: none"> - One written home assignment - 70% attendance in the lectures.
Assessment and exam	<p>The exam will consist of:</p> <ul style="list-style-type: none"> - One x 4-hour written school exam. <p>The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.</p>
Retake	Retake is offered in the beginning of the following semester in cases of a grade F or Fail. Deferred examination is offered in the beginning of the following semester if a student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.
Syllabus	Approximately 400 pages, consisting of textbooks and academic articles. The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

COURSE DESCRIPTIONS, THE HSL FACULTY	
Name	Qualitative Methods
Course code and level	REI-3014 Master's level .
Type of course	This course is mandatory for the achievement of a Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	10 ECTS points.
Required/recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	The aim of this course is to provide students with insights into qualitative research methods. Students will be trained in defining research problems, designing a research-project, conducting interviews/fieldworks as well as how to reflect upon methodological questions involved in qualitative research. The course depends upon and will be partly integrated with REI 3001 Philosophy of Social Sciences.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - an in-depth knowledge of key theoretical debates regarding various methods and methodologies in tourism studies research - a thorough understanding of the theoretical foundations of qualitative tourism research projects - specialized knowledge on how to define and conduct a qualitative tourism research project as well as the presentation of findings in a written form - an in-depth knowledge of the ethical aspects of tourism studies-related research processes. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - critically reflect on the interdependency between theories and methodologies - perform and discuss qualitative methods in critical ways - complete a limited, individual research project under supervision and according to ethical standards. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - convey in-depth understanding of methodological considerations in tourism studies - contribute to innovations in tourism research design - critically reflect on tourism studies-related project design.
Relevance for the degree program	This course will provide the student with in-depth knowledge of qualitative research in order to conduct an independent research project.
Teaching and working methods	<p>Lectures will be given in an intensive mode (classes given in blocks) in spring semester only. The students are expected to work 280 hours.</p> <p>Teaching will consist of eight lectures (3 x 45 minutes), which include student involvement in classroom discussions, role-plays, methodological exercises and group as well as individual tasks.</p>
Practice	

Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	The following coursework requirements must be completed and approved in order to take the final exam: <ul style="list-style-type: none"> - A portfolio of one home assignment - 70% attendance in the lectures.
Assessment and exam	The exam will consist of: <ul style="list-style-type: none"> - A home exam paper - Length requirement: Between 2,800 and 3,100 words, excluding the list of references - Style: Times New Roman font size 12, 1.5 line spacing, 3.5 centimetres margins, and the inclusion of page numbers. <p>The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.</p>
Retake	Retake is offered in the beginning of the following semester in cases of a grade F or Fail. Deferred examination is offered in the beginning of the following semester if a student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.
Syllabus	Approximately 800 pages, consisting of textbooks and academic articles. The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

	COURSE DESCRIPTIONS, THE HSL FACULTY
Name	Festival and event tourism
Course code and level	REI-3015 Master's level.
Type of course	This course is mandatory for the achievement of a Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	10 ECTS points.
Required / recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	This course provides theoretical perspectives on festival and event tourism, across cultural, economic and geographical boundaries. It focuses on knowledge about positions and possibilities connected to festival and event tourism. Particular attention will be given to culture, identity and communication of a destination. This course provides theoretical understandings of the cultural, political and ethical issues related to local and international events.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - an in-depth knowledge of festival and event studies, and their relations to cultural and social changes. - an in-depth knowledge of how festivals and events implicate on sustainable and responsible tourism development. - an in-depth knowledge of the complexities of festivals and events through perspectives and engagement with the practice field. - an in-depth knowledge on innovation processes in festival and event tourism. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - analyze and relate critically to festival and event tourism research, its theoretical positions and challenges. - apply existing festival and event tourism theories in an independent work. - identify and analyze the complexities of festivals and events <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - reflect critically on the significance of the festival and event tourism industry and stakeholders. - contribute to analytic understandings of relations between festivals and events and tourism. - critically reflect on festival and event tourism experiences, and contribute to new knowledge and innovations.
Relevance in the degree program	The course will provide knowledge of festival and events and its importance and connection to society, culture and nature resources. Through an introduction to event tourism principles, the students will extend their understanding of the relation between events and tourism, and how this could enhance favourable sustainable innovation, for events and tourism and society.
Teaching and working methods	<p>Lectures will be given in an intensive mode (classes given in blocks) in spring semester only. Students are expected to work 280 hours.</p> <p>Teaching will consist of eight lectures (3x 45 min), which also include student presentations, and group work. Students will be required to discuss literature,</p>

