

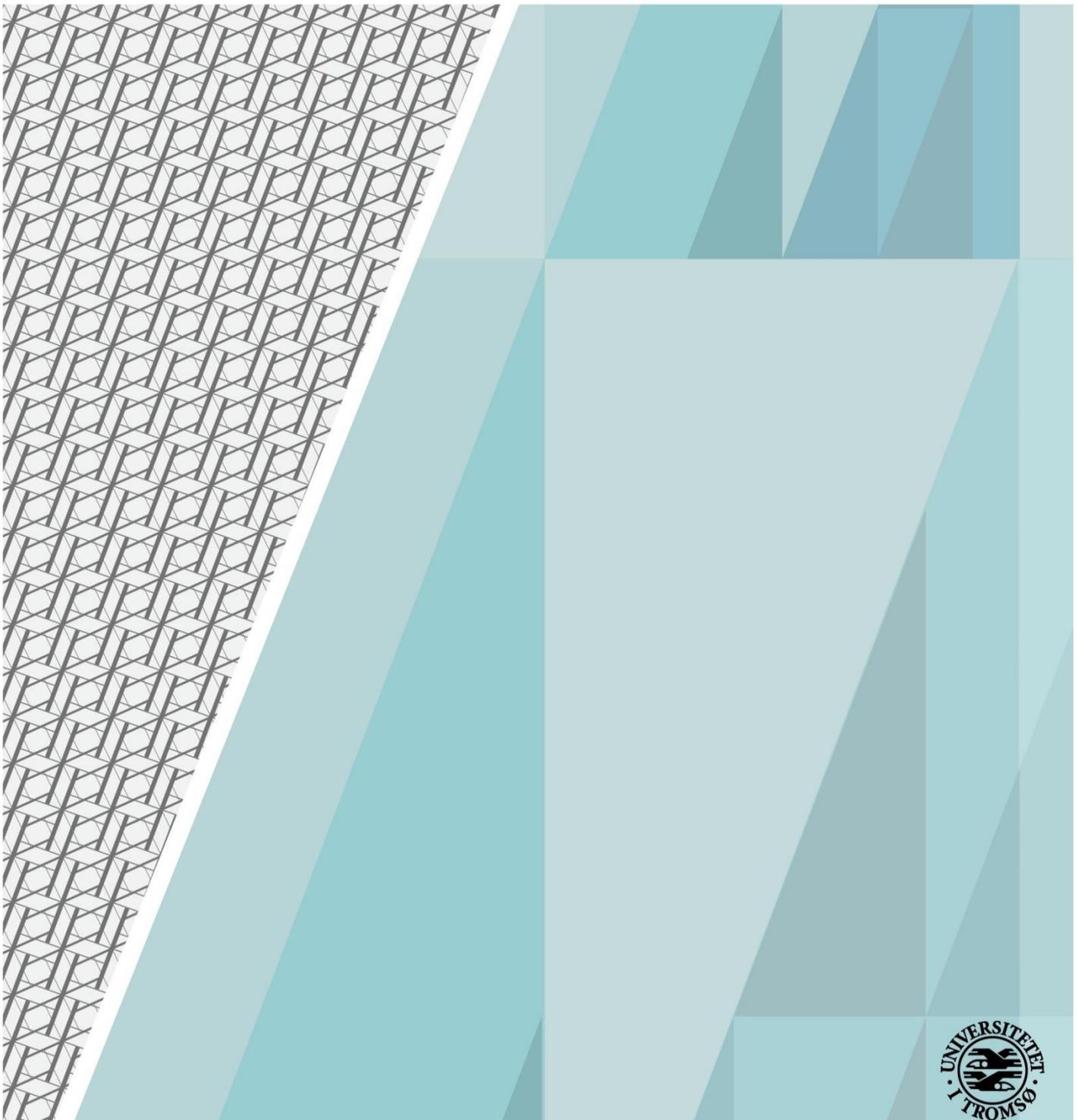


# Bachelor in Arctic Adventure Tourism

2017/18

180 ECTS

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# 1. Introduction

## 1.1 Target Group / Audience

The bachelor's degree programme in Arctic Adventure Tourism is aimed at people interested in pursuing a career in a diverse and exciting industry.

Arctic Adventure Tourism is the right study programme for those of you, who like to work with other people; have a “*can-do*” attitude; welcome challenges; and love designing and producing outdoor and cultural experiences. The programme will provide you with the theoretical knowledge and practical skills needed to develop and strengthen the tourism industry at every level. The value basis of the programme is the respect and concern for nature and culture.

## 1.2 Admission Requirements

The admission requirements are a Higher Education Entrance Qualification or proven equivalent competence for admission to higher education.

Applicants need to have a Higher Education Entrance Qualification and certified language requirements in English. A list of the requirements for the Higher Education Entrance Qualification in Norway can be found in the GSU-list of NOKUT on the Norwegian Agency for Quality Assurance in Education website (NOKUT).

*Access restrictions:* 30 study places.

Link: <http://www.nokut.no/en/Facts-and-statistics/Surveys-and-databases/GSU-list/>

## 1.3 Career Opportunities / Job Perspectives

Upon completion of the study, the “Bachelor in Arctic Adventure Tourism” will provide candidates with an opportunity to work with all manner of businesses, from small enterprises to multinational companies.

Candidates are expected to acquire the practical skills, knowledge and attitude required to embody a leader role within a team, with the potential to advance to a managerial position. They are also expected to gain knowledge of how to establish their own small business ventures.

The candidate will have an opportunity to seek a career in:

- Activity and adventure companies
- Businesses where host-guest interaction is crucial
- Destination marketing companies
- The hospitality industry
- Teaching and research institutions (requires further education)

After completion of this bachelor's degree, the candidate can specialize in guiding, operations management, marketing, sales, human resources, finance, training, product and business development, and event planning.

#### **1.4 Language of Instruction and Examination**

All courses will be taught in English. Written exams must be written in the English language.

#### **1.5 Name of the Programme**

Bachelor's programme in Arctic Adventure Tourism.

#### **1.6 Awarded Qualification**

Bachelor's in Arctic Adventure Tourism.

#### **1.7 Further Study Opportunities**

With a bachelor's degree in Arctic Adventure Tourism, students can apply for admission to a master's programme at UiT, The Arctic University of Norway. The master's programme is a two-year education programme, and is one of Norway's highest education programmes in tourism. With a bachelor's from UiT, The Arctic University of Norway, candidates can also apply for admission to PhD programmes at other national and international institutions.

