

PROGRAMME DESCRIPTION

Bachelor in Arctic Adventure Tourism

Studyplan 19/20

180 credits

Campus Alta

The programme description has been approved by the
Head of Department of Tourism and Northern Studies

Study programme name	Bachelor in Arctic Adventure Tourism Bokmål: Arktisk opplevelsesbasert reiseliv Nynorsk: Arktisk opplevingsturisme
Obtained degree	Bachelors
Target group	Tourism is one of the largest and fastest growing sectors in the world, thus the demand for proficient workers is increasing continuously. The bachelor's degree programme in Arctic Adventure Tourism is aimed at people who wants to work with arctic experience production, marketing, management and communication relevant to the adventure tourism industry.
Admission requirements, required prerequisite knowledge, recommended prerequisite knowledge	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. 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: http://www.nokut.no/en/Facts-and-statistics/Surveys-and-databases/GSU-list/ Practical tasks and field trips in the arctic environment are an integrated part of the program, hence candidates are required to have necessary equipment and outdoor skills. A list of necessary equipment is available on study program website. In order to continue from one academic year to the next, the students must have passed a minimum of 50 credits.
The study programme's Learning Outcome	Upon successful completion of the programme, students are expected to possess the following learning outcomes: Knowledge <ul style="list-style-type: none"> - Have broad knowledge of tourism theory, relevant research methods and tourism business development. - Can explain tourism as an industry system and as a social phenomenon. - Have knowledge of the Arctic nature, society and culture, in relation to sustainable adventure tourism. - Have knowledge of research and development (R&D) within the field of adventure tourism. Skills <ul style="list-style-type: none"> - Can make use of relevant tools, techniques, and approaches in order to develop, deliver and evaluate tourism experiences. - Are able to facilitate and manage tourism activities for different target markets in the Arctic setting. - Can apply academic knowledge in order to address practical and theoretical issues in the tourism field.

	<p>Competence</p> <ul style="list-style-type: none"> - Is able to plan and conduct different projects, individually and as part of a team. - Can apply innovative approaches in product development. - Can reflect on and discuss professionalism, ethics and sustainability. - Can contribute with academic perspectives and experiences in arenas relevant for tourism development. - Is able to professionally communicate important issues through oral and written presentations.
<p>Academic content and description of the study programme</p>	<p>The programme provides students with theoretical knowledge and practical skills needed to design and produce sustainable nature- and culture based experiences. The programme bases its values on respect and concern for nature and culture, emphasizing sustainability and leadership in adventure tourism. At the core of the BA AAT are the courses 'Introduction to Arctic Adventure Tourism', 'Experiences, Marketing & Sales', 'Arctic Tourism Management 1 and 2', and 'Events Management', emphasizing different aspects of experience production. Other topics considered especially relevant and complementary to the arctic adventure tourism are addressed through the different communication and business innovation courses.</p> <p><i>Introduction to Arctic Adventure Tourism</i> The course gives an introduction to Arctic tourism and tourism theory, the classic studies and an introduction to the philosophy of social science and scientific thinking. The course emphasize an understanding of tourism as a complex phenomenon in society and as an industry, introducing nature, culture, indigeneity, innovation, events and sustainability, in relation to tourism in the Arctic. The course prepare the student to use scientific theory and methods following the scientific protocols. In addition, the course focus upon knowledge about academic texts and writing processes.</p> <p><i>Experiences, Marketing & Sales</i> The course introduces central elements of experience production, and the design and creation of adventure tourism products, emphasizing marketing and sales processes.</p> <p><i>Arctic tourism management 1 and 2</i> The courses build upon Experiences, Marketing & Sales, emphasizing Health Environment Safety (HES), risk management, Human Resources (HR) management and hospitality. The course focuses on a reflective practice of tour planning from a tour operator's / guide's perspective. Arctic tourism management 1 has an operational and managerial focus through fieldwork, cases and related coursework, while</p>

Arctic tourism management 2 addresses analytical processes, problem-solving and independent thinking based on the implementation and application of the design, creation and operational management of experience production.

Events Management

Through the course, students will gain practical and theoretical knowledge of events, i.e. how to organize and manage events such as festivals, sporting, entertainment and cultural events. The course also emphasize events impacts on tourism and community, and events role in society.