	give oral presentations, and partake in discussions. The course assignment/exam will be part of a process writing approach within which students will comment on their student peers' written work.
Practice	
Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT The Arctic University of Norway.
Coursework	The following coursework requirements must be completed and approved in order to take the final exam: <ul style="list-style-type: none"> - A portfolio of three mandatory written home assignments given by the teachers. - 70% attendance in the lectures.
Assessment and exam	The exam will consist of: <ul style="list-style-type: none"> - A home exam paper - Length requirement: Between 2,800 and 3,100 words, excluding the list of references - Style: Times New Roman font size 12, 1.5 line spacing, 3.5 centimetres margins, and the inclusion of page numbers. <p>The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.</p>
Retake	Retake is offered in the beginning of the following semester in cases of grade F or Fail. Deferred examination is offered in the beginning of the following semester if the student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.
Syllabus	Approximately 500 pages, mainly consisting of academic articles. The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

COURSE DESCRIPTIONS, THE HSL FACULTY	
Name	Tourism Marketing
Course code and level	REI-3005 Master's level.
Type of course	This course is mandatory for the achievement of a Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	10 ECTS points.
Required/recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	This course provides theoretical insights into the history and state of art of the field of marketing. It focuses on understanding marketing issues to support and achieve sustainable tourism enterprises and destination development. The course discusses the content and implementation of marketing topics such as market orientation, service quality, networks, branding, value creation and innovation within tourism.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - a thorough knowledge of seminal and contemporary marketing theories and their impact on society to support the understanding of tourism objectives - an in-depth knowledge of how marketing theories have developed and responded to market and societal changes and how these changes have challenged tourism enterprises - an in-depth knowledge of how key marketing issues can support sustainable and responsible tourism development - an in-depth knowledge of how marketing issues can impact tourism enterprises and their marketing efforts - an in-depth knowledge of how marketing innovation in tourism enterprises can impact sustainable and responsible nature and heritage tourism. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - relate critically to different sources of market and marketing information - analyze and relate critically to marketing research literature, its theoretical positions and challenges - analyze existing marketing theories and apply them in an independent work for problem solving - identify and carry out marketing activities that will increase service value creation. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - critically reflect on the significance of marketing for tourists, enterprises, the tourist industry, and society - apply theoretical reasoning in tourism marketing - contribute to increased systematic and analytic market understanding among tourism enterprises and to market innovations.
Relevance for the degree program	The course will provide knowledge of marketing and thus a better understanding of tourists' experiences. Through an introduction to advanced

	marketing principles, the students will extend their understanding of how to position enterprises, destinations and the industry in markets, to enhance favourable tourist experiences.
Teaching and working methods	Lectures will be given in an intensive mode (classes given in blocks) in autumn semester only. The students are expected to work 280 hours. Teaching will consist of seven lectures (3 x 45 minutes), which include student involvement in classroom discussions, group and individual tasks. The students, alone or in smaller groups, will give one oral presentation and one set of feedback on another student's presentation.
Practice	
Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	The following coursework requirements must be completed and approved in order to take the final exam: <ul style="list-style-type: none"> - A portfolio of three mandatory written home assignments (one for each block) - 70% attendance in the lectures.
Assessment and exam	The exam will consist of: <ul style="list-style-type: none"> - A home exam paper - Length requirement: Between 2,800 and 3,100 words, excluding the list of references - Style: Times New Roman font size 12, 1.5 line spacing, 3.5 centimetres margins, and the inclusion of page numbers. <p>The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.</p>
Retake	Retake is offered in the beginning of the following semester in cases of a grade F or Fail. Deferred examination is offered in the beginning of the following semester if a student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.
Syllabus	Approximately 500 pages, mainly consisting of academic articles. The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

	COURSE DESCRIPTIONS, THE HSL FACULTY
Name	Quantitative Methods
Course code and level	REI-3016 Master's level.
Type of course	This course is mandatory for the achievement of a Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	5 ECTS points.
Required/recommended previous knowledge	None beyond those in the admission requirements for the program.
Course contents	This course will provide insights into the application of quantitative methods in social research in general and tourism studies in particular. The course will provide the student with the necessary skills to carry out a small-scale study using quantitative data.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - an in-depth knowledge of how to develop quantitative research questions - an in-depth knowledge of how to collect and analyze quantitative data - an in-depth knowledge of the ethical aspects of the quantitative research process. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - plan and design a minor research project using quantitative data - collect and analyze quantitative data - use statistical software to analyze quantitative data - write up and report social research using quantitative data. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - critically reflect on the use of quantitative research in the social sciences - explain ethical considerations associated with the conduct of quantitative social research and the use of quantitative research results - apply the principles of academic integrity and practices.
Relevance for the degree program	
Teaching and working methods	<p>Lectures will be given in an intensive mode (classes given in blocks) in autumn semester only. The students are expected to work 140 hours.</p> <p>Teaching will consist of eight lectures (3 x 45 minutes), which include student involvement in classroom discussions, group and individual tasks and exercises with PC software.</p>
Practice	
Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	<p>The following coursework requirements must be completed and approved in order to take the final exam:</p> <ul style="list-style-type: none"> - 70% attendance in the lectures. - 4-6 approved hand-in of assignments. The exact number will be announced at the beginning of the course.
Assessment and exam	<p>The exam will consist of:</p> <ul style="list-style-type: none"> - One 4-hour written school exam.