## **2. Learning Outcomes**

Upon successful completion of the programme, students are expected to be equipped with:

### **Knowledge**

- have knowledge of tourism's commercial and social significance;
- have knowledge of the Arctic region, its nature, peoples and cultures;
- have knowledge of the theoretical foundation in tourism subjects and key topics, issues, processes, tools and methods within the study field;
- know research and development work in the tourism and have knowledge of the discipline's research and development work;
- know the main features of the history of tourism, understand tourism as an industry and as a phenomenon, i.e. its place and function in the society;
- have knowledge of the various core industries that make up the tourism industry;
- have knowledge of tourism experience production, consumption, management and design; and
- possess knowledge regarding risk management.

### **Skills**

- solve work tasks related to product development, marketing and accounts operating in tourism businesses;
- analyse theoretical subject material in connection with written and oral tasks, and evaluate practices in the tourism industry;
- find, evaluate and use relevant information and subject material in analyses of problems, as well as solve work tasks;
- be able to disseminate knowledge as a host or a guide to the guests, on the basis of knowledge about Arctic nature, culture and its peoples;
- use practical skills for guest management and sales in various situations;
- design, sell and implement products and activities resulting in safe and responsible tourist experiences;
- be able to compromise risk in nature-based activities, without letting this affect the overall

- tourist experience;
- be able to analyse and use relevant information for the improvement of products and employee actions;
  - have practical skills regarding storytelling and presentation techniques;
  - have basic skills in conducting a minor research project.

### General Proficiency

- have gained an understanding of the relationship between theory, practice and the dissemination of knowledge, and be able to critically assess the values and attitudes that characterize today's tourism and tourist practices;
- be able to solve challenges in a team or alone, drive innovation to develop the tourism industry and its products;
- be able to present and communicate relevant theories, issues and solutions orally and in writing, both in a businesses and in an academic context;
- be able to contribute to the development of smaller tourism businesses, and to the designing, leading and selling of safe, fun and responsible tourism activities; and
- have gained a deep understanding of the relationship between tourism, society, culture and the natural environment.

## 3. Organization and Structure

### 3.1 Study Structure

The study programme is a three-year full time programme comprising 180 ECTS.

### 3.2 Internationalization and Exchange Possibilities

In the fourth semester, candidates will have the possibility of taking one semester (30 ECTS) abroad. More information can be obtained by contacting the Student Administration.

## 4. Contents

### 4.1 Study Design

#### 1st Year

Autumn	Spring
Examen Facultatum (10 ECTS)	
Introduction to Adventure Tourism (10 ECTS)	
Experience, Marketing and Sales (20 ECTS)	
	Arctic Tourism Management (20 ECTS)

#### 2nd Year

Autumn	Spring
Communication Skills (10 ECTS)	Social Media and Communication (10 ECTS)
Business Economics (10 ECTS)	Wild Experience Production (10 ECTS)
Indigenous Representations (10 ECTS)	Events Management (10 ECTS)

### 3th Year

Autumn	Spring
Arctic Tourism Practice (30 ECTS) * or elective courses (30 ECTS) **	Examen Philosophicum (10 ECTS) Research Design and Bachelor Thesis (20 ECTS)

\* Practical semester is dependent on the number of placements available.

\*\* Possible electives; BANOR\_06 Entrepreneurship and Innovation 10 credits, ENTERPRISE Enterprise Innovation Practice 10 credits, INMANAGEMENT Project Management 10 credits. Other options can be considered as relevant electives.

#### 4.2 Specialization / Elective Courses

To give the candidates a more specialized study, we offer students the possibility of replacing the entire second year with a year where students can specialize in, for example, Events Management, Economy/Innovation, and more. More information about these options can be provided by the Student Administration upon request during the first year of study.

## 5. Teaching, Learning and Working Methods

The course activities consist of different teaching methods. Lectures will give candidates an overview of the theoretical field and deeper knowledge of the challenges in Arctic adventure tourism. Candidates will analyse, discuss and position their knowledge into relevant contexts. External lectures, field trips and training will lead to practical skills, and help candidates to gain an overall insight of the tourism industry. Through group work, candidates will be able to discuss subjects for a deeper understanding. In individual tasks, candidates will use theoretical literature and examples from the tourism industry. Candidates will receive supervision and individual guidance in writing essays, group assignments and written exams. Candidates are expected to perform independent studies, including curriculum not specified in the scheduled teaching.

Practical tasks and field trips, which take place in a natural environment, are an integrated part of this study. Candidates should expect expenses related to these field trips.

The following requirements must be approved before the candidate is allowed to take the exam:

- Participation in all practical tasks and field trips, including preparation and follow-up work.
- Work requirements, reports and any type of follow-up work included in every course. The lecturer will decide what type of work will be carried out in relation to every course.
- Planning, implementation and presentation of group projects.

## 6. Examination and Evaluation

### 6.1 Requirements for Study Participation

Candidates can have an authorized absence of up to 30% of mandatory teaching, but have to fulfil all the coursework requirements. If a student has authorized absence, he/she will have the responsibility to acquire the knowledge, skills and attitudes described in the learning objectives. Candidates are required to report their absence to their lecturer as soon as possible. In the case of illness, a medical statement must be presented.

## 6.2 Access Exam

Candidates must meet the requirements presented in each course plan before they are given allowance to take an exam.

## 6.3 Examination Methods

Students will be evaluated by coursework requirements and examinations. The coursework requirements must be approved in order to qualify for the examination. Examination methods will vary between courses, and will generally be written exams, home exams (written assignments) and oral exams. Exams will be evaluated with letter grades (A–F) or passed / failed.

## 6.4 Grading System

The grading system is twofold. One system consists of letter grades from A to F; the second system consists of the criteria passed/failed.

The following grading scale is used for letter grades A–F:

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

## 7. Course Descriptions

The programme is structured so that the various courses underpin and complement each other. It is particularly directed towards designing and producing experiences that take place in the natural environment. Although the practical learning context will be the local (Arctic environment, practical elements) together with the theoretical framework presented, the learning outcome can be applied globally.

### **First year:**

In the first two courses (“Examen Facultatum and “Introduction to Adventure Tourism”), the emphasis is placed on “understanding”. In these two courses, a candidate will get his/her first impression of what constitutes tourism. Tourism as an interdisciplinary field is presented as both a phenomenon and an industry. Basic theoretical and disciplinary perspectives will be presented and discussed so as to view the industry’s social and economic significance. Candidates will learn the key elements of the historic development of the tourism industry, as well as basic writing and learning techniques that are necessary for further studies.

In the third course (“Experiences, Marketing and Sales”), the emphasis is on “doing”. Using basic concepts, models and theories, the course will provide a candidate with knowledge and practical skills in marketing, sales and experience production. Both theoretical and practical exercises are included in the course.

The emphasis of the fourth course (“Arctic Tourism Management”) rests on “managing”. Here the candidates will get basic knowledge of general leadership management. The candidate will learn concepts and theories related to management of both staff and guest groups in the hospitality industry. In addition to this, the candidates will be introduced to risk management issues, procedures and routines.