Communication skills

The course is designed to increase an understanding of principles and processes of communicating effectively in a professional setting, specifically as relevant to the tourism industry. Based on knowledge from the fields of communication, rhetoric, psychology and performing arts and music, students will learn to develop and deliver formal presentations. The course facilitates critical thinking and understanding of the nuances of communication processes as part of society.

Social Media and Communication

The course gives 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, such as marketing of nature based experience products.

Intercultural Communication

The focus of this course is on foundational and contemporary concepts, practices, and processes of intercultural communication, as well as methods of critical intercultural analysis. Students will learn intercultural communication theories and engage in critical assessment of and application of these theories with the explicit goal of addressing issues of social justice and ethical self-reflective intercultural practices. The course will particularly discuss intercultural issues in light of a Northern context, where indigenous and national minority cultures are important.

Business economics

The course introduces and discusses central concepts and theoretical tools within SME business management, i.e. basic cost-benefit analysis, accounting, investment theory, budgeting and target pricing.

Entrepreneurship and Innovation (elective course)

The course introduces students to basic entrepreneurship theories related to innovation in small businesses in the tourism sector.

Enterprise Innovation Practice (elective course)

The course applies a learning-by-developing approach. Students learn to explore and exploit business opportunities in service design in cooperation with tourism case companies.

Practice in Business (elective course, to be applied for)

Students can apply for practical training in a tourism business or institution/organization, as relevant for the study programme. By practical training in a real-life context, the students will apply theoretical knowledge from the previous courses in BA AAT. There are a limited number of practice businesses available, hence application is required.

Project Management

The course has a goal-oriented perspective, and introduces basic concepts within project management. Furthermore the course focuses on the projects life cycle and the role of the project manager.

Methods

Based on scientific and academic knowledge and skills presented in the course Introduction to tourism, the course introduces research methodologies emphasizing quantitative and qualitative methods for further application and exploration in the Bachelor Thesis.

Bachelor Thesis

The purpose of the thesis is for students to gain deeper understanding of a topic or a research question of interest, by applying relevant methods and theories from previous courses. The process of writing the thesis, requires academic skills as well as the ability to work independently.

In all courses, there is a 70 % attendance requirement and most courses have one to two mandatory assignments. For detailed descriptions for each course, see updated course descriptions online.

The BA AAT is a full-time, on-campus study, given in Alta Campus.

Possibilities for exchange is described in the section 'student exchange'.

Table: programme structure	Study design:			
	Semester	10 credits	10 credits	10 credits
	Semester 1	REI-1001 Introduction to Arctic Adventure Tourism (20 ETCS)		REI-1002 Experience, Marketing and Sales (20 ECTS)
	Semester 2	REI-1003 Arctic Tourism Management I (20 ECTS)		
	Semester 3	REI-1008 Methods (10 ECTS)	REI-1009 Communication Skills (10 ECTS)	REI-1006 Arctic Tourism Management II (10 ECTS)
	Semester 4	REI-1007 Events Management (10 ECTS)	REI-1004 Business Economics (10 ECTS)	MDA-1002 Social Media & Communication (10 ECTS)
	Semester 5 / Elective courses / Exchange semester	REI-1503 Project Management (10stp)	REI-1501 Entrepreneurship & Innovation (10 ECTS)	REI-1502 Enterprise Innovation Practice (10 ECTS) <i>or</i> REI-2006 Practice in Business* (10 ECTS) <i>to be applied for</i>
	Semester 6	REI-1010 Intercultural Communication (10 ECTS)	REI-2010 Bachelor Thesis (20 ECTS)	
	*Practice in business: For the achievement of BA AAT, students can apply for a practice in business (equivalent 10 ECTS) in a relevant tourism business in the 5th semester. Limited number of placements available. For more information, see course description.			
Learning activities, examination and assessment	<p>The course activities consist of different teaching methods. Throughout the courses the BA AAT programme emphasize the implementation of theoretical knowledge in a reflexive practice gained through fieldwork and cases. 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, Introduction to Arctic Adventure Tourism and Methods introduce the students to theoretical knowledge and reflection, which students will continue to develop throughout the program.</p> <p>Students will analyze, discuss, and apply their knowledge in light of relevant contexts. In individual tasks, students will use theoretical literature and examples from the tourism industry. Through group</p>			

work, students will be able to discuss subjects to gain deeper understanding. 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. Examination methods will vary from course to course, and will generally be written home exams and school exams as well as oral exams.

