

# PROGRAMME DESCRIPTION

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## One-year programme in Arctic Adventure Tourism

60 credits

Campus Alta

2018/2019



Study programme name	One-year programme in Arctic Adventure Tourism													
Obtained degree														
Target group	<p>Tourism is one of the largest and fastest growing sectors in the world, thus the demand for proficient workers is increasing continuously.</p> <p>The one-year program in Arctic Adventure Tourism introduces students to relevant topics within arctic experience production, marketing and management.</p> <p>As a student at the University of Tromsø campus Alta, you will be exposed to business relevant cases, within local and regional contexts.</p>													
Admission requirements, required prerequisite knowledge, recommended prerequisite knowledge	<p>The admission requirements are a Higher Education Entrance Qualification or proven equivalent competence for admission to higher education.</p> <p>Applicants need to have a Higher Education Entrance Qualification and certified language requirements in English. 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). Link: <a href="http://www.nokut.no/en/Facts-and-statistics/Surveys-and-databases/GSU-list/">http://www.nokut.no/en/Facts-and-statistics/Surveys-and-databases/GSU-list/</a></p>													
Certificate of good conduct														
Academic content and description of the study programme	<p>The one-year program in Arctic Adventure Tourism introduces students to relevant topics within arctic experience production, marketing and management.</p> <p>The program's values are based on respect and concern for nature and culture.</p>													
Table: programme structure	<p>Study design:</p> <table border="1"> <tr> <td>Semester</td> <td>10 credits</td> <td>10 credits</td> <td>10 credits</td> </tr> <tr> <td>Semester 1</td> <td colspan="2">Introduction to Arctic Adventure Tourism (20 ETCS)</td> <td rowspan="2">Experiences, Marketing and Sales (20 ECTS)</td> </tr> <tr> <td>Semester 2</td> <td colspan="2">Arctic Tourism Management I (20 ECTS)</td> </tr> </table>			Semester	10 credits	10 credits	10 credits	Semester 1	Introduction to Arctic Adventure Tourism (20 ETCS)		Experiences, Marketing and Sales (20 ECTS)	Semester 2	Arctic Tourism Management I (20 ECTS)	
Semester	10 credits	10 credits	10 credits											
Semester 1	Introduction to Arctic Adventure Tourism (20 ETCS)		Experiences, Marketing and Sales (20 ECTS)											
Semester 2	Arctic Tourism Management I (20 ECTS)													
The study programme's Learning Outcome	<p>Upon successful completion of the one-year programme, students are expected to possess the following learning outcomes:</p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>- Have basic knowledge of tourism theory and tourism business development.</li> <li>- Can explain tourism as an industry system and as a social phenomenon.</li> <li>- Have knowledge of the Arctic nature, society and culture, in relation to sustainable adventure tourism.</li> </ul>													

	<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>- Can make use of relevant tools, techniques, and approaches in order to develop, deliver and evaluate tourism experiences in the Arctic setting.</li> </ul> <p><b>Competence</b></p> <ul style="list-style-type: none"> <li>- Is able to participate in different projects, individually and as part of a team.</li> <li>- Is able to communicate important issues through oral and written presentation.</li> </ul>
The study programme's relevance	<p>Upon completion of the one-year programme, the candidate can seek a career in activity and adventure companies, destination and marketing companies, within product and business development, and the hospitality industry.</p> <p>With the one-year programme in Arctic Adventure Tourism, students can apply for admission to fulfill a bachelor degree in Arctic Adventure Tourism at UiT, The Arctic University of Norway.</p>
Work scope and learning activities	<p>The course activities consist of different teaching methods. Lectures will give candidates a basic introduction to the theoretical field and 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 insight into the tourism industry. Through group work, candidates will be able to discuss subjects to gain 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.</p> <p>Practical tasks and field trips, which take place in a natural environment, are an integrated part of this study. Candidates are required to have necessary equipment, and should expect other expenses related to these field trips.</p>
Examination and assessment	<p>Students will be evaluated by coursework requirements and examinations. Required attendance and assignments must be approved in order to qualify for examination. For detailed descriptions of requirements, see course description for each course.</p> <p>Examination methods will vary between courses, and will generally be written home or school exams, and/or oral exams.</p> <p>The grading system is twofold. One system consists of letter grades from A to F; with the following grading scale:</p>

	<b>Symbol</b>	<b>Description</b>	<b>General, qualitative description of valuation criteria</b>
	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.
	The other grading system consists of the criteria passed / failed.		
For master's theses/ independent work in master's degrees			
Language of instruction and examination	All courses will be taught in English. Written and oral exams must be completed in English.		
Internationalisation and student exchange			
Supervised professional training			