### **Second year:**

As stated earlier, the entire second year can be replaced by a self-chosen specialization.

The main aim of the fifth course “Communication Skills” is giving candidates an understanding of linguistic and non-linguistic aspects of communication, for example cultural values. Students will learn to use a conceptual apparatus in order to understand and act in intercultural situations, such as in the classroom, business, administration, tourism, or the health sector.

The course “Business Economics” will give candidates the basic understandings of economics, pricing and budgeting, which are important elements for those working within the tourism industry.

An introduction to the concept of culture, cultural encounters and cultural representations on indigenous territories is given through the course “Indigenous Representations”.

Through the “Social Media and Communication” course candidates will get an introduction to social media and new technologies, with an emphasis on understanding and using social media and networked user-generated content for different communication purposes.

Wild Experience Production: In this course the student is given, as well as a theoretical foundation, practical experience of taking part in designing, and carrying out a safe and responsible travel experience in the local Arctic scenery.

The “Events Management” course will give candidates knowledge about different events, event tourism and the connection with, and impact on the community.

### **Third year:**

Arctic Tourism Practice: The aim of this course is to give candidates real-life experience from a tourism business situated in the Arctic region. Candidates will be able to apply theoretical knowledge from the first two years of the study to a real-life context

“Examen Philosophicum” is an introductory course in philosophy and is a mandatory course for all students at the UiT The Arctic University of Norway.

Research Design and Bachelor Thesis: Candidates will undertake a minor research project using the analytical skill sets from the studies. They will gain experience in designing, executing and reporting a topic relevant for the tourism industry.

The general values – respect and care for nature and culture – will be an important element in all courses.

### **7.1 Possible changes**

UiT The Arctic University Norway reserves the right to change the course details and contents due to operational reasons.

## 8. Course Outlines

<b>Course title</b>	<b>Examen facultatum</b>
<b>Course code</b>	EXF-0750
<b>Course category</b>	Bachelor's
<b>Semester</b>	Autumn
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	None beyond those in the admission requirements for the programme. Joint course for tourism and media production students.
<b>Content</b>	Offer an introduction to social science by studying their history, scientific thinking and contemporary debate in theory of science.
<b>Relevance in study programme</b>	The course is an obligatory course in the Arctic Adventure Tourism, bachelor's degree. It is elective for the students in the one-year programme in Arctic Adventure Tourism.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- History of social science</li> <li>- Models of humans and society</li> <li>- Theory of science and research design</li> <li>- Ethics in social science research</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>- Be capable of taking a critical stand towards research as well as theories within social science.</li> <li>- Be capable of applying and comprehend methodological and theoretical competence within their own studies.</li> </ul> <p><b>General competence</b></p> <ul style="list-style-type: none"> <li>- Have a good foundation for further studies in humanitarian and social sciences.</li> </ul>
<b>Teaching and working methods</b>	Mainly lectures, following a weekly time schedule. Individual work, including obligatory assignments. Teamwork, including obligatory assignments.
<b>Coursework requirements</b>	Oral presentations and written assignments must be approved before final examination can take place. 70% attendance is required in order to take the exam.
<b>Examination and evaluation</b>	Semester paper of max. 10 pages. Grading: scale A–F with F for failed.
<b>Resit exam</b>	See the guideline for resit examinations on: <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a>
<b>Practical training</b>	None

<b>Instruction and examination language</b>	The language of instruction is English. The exam must be answered in English.
<b>Syllabus</b>	The syllabus will be published on "Fronter" at the semester start.

<b>Course title</b>	<b>Introduction to Adventure Tourism</b>
<b>Course code</b>	AAT-1001
<b>Course category</b>	Bachelors
<b>Semester</b>	Autumn
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	None beyond those in the admission requirements for the programme. The course is a part of the "Year programme in Arctic Adventure Tourism" and the bachelor's degree in Arctic Adventure Tourism. Open for all students.
<b>Content</b>	The course gives students an introduction to the tourism field. Tourism is seen as a system, as a phenomenon, as a business sector and as a sector of society. The historical development of tourism is reviewed and current tourism reviewed from a regional Arctic standpoint, to a global context.
<b>Relevance in study programme</b>	The course is a mandatory course in the tourism programmes.
<b>Learning outcomes</b>	<p>Students will acquire introductory knowledge of the interdisciplinary courses and field of study that contribute to the development of tourism as a practical and theoretical work area.</p> <p>Students will gain knowledge of key concepts and themes within the course: tourism history, its markets, adventure tourism, event tourism, and commercial and business organizations. Moreover, tourism as a phenomenon is viewed from sociological, psychological and historical points of view.</p> <p>Tourism will be seen in the context of cultural understanding including indigenous themes. Furthermore, topics will be viewed such as: relationships between tourists and the host population, adventure offers and social responsibility.</p> <p><b>Skills</b> The student will: Be able to explain and use the basic knowledge related to tourism as a work area with its challenges. A candidate should be able to reflect on tourism as a field of study, and be able to use basic literature on the subject.</p> <p><b>Knowledge</b> The student will: Get a comprehensive introduction to the tourism course and its areas of operation. This includes a basic understanding of destinations, products in the tourism industry, service facilities and other tourism related services and offers. The student should be familiar with basic research and development work in the tourism management, including academic history and knowledge of tourism's place in society.</p>

	<p><b>General competence</b></p> <p>The student will:</p> <p>Learn about central academic and professional ethical challenges in the tourism industry. The student should be able to convey the basic academic material and sources used in today's tourism industry, and to reflect on new, innovative tourism packages and more responsible and sustainable tourism. Students should be able to explain the travel industry's distribution and its role in the world; and have knowledge of key aspects of tourism's historical development.</p>
<b>Teaching and working methods</b>	<p>Weekly lessons</p> <p>Students will be working in groups and individually with the learning material and tasks through:</p> <ul style="list-style-type: none"> <li>- Individual studying</li> <li>- Lectures in class</li> <li>- Participation in discussions in class, groups, colloquium work, online</li> <li>- Use of library and the Internet</li> <li>- Writing assignments and evaluation of tasks</li> <li>- Individual assignment</li> <li>- Presentation to the class</li> <li>- Excursion</li> </ul>
<b>Coursework requirements</b>	70% attendance is required as well as participation in the excursion in order to take the exam.
<b>Examination and evaluation</b>	The exam take plays over 5 days, with a written individual home exam, that constitute the final grade.
<b>Resit exam</b>	See the guideline for resit examinations on: <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a>
<b>Practical training</b>	None
<b>Instruction and examination language</b>	Language of instruction is English. The exam must be answered in English.
<b>Syllabus</b>	Will be published on "Fronter" at semester start.