The grading system is twofold. One system consists of letter grades from A to F; with the following grading scale:

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.

	<p>The other grading system consists of the criteria passed / failed.</p> <p>For detailed descriptions of learning activities, examinations and assessment, see course description for each course.</p>
The study programme's relevance	<p>Upon completion of BA AAT, the candidate can seek a career in nature-based and experience production companies, destination and marketing companies, event management, the hospitality industry, product and business development within adventure tourism, or establishing one's own business venture.</p> <p>With a bachelor's degree in Arctic Adventure Tourism, students can apply for admission to a tourism master's programme at UiT, The Arctic University of Norway, or tourism related master programmes at other national and international institutions.</p>
Work scope	<p>The total workload for the bachelor program in Arctic Adventure Tourism, is estimated till 1500 hours per year (60 ECTS/250 hours per 10 ECTS). For obtaining the study programs learning outcomes, the students are expected to work approximately 38 hours per week with their studies, including lectures, seminars, self-study, etc. Periods consisting of fieldwork, testlabs or similar, will be more time-consuming. This will be announced in the schedule for each course.</p>
Language of instruction and examination	<p>All courses will be taught in English. Written and oral exams must be completed in English.</p>
Internationalisation	<p>The bachelor degree in Arctic Adventure Tourism is an international programme.</p>
Student exchange	<p>Candidates may apply for exchange in the fifth semester (30 ECTS). An updated selection of cooperative institutions will be announced on the programmes webpage.</p>
Administrative responsibility and academic responsibility	<p>UiT, the Arctic University of Norway, Faculty of Humanities, Social Science and Pedagogy, Department of Tourism and Northern Studies.</p>
Quality assurance	<p>The bachelor program in Arctic Adventure Tourism, will be evaluated in accordance with the quality systems of UiT.</p>

Name	Introduction to Arctic Adventure Tourism
Course code and level	REI-1001 Bachelors
Type of course	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.
Scope of course	20 ECTS
Required / recommended previous knowledge	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.
Course content	The course gives an introduction to Arctic tourism and tourism theory, the classic studies and an introduction to the philosophy of social science and scientific thinking. The course emphasize an understanding of tourism as a complex phenomenon in society and as an industry, introducing nature, culture, indigeneity, innovation, events and sustainability, in relation to tourism in the Arctic. The course prepare the student to use scientific theory and methods following the scientific protocols. In addition, the course focus upon knowledge about academic texts and writing processes.
Learning outcomes	<p>Upon completion of the course:</p> <p>Knowledge</p> <p>The candidate:</p> <ul style="list-style-type: none"> - has basic knowledge of different theoretical perspectives in tourism studies. - has basic knowledge about the tourism sector and the complex effects of tourism on nature and local communities. - can apply scientific theory and methods on case studies. - has knowledge about academic texts and writing processes. - understands learning strategies, sources and plagiarism. <p>Skills</p> <p>The candidate:</p> <ul style="list-style-type: none"> - is able to critically consider information on tourism gained from different sources. - can demonstrate analytical capacity by formulating scientific arguments. - can relate to existing theories and methods and apply these on case studies. <p>Competence</p> <p>The candidate:</p> <ul style="list-style-type: none"> - understands central academic and ethical challenges in regard to tourism.

	<ul style="list-style-type: none"> - is able to convey basic academic material and sources to develop a deeper understanding of tourism. - can reflect on innovation in tourism related to the need for more responsible and sustainable tourism. - can contribute to sustainable and responsible tourism.
Teaching and working methods	<ul style="list-style-type: none"> - Lectures - Group work - Oral presentations - Excursion
Practice	Excursion.
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.
Coursework	<ul style="list-style-type: none"> - 1 written individual assignment. - 1 written group assignment, including oral presentation - 70% attendance <p>Required attendance, including participation in the excursion, and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual, written exam. Duration: 6 hours. <p>Grades: A – E for passed exam, F for failed. Possibility of resit exam in case of F.</p>
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	<p>Instructions will be given in English.</p> <p>Written exam must be completed in English.</p>

Name	Experiences, marketing and sales
Course code and level	REI-1002 Bachelors
Type of course	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.
Scope of course	20 ECTS
Required / recommended previous knowledge	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.
Course content	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.
Learning outcomes	<p>Knowledge</p> <p>The candidate:</p> <ul style="list-style-type: none"> - Has an overview of basic concepts, models and theories of experience production, marketing and sales. <p>Skills</p> <p>The candidate:</p> <ul style="list-style-type: none"> - Is able to analyse and develop experience products. - Can develop pricing and marketing strategies for adventure experiences. - Is able to develop presentations of experience products for different communication channels. - Is able to communicate and cooperate with relevant stakeholders. <p>General competence</p> <p>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>
Teaching and working methods	<ul style="list-style-type: none"> - Lectures - Seminars - Oral presentations, individual and in team - Test Labs with businesses, industry visits and/or excursions
Practice	Test Labs etc. in cooperation with businesses.
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.