Administrative responsibility and academic responsibility	UiT, the Arctic University of Norway, Faculty of Faculty of Sport, Tourism and Social Work, Department of Tourism and Northern Studies
Quality assurance	The bachelor program in Arctic Adventure Tourism, will be evaluated in accordance with the quality systems of UiT.
Other regulations	

<b>Name</b>	<b>Introduction to Arctic Adventure Tourism</b>
<b>Course code and level</b>	REI-1001 Bachelors
<b>Type of course</b>	The course is mandatory for the achievement of Bachelor`s degree (BA AAT) and the “One year program” in Arctic Adventure Tourism. Open for all other students.
<b>Scope of course</b>	20 ECTS
<b>Required / recommended previous knowledge</b>	None beyond those in the admission requirements for the programme. Joint course for BA AAT students and students in the “One year program” in Arctic Adventure Tourism.
<b>Course content</b>	The course gives an introduction to the tourism field, its history and today's status quo, emphasizing an understanding of tourism as a multi-faceted phenomenon in a broad context, from the regional Arctic to a global context. The course focuses on impacts of tourism related to society, development, economy, management, nature, culture, events and sustainability. The course also offers an introduction to social science, scientific thinking and contemporary debates in theory of science, and provides a good foundation for further studies in humanitarian and social studies.
<b>Learning outcomes</b>	<p><b>Knowledge</b></p> <p>The candidate:</p> <ul style="list-style-type: none"> <li>- Has basic knowledge of different theoretical perspectives on tourism.</li> <li>- Has knowledge of tourism as a business, including impacts on tourists, local and global society, service facilities and other tourism related services and offers.</li> <li>- Has basic knowledge of the history and theories of social science, as well as models of humans and society.</li> </ul> <p><b>Skills</b></p> <p>The candidate is able to:</p> <ul style="list-style-type: none"> <li>- Reflect on tourism as a field of study, and make use of basic literature on the subject.</li> <li>- Apply relevant tourism theory to the tourism business field.</li> <li>- Apply and comprehend methodological and theoretical competence within own studies.</li> </ul> <p><b>Competence</b></p> <p>The candidate:</p> <ul style="list-style-type: none"> <li>- Understands central academic and professional ethical challenges in the tourism industry.</li> <li>- Is able to convey basic academic material and sources used in today's tourism industry.</li> </ul>

	<ul style="list-style-type: none"> <li>- Can reflect on new innovative tourism products, and tourism industry's role in the world, related to responsible and sustainable tourism contexts.</li> <li>- Master critical thinking.</li> </ul>
<b>Teaching and working methods</b>	<ul style="list-style-type: none"> <li>- Lectures</li> <li>- Group work</li> <li>- Oral presentations</li> <li>- Excursion</li> </ul>
<b>Practice</b>	Excursion.
<b>Quality assurance of the course</b>	All courses will be evaluated in accordance with the quality systems of UiT.
<b>Coursework</b>	<ul style="list-style-type: none"> <li>- 1 written individual assignment</li> <li>- 1 written group assignment, including oral presentation</li> <li>- 70% attendance</li> </ul> <p>Required attendance, including participation in the excursion, and assignments must be approved in order to take the exam.</p>
<b>Assessment and exam</b>	<ul style="list-style-type: none"> <li>- Individual, written exam. Duration: 6 hours.</li> </ul> <p>Grades: A – E for passed exam, F for failed. Possibility of resit exam in case of F.</p>
<b>Retake</b>	See the guideline for reset examination 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>Syllabus</b>	The syllabus will be published on UiT's Digital learning platform at the semester start.
<b>Language of instruction and examination</b>	Instructions will be given in English. Written exam must be completed in English.



<b>Name</b>	<b>Experiences, marketing and sales</b>
<b>Course code and level</b>	REI-1002 Bachelors
<b>Type of course</b>	The course is mandatory for the achievement of BA AAT and the “One year program” in Arctic Adventure Tourism. Open for all other students, but the number of students is limited to 40 and the tourism students will be prioritized.
<b>Scope of course</b>	20 ECTS
<b>Required / recommended previous knowledge</b>	None beyond those in the admission requirements for the programme. Joint course for BA AAT students and students in the “One year program” in Arctic Adventure Tourism. Open for all other students, but the number of students is limited to 40 and the tourism students will be prioritized.
<b>Course content</b>	The course will focus on central elements of the core product in adventure tourism. It provides a balanced perspective of marketing and sales processes in relation to this specific industry. The knowledge will be gained through practical training with businesses and theoretical classroom activity.
<b>Learning outcomes</b>	<p><b>Knowledge</b> The candidate:</p> <ul style="list-style-type: none"> <li>- Has an overview of basic concepts, models and theories of experience production, marketing and sales.</li> </ul> <p><b>Skills</b> The candidate:</p> <ul style="list-style-type: none"> <li>- Is able to analyse and develop experience products.</li> <li>- Can develop pricing and marketing strategies for adventure experiences.</li> <li>- Is able to develop presentations of experience products for different communication channels.</li> <li>- Is able to communicate and cooperate with relevant stakeholders.</li> </ul> <p><b>General competence</b> The candidate:</p> <p>Can contribute with critical and reflective views regarding development of experience products, related to sustainability of nature and culture, and the economic viability of destinations.</p>
<b>Teaching and working methods</b>	<ul style="list-style-type: none"> <li>- Lectures</li> <li>- Seminars</li> <li>- Oral presentations, individual and in team</li> <li>- Test Labs with businesses, industry visits and/or excursions</li> </ul>
<b>Practice</b>	Test Labs etc. in cooperation with businesses.
<b>Quality assurance of the course</b>	All courses will be evaluated in accordance with the quality systems of UiT.
<b>Coursework</b>	<ul style="list-style-type: none"> <li>- 70% attendance</li> </ul>