<b>Course title</b>	<b>Experiences, marketing and sales</b>
<b>Course code</b>	AAT-1002
<b>Course category</b>	The course is part of the “Year Programme in Arctic Adventure Tourism” and the bachelor’s degree in Arctic Adventure Tourism.
<b>Semester</b>	Autumn / Spring. Duration 2 semesters.
<b>Credits (ECTS)</b>	20 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	None beyond those in the admission requirements for the programme. The course is a part of the “Year Programme in Arctic Adventure Tourism”, bachelor’s degree in Arctic Adventure Tourism. The course is not open for other students.
<b>Content</b>	<p><b>General value basis</b></p> <ul style="list-style-type: none"> <li>- The course will relate marketing, sales and experience themes to the value basis of respect and consideration for nature and culture</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>- Traditional marketing functions: the Ps</li> <li>- Market segmentation</li> <li>- Consumer behaviour, AIDA</li> <li>- Tourism consumption</li> </ul> <p><b>Experiences</b></p> <ul style="list-style-type: none"> <li>- Experiences: production and consumption</li> <li>- Types and levels of experiences</li> <li>- The psychological basis for experiences</li> <li>- Experience settings: indoors and outdoors</li> <li>- Environmental psychology</li> <li>- Experience production and design; elements and processes</li> <li>- Experience and service: storytelling, hospitality and guiding</li> <li>- Experience production and guest knowledge: markets and marketing</li> <li>- The experience economy ideology</li> <li>- Experience products and producers: visits/presentations and analysis of production, connected to content themes</li> </ul> <p><b>Sales</b></p> <ul style="list-style-type: none"> <li>- Sales channels</li> <li>- B2c, b2b, agents, workshops</li> <li>- Internet</li> <li>- Value based pricing</li> </ul>
<b>Relevance in study programme</b>	The course is a mandatory course in the tourism programmes.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- Of basic concepts, models and theories of marketing and sales, particularly relationship marketing.</li> <li>- Of basic concepts, models and theories of experience production.</li> </ul> <p><b>Skills</b></p>

	<ul style="list-style-type: none"> <li>- Be able to analyse experience products and suggest changes/improvements to existing products.</li> <li>- Be able to develop a presentation, a brochure or an Internet presentation of an experience product.</li> <li>- Be able to communicate with relevant stakeholders</li> </ul> <p><b>General competence</b></p> <ul style="list-style-type: none"> <li>- Contribute in processes concerning development of profitable experience products and marketing and sales of such.</li> <li>- Contribute with a critical and reflective view of development with regard to sustainability of nature and culture and the economic viability of destinations.</li> </ul>
Teaching and working methods	<p>The course is given once a year between November and February</p> <p>Lectures:</p> <ul style="list-style-type: none"> <li>- Weekly lectures, seminars, student presentations</li> <li>- individually/in groups</li> <li>- Practical training, test labs with businesses</li> <li>- Industry visits, guest lectures</li> <li>- Excursions with reports</li> </ul>
Coursework requirements	<ul style="list-style-type: none"> <li>- One individual written assignment/report</li> <li>- One group assignment, including a presentation/report</li> <li>- 70% attendance in all student activities and lectures is required in order to take the exam. Accordingly, the mandatory assignments must be approved before the student can take the exam.</li> </ul>
Examination and evaluation	<ul style="list-style-type: none"> <li>- Individual written home exam. Duration: 14 days.</li> <li>- Grades: A–E for passed exam, F for failed. Possibility of resit exam in case of F.</li> </ul>
Resit exam	<p>See the guideline for resit examinations on:</p> <p><a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a></p>
Practical training	<p>Test labs in cooperation with businesses.</p>
Instruction and examination language	<p>Lectures will be given in English. The written exam, presentations and assignments must be completed in English.</p>
Syllabus	<p>The syllabus will be published on “Fronter” at the semester start</p>

<b>Course title</b>	<b>Arctic Tourism Management</b>
<b>Course code</b>	AAT-1003
<b>Course category</b>	The course is a part of the “Year Programme in Arctic Adventure Tourism” and the bachelor’s degree in Arctic Adventure Tourism.
<b>Semester</b>	Spring
<b>Credits (ECTS)</b>	20 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	None beyond those in the admission requirements for the programme. This course is a tourism course. Open for all students.
<b>Content</b>	<p>General value basis</p> <ul style="list-style-type: none"> <li>- The course will relate the course themes to the value basis of respect and consideration for nature and culture</li> </ul> <p>HES and risk management</p> <ul style="list-style-type: none"> <li>- Internal control</li> <li>- Risk analysis</li> </ul> <p>Hospitality and HR management</p> <ul style="list-style-type: none"> <li>- Motivation and guidance</li> <li>- Staff development and planning</li> <li>- Value creation in hospitality and guiding</li> </ul> <p>Ethical issues in adventure tourism</p> <ul style="list-style-type: none"> <li>- Physical and mental risks</li> <li>- Societal and environmental risks</li> </ul>
<b>Relevance in study programme</b>	The course is a mandatory course in the tourism programmes.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- Of basic concepts, models and theories of general leadership management.</li> <li>- Of basic concepts, models and theories related to management of staff and guest groups in the tourism industry.</li> <li>- Of HES and risk management.</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>- Be able to use management techniques and tools to motivate and supervise staff.</li> <li>- Be able to take responsibility and guide guest groups.</li> <li>- Be able to take responsibility and make decisions concerning HES and risk assessments.</li> <li>- Be able to develop and evaluate security systems, make safety routines and risk analysis.</li> </ul> <p><b>Competence</b></p> <ul style="list-style-type: none"> <li>- Internalize own attitudes of security and risk assessment as a part of business culture.</li> <li>- Understand the importance of incorporating such attitudes and culture in staff development.</li> </ul>

<b>Teaching and working methods</b>	The course is given once a year during March, April and May. Lectures <ul style="list-style-type: none"> <li>- Weekly lectures, seminars, student presentations individually/in groups</li> <li>- Practical training, e.g. role play, industry visits, guest lectures</li> </ul>
<b>Coursework requirements</b>	<ul style="list-style-type: none"> <li>- One individual written assignment/report</li> <li>- One group assignment including organizing a tour/event</li> <li>- 70% attendance in all student activities and lectures</li> <li>- The mandatory assignments and the 70% attendance must be approved before the student can take the exam.</li> </ul>
<b>Examination and evaluation</b>	<ul style="list-style-type: none"> <li>- Individual written home exam. Duration: 14 days</li> <li>- Grading: scale A–F with F for failed</li> </ul>
<b>Resit exam</b>	See the guideline for resit examinations on: <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a>
<b>Practical training</b>	None
<b>Instruction and examination language</b>	The language of instruction is English. The exam must be answered in English.
<b>Syllabus</b>	The syllabus will be published on “Fronter” at the semester start.