Coursework	<ul style="list-style-type: none"> - 70% attendance - One individual written assignment - One group assignment, including an oral presentation <p>Required attendance and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual written home exam. Duration: 14 days. - Grades: A–E for passed exam, F for failed. Possibility of resit exam in case of F.
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	<p>Instructions will be given in English.</p> <p>Written exam must be completed in English.</p>

Name	Arctic Tourism Management I
Course code and level	REI-1003 Bachelors
Type of course	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.
Scope of course	20 ECTS
Required / recommended previous knowledge	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.
Course content	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.
Learning outcomes	<p>Knowledge The candidate:</p> <ul style="list-style-type: none"> - Has broad knowledge of basic concepts, models and theories related to tourism management, HR and risk management. - Is familiar with R&D work within HR, risk management and sustainable tourism. - Can update ones knowledge within tourism management topics. <p>Skills The candidate:</p> <ul style="list-style-type: none"> - Is able to use knowledge and relevant R&D work from the tourism management field on practical and theoretical challenges, and make well founded choices. - Can reflect one's own performance and make use of guidance to improve behaviour. - Is able to find, evaluate and refer to disciplinary information within tourism management and use this to illuminate practical challenges for businesses. - Can make use of tour planning and risk management tools, basic concepts and professionals' forms of expression. <p>Competence The candidate:</p>

	<ul style="list-style-type: none"> - Has insight into relevant ethical and disciplinary challenges. - Is able to plan and carry out work tasks and projects alone or in a group according to juridical and ethical demands. - Can present theories problems and solutions orally and in writing. - Can communicate with other actors within tourism and contribute to development of both specific businesses and the tourism industry.
Teaching and working methods	<ul style="list-style-type: none"> - Lectures - Seminars - Oral presentations individually and in groups - Practical training (e.g. role play, industry visits)
Practice	Practical training (e.g. role play, industry visits).
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.
Coursework	<ul style="list-style-type: none"> - One individual written assignment - One group assignment including organizing a tour/event - 70% attendance in all student activities and lectures <p>Required attendance and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual written home exam. Duration: 14 days - Grading: A-E for passed exam, F for failed. Possibility of resit exam in case of F.
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	<p>Instructions will be given in English.</p> <p>Written exam must be completed in English.</p>

Name	Methods
Course code and level	REI-1008 Bachelors
Type of course	The course is mandatory for a successful completion of BA AAT and BNS. Open for all other students.
Scope of course	10 ECTS
Required / recommended previous knowledge	None beyond those in the admission requirements for BA AAT. Open for all other students.
Course content Learning outcomes	The course provides an understanding of research methodologies and the application of quantitative and qualitative methods. The course focuses on the use of theory in research, research design and implementation. Upon completion of the course: Knowledge The candidate <ul style="list-style-type: none"> - Can explain different scientific research methodologies and methods. - Can explain ethical considerations of conducting research and the use of research results. Skills The candidate <ul style="list-style-type: none"> - Is able to plan and design a minor research project. - Can collect and analyse qualitative and quantitative data. - Is able to reflect on qualitative and quantitative research findings. General competence The candidate <ul style="list-style-type: none"> - Is able to carry out small independent scientific research projects. - Is able to critically assess research findings.
Teaching and working methods	<ul style="list-style-type: none"> - Lectures - Seminars - Student presentations - Group work - Class discussions
Practice	None
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.
Coursework	<ul style="list-style-type: none"> - Written assignments

	<ul style="list-style-type: none"> - Oral presentations - 70% attendance <p>Required attendance and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual written school exam. Duration: 4 hours. - Grades: A – E for passed exam, F for failed. Possibility of resit exam in case of F.
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	<p>Instructions will be given in English.</p> <p>Written exam must be completed in English.</p>