	The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.
Retake	Retake is offered in the beginning of the following semester in cases of a grade F or Fail. Deferred examination is offered in the beginning of the following semester if a student is unable to take the final exam due to illness or other exceptional circumstances. Registration deadline for retake is January 15 for autumn semester exams and August 15 for spring semester exams.
Syllabus	Approximately 500 pages, consisting of textbooks and academic articles. The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

COURSE DESCRIPTIONS, THE HSL FACULTY	
Name	Master's Thesis
Course code and level	REI-3910 Master's level.
Type of course	This course is mandatory for the achievement of a Master of Tourism Studies degree. It is open for other students with a Bachelor's degree.
Scope of course	45 ECTS points.
Required/recommended previous knowledge	Before submitting the Master's thesis, the student must have passed all other exams.
Course contents	The master's thesis is an independent research project in which the student demonstrates advanced knowledge, skills and general competence in tourism studies. Through the work with the thesis, the student formulates and investigates research questions in the context of tourism, applying relevant research methodologies and theoretical approaches.
Learning outcomes	<p>Students should obtain the following learning outcomes:</p> <p>Knowledge The student should have:</p> <ul style="list-style-type: none"> - specialized knowledge of a chosen topic within the field of tourism studies - a thorough knowledge of research design - an in-depth understanding of relevant theoretical and methodological perspectives for their chosen topic - a thorough knowledge of how to write an independent research project <p>And should be able to:</p> <ul style="list-style-type: none"> - critically evaluate and research their subject area. <p>Skills The student should be able to:</p> <ul style="list-style-type: none"> - formulate research questions, collect and analyze data in a scientific manner within a limited time period - theoretically discuss results, assess findings, and reflect both critically and ethically on research processes - undertake innovative, independent, informed, and critical analyzes in relation to tourism - apply relevant theory and research methodologies in order to complete an independent research project - critically discuss and debate their own research both orally and in written form. <p>Competence The student should be able to:</p> <ul style="list-style-type: none"> - critically reflect on ethical issues and integrity requirements as part of scholarly work as well as in industry and community engagements - communicate tourism research findings within the field of tourism studies - contribute to innovation and innovation processes within tourism knowledge production.
Relevance for the degree program	
Teaching and working methods	Thesis work starts in the first semester, and is supported by Master's thesis seminars in the first, second and third semester. The fourth semester fully concentrates on completing the thesis. Teaching will consist of 8 seminars (3 x 45 min), which also includes student involvement in classroom discussions and individual writing tasks. The student is assigned a supervisor during May

	<p>second semester and must submit a Master's thesis project description by the end of the second semester.</p> <p>Students are expected to work 1,260 hours.</p>
Practice	
Quality assurance of the course	The course will be evaluated in accordance with the quality systems of UiT - The Arctic University of Norway.
Coursework	<p>The following coursework requirements must be completed and approved by the supervisor in order to take the final exam:</p> <ul style="list-style-type: none"> - One written individual project description.
Assessment and exam	<p>The exam will consist of:</p> <ul style="list-style-type: none"> - A written Master's thesis and an oral exam (45-60 minutes) - Length requirement: Approximately 30,000 words (not including the list of references) - Style: Times New Roman font size 12, 1.5 line spacing, 3.5 centimetres margins, and the inclusion of page numbers - Submission dates: 15 May and 1 November. <p>The student will be informed about their grade after the oral exam, based on the assessment of the Master's thesis and the oral exam. The oral examination consists of an examination/discussion of the Master's thesis and the literature used in the thesis. Both, an external and internal examiner, who decide the grade together, will assess the thesis and they will both be present for the oral exam.</p> <p>The exam will be assessed on an A-F grades scale. Grades are A-E for passed and F for failed.</p>
Retake	Retake is not possible.
Syllabus	
Language of instruction and examination	English.