<b>Course title</b>	<b>Communication Skills</b>
<b>Course code</b>	Rock_103
<b>Course category</b>	Bachelors
<b>Semester</b>	Autumn
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	None beyond those in the admission requirements for the programme. Joint course for tourism and media production students. Open for all other students.
<b>Content</b>	<p><b>Purpose:</b> The course is designed to improve students' communication skills, both in terms of understanding communication processes as part of society and in terms of being able to use techniques and tools in order to communicate successfully in a professional setting. Based on knowledge from the fields of communication, rhetoric, psychology and performing arts/music students should be able to develop and prepare formal presentations to a specific target audience.</p> <p><b>Social relevance of the subject:</b> Knowledge of, and skills in communication is important for all people at all levels of society.</p>
<b>Relevance in study programme</b>	The course is mandatory for the achievement of Bachelor's degree in tourism and media production.
<b>Learning outcomes</b>	<p><b>Knowledge</b> The candidate:</p> <ul style="list-style-type: none"> <li>- Has a general overview of different theoretical communication perspectives.</li> <li>- Understands the role of communication for culture and society.</li> <li>- Has presentation relevant knowledge of psychology, audience analysis, rhetoric, text analysis and elocution.</li> </ul> <p><b>Skills</b> The candidate is able to:</p> <ul style="list-style-type: none"> <li>- Plan, structure, prepare and improve presentations.</li> <li>- Adjust communication to different target audiences and desired outcomes.</li> <li>- Understand and apply different mental and physical techniques and tools in preparation and delivery of presentations.</li> <li>- Provide constructive criticism and feedback on others' communication.</li> <li>- Be a critical consumer of public communication.</li> </ul> <p><b>General Competence</b></p> <ul style="list-style-type: none"> <li>- The candidate understands different communication perspectives, and is conscious of own, as well as others' communication.</li> </ul>

<b>Teaching and working methods</b>	<b>Methodology and design:</b> <ul style="list-style-type: none"> <li>- Lectures</li> <li>- Class discussions</li> <li>- Oral presentations, individual and team</li> <li>- Delivery and evaluation of individual or team presentations</li> <li>- Journal reflections</li> </ul>
<b>Coursework requirements</b>	<ul style="list-style-type: none"> <li>- 2 written assignments</li> <li>- Oral presentations</li> </ul> <p>Oral presentations and written assignments must be approved before final examination can take place. 70% attendance is required in order to take exam.</p>
<b>Examination and evaluation</b>	<ul style="list-style-type: none"> <li>- Oral exam counts for 75% of the mark.</li> <li>- Written paper counts for the remaining 25 % of the mark</li> <li>- Grades: A – E for passed exam, F for failed. Possibility of resit exam in case of F.</li> </ul>
<b>Resit exam</b>	<p>See the guideline for resit examinations on:  <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a></p>
<b>Practical training</b>	None
<b>Instruction and examination language</b>	<p>Instruction will be given in English. Written and oral exams must be completed in English.</p>
<b>Syllabus</b>	The syllabus will be published on “Fronter” at the semester start.

<b>Course title</b>	<b>Business Economics</b>
<b>Course code</b>	AAT-1004
<b>Course category</b>	The course is part of the Bachelor in Arctic Adventure Tourism programme.
<b>Semester</b>	Autumn
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	None beyond those in the admission requirements for the programme. The course is not open for other students.
<b>Content</b>	Business economics discusses different concepts dealing with the business in an economical context. Gives introduction to basic cost-benefit analysis, accounting choice of product, investment theory , budgeting and target pricing
<b>Relevance in study programme</b>	The course is an elective course for second year Arctic Adventure Tourism students.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- Be able to explain central concepts and important tools used in analysis of business economic problems.</li> <li>- Examples of concepts: Regular cost, variable costs, alternative costs, contribution margin, present value, end-value, cost of capital, target pricing and budgeting.</li> <li>- Examples of tools: Contribution margin, absorption costing, product analyses, cost account, calculation of products.</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>- Be able to use concepts and tools in analysis and discussion around business economic issues.</li> <li>- Sort relevant from irrelevant information.</li> </ul> <p><b>General competence</b></p> <ul style="list-style-type: none"> <li>- Give written answers on questions that give the reader understanding of used method and the process to an answer.</li> <li>- When a tool is given, be able to use it correctly.</li> <li>- From a described situation, choose the correct tool and apply it correctly.</li> </ul>
<b>Teaching and working methods</b>	Lectures and seminars
<b>Coursework requirements</b>	Two individual written assignments must be passed during the semester to be able to attend the exam.
<b>Examination and evaluation</b>	4 hours school exam
<b>Resit exam</b>	See the guideline for resit examinations on: <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a>
<b>Practical training</b>	None

<b>Instruction and examination</b>	The language of instruction is English. The exam must be answered in English.
<b>Syllabus</b>	The syllabus will be published on “Fronter” at the semester start.

<b>Course title</b>	<b>Indigenous Representations</b>
<b>Course code</b>	REI-1005
<b>Course category</b>	The course is a part of the bachelor's degree on Arctic Adventure Tourism.
<b>Semester</b>	Autumn
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	None beyond those in admission requirements for the programme. Course is a joint course for students taking the Bachelor in Arctic Adventure Tourism and students taking a bachelor's degree in Media Production. The course is not open for other students.
<b>Content</b>	To give an introduction to the concept of culture, cultural encounters and cultural representations on indigenous territories.
<b>Relevance in study programme</b>	Obligatory for 2nd year students registered in the Media Production programme. Open to students from other programmes.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- Knowledge of indigenous cultures</li> <li>- Knowledge of the concepts of culture and representation</li> <li>- Knowledge of challenges in cultural encounters</li> </ul> <p>Students should:</p> <ul style="list-style-type: none"> <li>- Develop an understanding of cultural representation as well as different analytical approaches to the study of indigenous cultures.</li> <li>- Develop an analytic approach and awareness of cultural encounters in society, media and on different platforms of representation.</li> </ul> <p><b>Skills</b></p> <p>Students should:</p> <ul style="list-style-type: none"> <li>- Develop competence in using theoretical approaches and methods appropriate for the analysis of indigenous cultural practices and representations.</li> </ul>

	<p><b>General Competence</b></p> <p>The student is able to:</p> <ul style="list-style-type: none"> <li>- Make critical analysis of the ways indigenous populations are represented in society, media and different platforms of representation.</li> </ul>
<b>Social relevance of the subject</b>	How indigenous culture is represented through media, tourism and other platforms are important in areas inhabited by indigenous as well as no-indigenous populations.
<b>Teaching and working methods</b>	Mainly lectures, following a weekly time schedule. Individual work, including obligatory assignments. Teamwork, including obligatory assignments.
<b>Coursework requirements</b>	Oral presentations and written assignments must be approved before final examination can take place. 70% attendance is required in order to take the exam.
<b>Examination and evaluation</b>	Individual semester paper of 10 pages. Letters A–F. E is the lowest passing grade. F is failure.
<b>Resit exam</b>	See the guideline for resit examinations on: <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a>
<b>Practical training</b>	None
<b>Instruction and examination language</b>	The language of instruction is English. The exam must be answered in English.
<b>Syllabus</b>	The syllabus will be published on “Fronter” at the semester start.