Name	Communication Skills
Course code and level	REI-1009 Bachelors
Type of course	The course is mandatory for the achievement of the bachelor in Arctic Adventure Tourism (AAT). The course is open for all other students and can be taken as a single subject.
Scope of course	10 ECTS
Required / recommended previous knowledge	None beyond those in the admission requirements for the bachelor programme in Arctic Adventure Tourism (AAT).
Course content	The purpose of this course is to help you develop your communication skills. The course is designed to increase your understanding of principles and processes of communicating effectively in a professional setting, specifically as relevant to the tourism industry. The course will facilitate critical thinking and understanding of the nuances of communication processes as part of society. Based on knowledge from the fields of communication, rhetoric, psychology and performing arts and music, you will learn to develop and deliver formal presentations. You will become more conscious and flexible when it comes to your personal, as well as others', communication.
Learning outcomes	<p>Knowledge The candidate:</p> <ul style="list-style-type: none"> - Has a general overview of different theoretical communication perspectives. - Has presentation relevant knowledge of psychology, audience analysis, rhetoric, text analysis and elocution. <p>Skills The candidate is able to:</p> <ul style="list-style-type: none"> - Plan, structure, prepare and improve presentations. - Adjust communication to different target audiences and desired outcomes. - Apply different mental and physical techniques and tools in preparation and delivery of presentations. - Provide constructive criticism and feedback on others' communication. <p>Competence The candidate:</p> <ul style="list-style-type: none"> - Understands different communication perspectives, and is conscious of own, as well as others' communication. - Is able to be a critical consumer of public communication, and contribute to informed decision making. - Can explain the role of communication for culture and society.

Relevance in the degree program	Communication is important for workers in the tourism industry, particularly when it comes to design, delivery, and evaluation of tourism experiences.
Teaching and working methods	<p>The course is taught in the Fall semester.</p> <p>This course is taught in weekly lectures and seminars.</p> <p>Topics will be addressed through:</p> <ul style="list-style-type: none"> - Lectures - Readings - Class discussions - Practical exercises - Oral presentations, individual and in team - Delivery and evaluation of individual or team presentations - Journal reflections
Practice	
Quality assurance of the course	All courses will be evaluated in accordance with the UiT quality system.
Coursework	<ul style="list-style-type: none"> - 2 written assignments - Oral presentations - 70% attendance <p>Required attendance and assignments must be approved in order to take the exam.</p>
Assessment and exam	<p>The exam consists of two parts:</p> <ul style="list-style-type: none"> - Individual oral presentation - Individual paper <p>The individual oral presentation counts for 60% of the mark. The individual paper counts for 40% of the mark.</p> <p>Separate grades are given for the individual oral presentation and the individual paper. Both presentation and paper must be passed to receive a final grade in the course.</p> <p>Grades: A – E for passed exam, F for failed. In case of F, new exam must be taken next time the course is offered.</p>
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's digital learning platform at the semester start.
Language of instruction and examination	<p>Instruction will be given in English.</p> <p>Written and oral exams must be completed in English.</p>

Name	Arctic Tourism Management II
Course code and level	REI-1006 Bachelors
Type of course	The course is mandatory for the achievement of BA AAT.
Scope of course	10 ECTS
Required / recommended previous knowledge	Approved courses in 'Experiences, Marketing and Sales', and 'Arctic Tourism Management I', or equivalent. The student must have sufficient clothing/equipment, and have obtained basic outdoor skills.
Course content	The course focuses on a reflective practice of tour planning from a tour operator's / guide's perspective; experience production, risk management, group dynamics and environmental sustainability.
Learning outcomes	<p>Knowledge The candidate has:</p> <ul style="list-style-type: none"> - Knowledge of adventure tourism in the local Arctic context and nature guides' role and practices within this field. - Knowledge of the Norwegian history and tradition of "friluftsliv". - Knowledge of sustainable tour planning in the Arctic nature - Knowledge of experience production in the Arctic. - Knowledge of risk management in the Arctic nature. <p>Skills The candidate is able to:</p> <ul style="list-style-type: none"> - Plan, organize and conduct outdoor adventure tours in the Arctic nature. - Make assessments on the risk-, safety- and environmental elements of Arctic outdoor activities. - Make assessments on how experiences in this natural environment can be controlled and designed. <p>Competence The candidate is able to:</p> <ul style="list-style-type: none"> - Understand and analyse the role and importance of experiences in nature-based tourism. - Evaluate, analyse and advice businesses and the industry - Carry out product developments and innovations.
Teaching and working methods	<ul style="list-style-type: none"> - Lectures, following a weekly time schedule. - Individual work, including obligatory assignments. - Teamwork, including obligatory assignments.
Practice	Outdoor activities.
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.