	<ul style="list-style-type: none"> <li>- One individual written assignment</li> <li>- One group assignment, including an oral presentation</li> </ul> <p>Required attendance and assignments must be approved in order to take the exam.</p>
<b>Assessment and exam</b>	<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>
<b>Retake</b>	<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>
<b>Syllabus</b>	<p>The syllabus will be published on UiT's Digital learning platform at the semester start.</p>
<b>Language of instruction and examination</b>	<p>Instructions will be given in English.</p> <p>Written exam must be completed in English.</p>

<b>Name</b>	<b>Arctic Tourism Management I</b>
<b>Course code and level</b>	REI-1003 Bachelors
<b>Type of course</b>	The course is mandatory for the achievement of Bachelor's degree and the "One year program" in Arctic Adventure Tourism. Open for all other students, but the number of students is limited to 40 and the tourism students will be prioritized.
<b>Scope of course</b>	20 ECTS
<b>Required / recommended previous knowledge</b>	None beyond those in the admission requirements for the programme. Joint course for BA AAT students and students in the "One year program" in Arctic Adventure Tourism. Open for all other students, but the number of students is limited to 40 and the tourism students will be prioritized.
<b>Course content</b>	The course focuses on Health Environment Safety (HES), risk management, hospitality, Human Resources (HR) management and tour planning. The course bases its values on respect and concern for nature and culture, emphasizing sustainability and leadership in adventure tourism.
<b>Learning outcomes</b>	<p><b>Knowledge</b> The candidate:</p> <ul style="list-style-type: none"> <li>- Has broad knowledge of basic concepts, models and theories related to tourism management, HR and risk management.</li> <li>- Is familiar with R&amp;D work within HR, risk management and sustainable tourism.</li> <li>- Can update ones knowledge within tourism management topics.</li> </ul> <p><b>Skills</b> The candidate:</p> <ul style="list-style-type: none"> <li>- Is able to use knowledge and relevant R&amp;D work from the tourism management field on practical and theoretical challenges, and make well founded choices.</li> <li>- Can reflect one's own performance and make use of guidance to improve behaviour.</li> <li>- Is able to find, evaluate and refer to disciplinary information within tourism management and use this to illuminate practical challenges for businesses.</li> <li>- Can make use of tour planning and risk management tools, basic concepts and professionals' forms of expression.</li> </ul> <p><b>Competence</b> The candidate:</p> <ul style="list-style-type: none"> <li>- Has insight into relevant ethical and disciplinary challenges.</li> <li>- Is able to plan and carry out work tasks and projects alone or in a group according to juridical and ethical demands.</li> <li>- Can present theories problems and solutions orally and in writing.</li> </ul>

	<ul style="list-style-type: none"> <li>- Can communicate with other actors within tourism and contribute to development of both specific businesses and the tourism industry.</li> </ul>
<b>Teaching and working methods</b>	<ul style="list-style-type: none"> <li>- Lectures</li> <li>- Seminars</li> <li>- Oral presentations individually and in groups</li> <li>- Practical training (e.g. role play, industry visits)</li> </ul>
<b>Practice</b>	Practical training (e.g. role play, industry visits).
<b>Quality assurance of the course</b>	All courses will be evaluated in accordance with the quality systems of UiT.
<b>Coursework</b>	<ul style="list-style-type: none"> <li>- One individual written assignment</li> <li>- One group assignment including organizing a tour/event</li> <li>- 70% attendance in all student activities and lectures</li> </ul> <p>Required attendance and assignments must be approved in order to take the exam.</p>
<b>Assessment and exam</b>	<ul style="list-style-type: none"> <li>- Individual written home exam. Duration: 14 days</li> <li>- Grading: A–E for passed exam, F for failed. Possibility of resit exam in case of F.</li> </ul>
<b>Retake</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>
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<b>Language of instruction and examination</b>	<p>Instructions will be given in English.</p> <p>Written exam must be completed in English.</p>