<b>Course title</b>	<b>Social Media and Communication</b>
<b>Course code and level</b>	MDA-1002
<b>Type of course</b>	Mandatory
<b>Semester</b>	Spring
<b>Credits</b>	10 ECTS
<b>Admission requirements, recommended prerequisites</b>	None beyond those in admission requirements for the programme. The course is a joint course for students taking the Bachelor in Arctic Adventure Tourism and students taking a bachelor's degree in Media Production. The course is not open for other students.
<b>Course contents</b>	An introduction to social media and new technologies, with an emphasis on understanding and using social media and networked user-generated content for different communication purposes.
<b>Learning outcomes</b>	<p><b>Knowledge</b> The student has:</p> <ul style="list-style-type: none"> <li>• Basic knowledge of social networking sites' role and potential in marketing.</li> <li>• Basic knowledge of how social networking sites affect us. Why do we use them? How do we (re)present ourselves? Is privacy possible? How does information spread?</li> </ul> <p><b>Skills</b> The student is able to:</p> <ul style="list-style-type: none"> <li>• Make use of different channels of media for strategic communication purposes.</li> </ul> <p><b>General Competence</b> The student is able to:</p> <ul style="list-style-type: none"> <li>• Understand and facilitate various media for communication purposes.</li> </ul>
<b>Teaching methods</b>	<p>Mainly lectures, following a weekly time schedule.</p> <p>Individual work, including obligatory assignments.</p> <p>Teamwork, including mandatory assignments.</p>

<b>Course requirements</b>	<p>75 % attendance.</p> <p>Different oral, written and practical assignments.</p> <p>University is one of the few situations in life where the expectations are clearly laid out and the consequences for meeting or missing those expectations is transparent. The assignment system and workload has been designed to be as fair and straightforward as possible, allowing students to choose how to prioritize the class versus other obligations or interests. However, there may be times that things become challenging and you want to ask for some leniency. <u>Once per semester</u>, students may request to be cut some slack, resulting in a more flexible attitude toward deadlines or other policies.</p> <p>Contact the professor responsible for the course as early as possible if you need to be cut some slack.</p> <p>Specification of work requirements will be given by semester start.</p>
<b>Assessment</b>	5-day written home exam.
<b>Continuation exam</b>	Those who fail the original exam may take a resit exam at the start of the following semester. Remember to sign up.
<b>Language of instruction</b>	English
<b>Syllabus</b>	Finalized 1.11.2017.
<b>Other</b>	The course is evaluated related to Faculty of Sport, Tourism and Social Studies guidelines.

<b>Course title</b>	<b>Wild Experience Production</b>
<b>Course code</b>	REI-1006
<b>Course category</b>	The course is a part of the bachelor's degree in Arctic Adventure Tourism.
<b>Semester</b>	Spring
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	Build on the first year of the Arctic Adventure Tourism programme. The course is not open for other students. The student must have sufficient winter clothing/equipment, and have obtained basic outdoor skills.
<b>Content</b>	<p>To provide students with a deeper understanding of the field of outdoor adventure tourism. This course will have two main foci;</p> <ol style="list-style-type: none"> <li>1. Reflections about experiences in an outdoor environment under different conditions.</li> <li>2. The practical elements of tour planning from a tour operator's / guide's perspective; experience production, risk management, group dynamics and environmental sustainability.</li> </ol> <p>The course will expose students to different outdoor activities during the winter season. Thereby, the student will experience what kind of clothing/equipment/technology is necessary/required in the Arctic climate and environment. These elements of tour production is covered:</p> <ul style="list-style-type: none"> <li>- Transportation in nature (motorized and non-motorized)</li> <li>- Camping in nature (including overnight stays in tent/lavvu)</li> <li>- Activities in nature</li> </ul>
<b>Social relevance of the subject</b>	Knowledge, skills and competence of nature based tourism are factors of increasing importance within the growing industry of Arctic tourism.
<b>Relevance in study programme</b>	The course is part of the bachelor's degree in Arctic Adventure Tourism.
<b>Learning outcomes</b>	<p><b>Knowledge</b> The student has:</p> <ul style="list-style-type: none"> <li>• Knowledge of adventure tourism in the local Arctic context and nature guides' role and practices within this field</li> <li>• Knowledge of the Norwegian history and tradition of "friluftsliv"</li> <li>• Knowledge of sustainable tour planning in the Arctic nature</li> <li>• Knowledge of experience production in the Arctic</li> <li>• Knowledge of risk management in the Arctic nature</li> </ul> <p><b>Skills</b> The student is able to:</p> <ul style="list-style-type: none"> <li>• Plan, organize and conduct outdoor adventure tours in the Arctic nature – hence, acquire basic winter camping skills.</li> <li>• Make assessments on the risk-, safety- and environmental elements of Arctic outdoor activities.</li> <li>• Make assessments on how experiences in this natural environment can be controlled and designed.</li> </ul>

	<p><b>General Competence</b></p> <p>The student is able to:</p> <ul style="list-style-type: none"> <li>- Understand and analyse the role and importance of experiences in nature based tourism.</li> <li>- Evaluate, analyse and advice businesses and the industry can carry out product developments and innovations.</li> </ul>
<b>Teaching and working methods</b>	<p>Lectures, following a weekly time schedule.</p> <p>Individual work, including obligatory assignments.</p> <p>Teamwork, including obligatory assignments.</p>
<b>Coursework requirements</b>	<p>Practical tour planning and – implementation.</p> <p>Minor oral presentations and written assignments must be approved before final examination can take place.</p>
<b>Examination and evaluation</b>	<p>Individual home exam. Duration: 5 days.</p> <p>Grading: A–F. E is the lowest passing grade. F is failure. Possibility of resit exam in case of an F.</p>
<b>Resit exam</b>	<p>See the guideline for resit examinations on:  <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a></p>
<b>Practical training</b>	None
<b>Instruction and examination language</b>	Lectures will be given in English. The written exam, presentations and assignments must be completed in English.
<b>Syllabus</b>	The syllabus will be published on “Fronter” at the semester start.