Coursework	<ul style="list-style-type: none"> - Practical assignment: tour planning and – implementation. - Oral presentations - Written assignments - 70% attendance. <p>Required attendance and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual written home exam. Duration: 5 days. - Grading: A-F. E is the lowest passing grade. F is failure. <p>Possibility of resit exam in case of an F.</p>
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	<p>Instruction will be given in English.</p> <p>Written and oral exams must be completed in English.</p>

Name	Events Management
Course code and level	REI-1007 Bachelors
Type of course	The course is mandatory for the achievement of BA AAT. Open for all other students.
Scope of course	10 ECTS
Required / recommended previous knowledge	None beyond those in the admission requirements for BA AAT.
Course content	<p>Knowledge of events, and how to organize and manage events such as festivals, sporting, entertaining and cultural events.</p> <p>The course focuses on event planning, creative event marketing and managing of event organisations, emphasising volunteers.</p> <p>Through the course, you will gain practical and theoretical skills in many aspects of event management.</p> <p>The course also emphasizes events impacts on tourism, community, and events role in society.</p>
Learning outcomes	<p>Knowledge</p> <p>The candidate:</p> <ul style="list-style-type: none"> - Has broad knowledge of the events field, including different theoretical perspectives on events. - Understands different aspects of recruitment and management of volunteers in events. - Has knowledge of co-operation in networks as means for learning and developing events. - Has knowledge of how to plan, manage, implement and evaluate projects in the event business and related fields of work. <p>Skills</p> <p>The candidate is able to:</p> <ul style="list-style-type: none"> - Reflect on events in relation to tourism. - Make a flow chart for different events. <p>General competence</p> <p>The candidate is able to:</p> <ul style="list-style-type: none"> - Take responsibility for various tasks in an event project. - Communicate ideas, and reflect upon fellow students´, lecturers´ and professionals´ ideas and suggestions concerning an event project. - Find and employ relevant theory when carrying out ideas and plans for a given project.

Teaching and working methods	<ul style="list-style-type: none"> - Lectures - Class discussions - Oral presentations - Workshops - Practical case
Practice	Practical Case in an Event.
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.
Coursework	<ul style="list-style-type: none"> - 1 written group assignment - 1 oral group assignment - 70% attendance is required, <p>Required attendance, including participation in the practical case, and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual, written home exam. Duration: 5 days. - Grades: A – E for passed exam, F for failed. Possibility of resit exam in case of F.
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	<p>Instruction will be given in English.</p> <p>Written exam must be completed in English.</p>

Name	Business Economics
Course code and level	REI-1004 Bachelors
Type of course	The course is mandatory for the achievement of BA AAT. Not open for other students.
Scope of course	10 ECTS
Required / recommended previous knowledge	None beyond those in the admission requirements for BA AAT. The course is not open for other students.
Course content	The course introduces and discusses central concepts and theoretical tools within SME business management, i.e. basic cost-benefit analysis, accounting, investment theory, budgeting and target pricing.
Learning outcomes	Upon completion of the course: Knowledge The candidate <ul style="list-style-type: none"> - Can explain central concepts and theoretical tools within SME business management. Skills The candidate: <ul style="list-style-type: none"> - Is able to apply relevant tools according to the case and context. Competence <ul style="list-style-type: none"> - Is able to connect central issues and cases related to the economic management of a business and apply central concepts and theories.
Teaching and working methods	<ul style="list-style-type: none"> - Lectures - Seminars
Practice	None
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.
Coursework	<ul style="list-style-type: none"> - Two individual written assignments - 70% attendance. <p>Required attendance and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual written school exam. Duration: 4 hours. - Grades: A – E for passed exam, F for failed. Possibility of resit exam in case of F.
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.