<b>Course title</b>	<b>Events Management</b>
<b>Course code</b>	REI-1007
<b>Course category</b>	Bachelor's degree
<b>Semester</b>	Spring
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups:</b>	Events Management is an elective course for those taking the bachelor's degree in Arctic Adventure Tourism. Open for all other students.
<b>Content</b>	<p><b>Purpose</b></p> <p>The number of events are increasing, becoming more popular, and are important in our lives and for society. There is a demand for event managers that are suitably qualified and have the ability to understand the field of events. Studying this course will give you practical and theoretical skills in many aspects of event management, and related to impacts on the community. Guest lecturers working in the events industry might be a part of the course.</p> <p><b>Social relevance of the subject:</b></p> <p>Society in general needs knowledge about the importance of how to organize and manage events such as festivals, sporting, entertaining and cultural events, as well as exhibitions and conferences. This competence is also transferable to other societal areas.</p>
<b>Relevance in study programme</b>	Event Management is an elective course for those taking the bachelor's degree in Arctic Adventure Tourism.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- The candidate understands the essentials of "what is the event field", with planning, managing, implementing and evaluating projects in the event business and related fields of work.</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>- The candidate is able to see the importance of co-operation in networks as means for learning and developing.</li> <li>- The candidate is able to understand planning, managing, implementing and evaluating projects in the event business and related fields of work.</li> </ul> <p><b>General competence</b></p> <ul style="list-style-type: none"> <li>- The candidate is able to take responsibility for given assignments in a project.</li> <li>- The candidate is able to communicate ideas, and reflect upon fellow students', lecturers' and professionals' ideas and suggestions concerning a project.</li> <li>- The candidate is able to detect and employ basic theory when carrying out ideas and plans for a given project.</li> </ul>

<b>Teaching and working methods</b>	<b>Methodology and design:</b> <ul style="list-style-type: none"> <li>- Lectures</li> <li>- Workshops</li> <li>- Practical case</li> <li>- Class discussions</li> <li>- Written assignments</li> <li>- Online lectures</li> </ul>
<b>Coursework requirements</b>	- Class participation 70%
<b>Examination and evaluation</b>	<ul style="list-style-type: none"> <li>- Written assignment – Passed or Not passed</li> <li>- Written 4-hour exam.</li> <li>- Grades A–E for passed exam, F for failed.</li> <li>- Possibility of resit exam in case of F.</li> </ul>
<b>Resit exam</b>	See the guideline for resit examinations on: <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a>
<b>Practical training</b>	No
<b>Instruction</b>	Teaching will be in English. Written exam must be answered in English.
<b>Syllabus</b>	The syllabus will be published on “Fronter” at the semester start.

<b>Course title</b>	<b>Arctic Tourism Practice</b>
<b>Course code</b>	REI-2005
<b>Course category</b>	The course is a part of the bachelor's degree programme in Arctic Adventure Tourism.
<b>Semester</b>	Autumn 5 semester
<b>Credits (ECTS)</b>	30 ECTS
<b>Location</b>	Northern Norway including Svalbard (or other agreement)
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups</b>	Passed minimum 100 ECTS approved in Arctic Adventure Tourism and signing of an agreement between student, university and company. Practical semester is dependent on the number of placements available. Students that do not get an offer, or choose to do courses instead, can choose e.g. BANOR_06 Entrepreneurship and Innovation 10 credits, ENTERPRISE Enterprise Innovation Practice 10 credits and INMANAGEMENT Project Management 10 credits. Other options can be considered after application from student.
<b>Content</b>	To gain practical experience from a tourism business in the Arctic region. Be able to apply theoretical knowledge from the two first years of the study to a real-life context.
<b>Relevance in study programme</b>	For the achievement of a bachelor's degree in Arctic Adventure Tourism, the student can apply for practice in the 5th semester or take other relevant courses. The practice is dependent on: Fulfilled 100 approved ECT and capacity in tourism businesses and enough available placements. Extra costs incurred by placements outside Alta need to be covered by the students.
<b>Learning outcomes</b>	<p><b>Knowledge</b> The student:</p> <ul style="list-style-type: none"> <li>- Has a deeper and critical understanding of what tourism theory can contribute in development of tourism businesses.</li> <li>- Is familiar with issues that will be relevant to work further within the bachelor's degree thesis.</li> <li>- Has increased understanding of the relation between social science and working life.</li> </ul> <p><b>Skills</b> Dependent on the type of practice:</p> <ul style="list-style-type: none"> <li>- Work in a tourism business and initiate, plan and contribute in development of the business.</li> <li>- Handle customers.</li> <li>- Contribute to create customer value add</li> <li>- Perform marketing and sales.</li> <li>- Carry out safety and quality routines and be able to revise quality insurance system (HES).</li> </ul> <p><b>General competence</b> The student is able to</p>

	<ul style="list-style-type: none"> <li>- Understand a broader aspects of challenges meeting the management of a tourism business.</li> <li>- Apply social science knowledge in practice.</li> <li>- Understand how theoretical perspectives can be used in practical situations.</li> <li>- Contribute in professional discussions with colleagues, media and others.</li> </ul>
<p><b>Teaching and working methods</b></p>	<p>The course starts with a theoretical seminar at campus. This seminar will focus scientific methods and give the students basic knowledge in relation to write practice report and chosen tasks.</p> <p>The practice period is 12 weeks. The student is supposed to work normal hours in the business, but an agreement between the university and the company hosting the student should be signed of all three partners (ref. 10). This agreement includes a certain amount of time per week for the student to take reflecting notes meant for the final report and task. Every student will be given a mentor from the university and from the company.</p> <p>The agreement regulates the relations and a necessary number of hours for mentoring. After the practice period, the student must write a report with mentoring from the university. There is a mutual requirement for the university, student and company to evaluate the practice period. This should be done at a given deadline when the practice period is over.</p>
<p><b>Coursework requirements</b></p>	<p>In the practice period, the student will receive guidance/supervision from a contact person inside the company where the practice is organized. During the period a mentor from the university should once visit or use video/Skype to have a dialogue with the student.</p>
<p><b>Examination and evaluation</b></p>	<ol style="list-style-type: none"> <li>1. The student must by midterm of the practice period write a short paper (3–5 pages) describing the company and identified fields/issues related to the theoretical material of the study, worth further research for the practice report. This paper must be sent by email to the supervisor.</li> <li>2. By the end of the practice the student must deliver a <b>practice report</b> (15–20 pages, APA Style, font size 12, 1.5 line space), with an analysis/reflexive essay from the practice discussed in a theoretical context, focusing on the chosen subject from the midterm paper. The practice report must be sent by email to a given classmate and the supervisor, who will prepare comments/recommendations for the oral presentations within a given deadline.</li> <li>3. It will be an oral presentation of the key issues/findings in a group workshop.</li> </ol> <p>1, 2, and 3 form the basis for the evaluation of the student’s work. The student will be able to edit/adjust the report.</p>

	<p>The practice report must be submitted on “Fronter”. Delivery by a given deadline.</p> <p>Evaluation of the practice report and oral presentation is either Passed or Not Passed.</p>
<b>Resit exam</b>	The student will be able to edit/adjust the report or write a new one if the practice report is not passed.
<b>Practical training</b>	Practice inside a tourism company or organization.
<b>Instruction and examination language</b>	The language of instruction is English. The exam must be answered in English.
<b>Supplements</b>	The students will at the end of the 4th semester be offered a list of alternative companies where the practice period could be spent. All partners will have to sign a mutual agreement regulating each party’s obligations to make the practice successful and useful for the student, the company and the university.

<b>Course title</b>	<b>Exam Philosophicum</b>
<b>Course code</b>	
<b>Level</b>	Bachelor (third year, spring semester)
<b>Semester</b>	Spring
<b>Credits (ECTS)</b>	10 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites</b>	Enrolled at the UIT Arctic University of Norway
<b>Content</b>	<p>Main topics:</p> <ul style="list-style-type: none"> <li>- History of Philosophy, Scientific History and Ethics. The two first deals with different schools of thinking and philosophers during the history that has formed our scientific traditions.</li> <li>- In Ethics the focus is on central ethical theories which explore the prerequisites for correct moral action.</li> </ul>
<b>Relevance in study programme</b>	The course is a mandatory course in the Arctic Adventure Tourism programme.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- Knowledge of the central questions that can be raised to humans of moral and political practice as these are answered during the history of philosophy and as they are raised today.</li> <li>- Elementary introduction to scientific thinking and academic writing.</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>- Be able to reflect critically over your own standing in managing and producing scientific knowledge. This goes for scientific theory and ethical aspects of these actions.</li> </ul> <p><b>Competence</b></p> <ul style="list-style-type: none"> <li>- A good ground for further studies</li> </ul>
<b>Teaching and working methods</b>	Lectures runs over 9–12 weeks and is organized with lectures (2 hours a week) and seminars (3 hours a week). Seminars are directed towards different disciplines, but do not have bindings for later graduating studies. All lectures and seminars are given in English.
<b>Coursework requirements</b>	70% attendance is required in order to take the exam.
<b>Examination and evaluation</b>	Written paper approx. 5 pages (2000 words) and oral exam. Both must be passed. The paper and exam is given a joint grade Grading: scale A – F with F for failed
<b>Resit exam</b>	See the guideline for resit examinations on: <a href="https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066">https://en.uit.no/utdanning/art?p_document_id=347799&amp;dim=179066</a>
<b>Practical training</b>	None
<b>Instruction and examination language</b>	The language of instruction is English. The exam must be answered in English.
<b>Syllabus</b>	The syllabus will be published at the semester start.

<b>Course title</b>	<b>Research design and BA thesis</b>
<b>Course code</b>	REI-2010
<b>Course category</b>	Bachelor`s degree
<b>Semester</b>	Spring
<b>Credits (ECTS)</b>	20 ECTS
<b>Location</b>	Alta
<b>Department</b>	Department of Tourism and Northern Studies
<b>Prerequisites and target groups:</b>	Obligatory course for students in the Bachelor of Arctic Adventure Tourism. The full BA AAT programme except for the thesis (i.e. 160 ECTS) must be passed before the submitting of the thesis for assessment. Compulsory for students in BA AAT.
<b>Content</b>	<p>The thesis is the final task of the BA AAT degree. The student shall undertake individually a minor research project based on empirical field work and use of analytical perspectives from the studies. Students will gain experience in designing, executing and reporting a topic relevant for the tourism industry and/or related sectors of society. The work should be linked to the praxis semester, i.e. cases and/or topics of interest from the praxis period should be addressed further and form the basis for thesis treatment.</p> <p>The research design methodological aspects of the work will be dealt with in a course at the beginning of the semester. Topics:</p> <ul style="list-style-type: none"> <li>- Purposes</li> <li>- Use of theory</li> <li>- Types of data</li> <li>- Data collection and sampling</li> <li>- Analysis</li> <li>- Reporting: the thesis</li> </ul> <p>Individual guidance / mentoring will be given throughout the process of the thesis work. The student and mentor will agree on a plan and calendar for the guidance.</p>
<b>Relevance in study programme</b>	The course is a mandatory course in the Arctic Adventure Tourism programme.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- Have specialized knowledge in the subject of the thesis.</li> <li>- Have an understanding of the interrelationship between theory and data.</li> <li>- Have proficiency in the use of research tools.</li> <li>- Know how to develop and undertake minor empirical and analytical tasks.</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>- Be able to reflect on and discuss issues of Arctic tourism theory and practice.</li> <li>- Have skills in handling written material of some size.</li> <li>- Be able to plan and undertake assembling data, analysing these critically and report the work reflectively.</li> </ul>

	<p><b>General competence</b></p> <ul style="list-style-type: none"> <li>- Have experience in conducting research on a small scale.</li> <li>- Have experience in dealing analytically with a limited theme.</li> <li>- Be able to undertake examinations of local and regional topics.</li> <li>- Be able to work independently and take advantage of guidance.</li> </ul>
<b>Teaching and working methods</b>	<p>Methodology and design (compulsory):</p> <ul style="list-style-type: none"> <li>- Lectures</li> <li>- Seminars</li> </ul> <p>Thesis</p> <ul style="list-style-type: none"> <li>- The thesis topic has to be accepted by the mentor.</li> <li>- Individual guidance according to a plan set up by student and mentor.</li> <li>- Mentor resource per student: 30 hours.</li> </ul>
<b>Coursework requirements</b>	<p>To be assessed and accepted by course responsible teacher(s) before submitting of thesis:</p> <ul style="list-style-type: none"> <li>- Assignment 1: One page on suggested thesis theme with explanation for choice, presented in seminar.</li> <li>- Assignment 2: 3–5 pages developing the theme, the paper presented in seminar.</li> <li>- Assignment 3: A paper related to the course in design and methodology, approximately 5 pages.</li> </ul>
<b>Examination and evaluation</b>	<ul style="list-style-type: none"> <li>- Exam only in semesters when design and methodology course is given.</li> <li>- Thesis can be written in English or Norwegian.</li> <li>- Thesis should be submitted within 1 June.</li> <li>- The thesis will be censored by an intern as well as an external examiner. The written thesis together with an oral exam forms the final grade.</li> <li>- Grading: A–E for passed exam, F for failed.</li> </ul>
<b>Resit exam</b>	In case of an F, students are able to send in a new version of the thesis at a later stage.
<b>Practical training</b>	None
<b>Instruction</b>	Will be given in English.
<b>Syllabus</b>	Students' individual selected literature related to thesis topic.