Language of instruction and examination	Instruction will be given in English. Written and oral exams must be completed in English.
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Name	Social Media and Communication
Course code and level	MDA-1002 Bachelors
Type of course	The course is mandatory for the achievement of BA AAT and media production.
Scope of course	10 ECTS
Required / recommended previous knowledge	None beyond those in admission requirements for the programmes. The course is a joint course for BA AAT students and students taking a bachelor`s degree in Media Production. The course is not open for other students.
Course content	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.
Learning outcomes	<p>Knowledge The candidate has:</p> <ul style="list-style-type: none"> - Basic knowledge of social networking sites' role and potential in marketing. - 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? <p>Skills The candidate is able to:</p> <ul style="list-style-type: none"> - Make use of different channels of media for strategic communication purposes. <p>Competence The candidate is able to:</p> <ul style="list-style-type: none"> - Understand and facilitate various media for communication purposes.
Teaching and working methods	<ul style="list-style-type: none"> - Mainly lectures, following a weekly time schedule. - Individual work, including obligatory assignments. - Teamwork, including mandatory assignments
Practice	None
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.
Coursework	<ul style="list-style-type: none"> - 70 % attendance. - Oral, written and practical assignments. <p>Specification of work requirements will be given by semester start. Required attendance and assignments must be approved in order to take the exam.</p>
Assessment and exam	<ul style="list-style-type: none"> - Individual written home exam. Duration: 5 days. - Grades: A – E for passed exam, F for failed. Possibility of resit exam in case of F.

Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	Instruction will be given in English. Written and oral exams must be completed in English.

Name	English: Project Management Bokmål: Prosjektledelse Nynorsk: Prosjektleiing
Course code and level	REI-1503 Advanced course at undergraduate level
Type of course	The course is obligatory for the Bachelor of Northern studies. Elective for Bachelor in Arctic Adventure Tourism and other programs. The subject can be taken as single course.
Semester	Autumn. 3rd study year.
Scope of course	10 ECTS points = 250-300 working hours (includes all organized learning activities, self-study and exam preparation).
Required / recommended previous knowledge	Nordic applicants: General study competence. International applicants: Higher Education Entrance Qualification and certified language requirements in English
Course contents	The course has a goal-oriented perspective, but other perspectives will also be presented. We introduce some vital terms in the terminology of projects, which are related to some important stages in the life cycle of the project; the initiation, teambuilding, planning, organizing, controlling and learning. The role of the project manager will be seen in the light of being the main responsible person in a project.
Learning outcomes	When completing the course the student will be able to: Knowledge <ul style="list-style-type: none"> Account for vital terms in the terminology of projects which are related to important stages in the life cycle of the project Skills <ul style="list-style-type: none"> Apply the knowledge introduced in the course in real projects Competence <ul style="list-style-type: none"> Understand the role of a project manager Plan and execute projects in a team in accordance with ethical requirements
Relevance in the degree program	The course is obligatory for Bachelor of Northern studies. The course is linked with two other courses; Entrepreneurship and Innovation and Enterprise innovation practice, into an advanced emphasis programme called Arctic Innovation and Entrepreneurship (in total 30 ECTS)

Teaching and working methods	Mainly teacher presentations, group work and group discussions. Class attendance is obligatory (at least 75 %).
Practice	Not relevant
Quality assurance of the course	Before the end of every course, it will be arranged an evaluation of the course in collaboration with the teacher and the student
Coursework	Obligatory group/individual term paper and oral presentation related to a project case. The paper has to be approved before the students can present themselves for the final exam.
Assessment and exam	Individual written 4 hours exam Grading: scale A – F, with F for failed.
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	350-400 pages, all literature in English.
Language of instruction and examination	English

Name	ENTREPRENEURSHIP AND INNOVATION Bokmål: Entreprenørskap og innovasjon Nynorsk: Entreprenørskap og innovasjon
Course code and level	REI-1501 Advanced course at undergraduate level
Type of course	The course is obligatory for the Bachelor of Northern studies. Elective for Bachelor in Arctic Adventure Tourism. The subject can be taken as single course.
Semester	Autumn 2019
Scope of course	10 ECTS points = 250-300 working hours (includes all organized learning activities, self-study and exam preparation).
Required / recommended previous knowledge	Nordic applicants: General study competence. International applicants: Higher Education Entrance Qualification and certified language requirements in English.
Course contents	Students are be provided with theoretical basics on innovation, entrepreneurship, and small businesses. Introduction to entrepreneurship Contributions of entrepreneurial firms Entrepreneurship – conceptual approaches The logic of effectuation Social entrepreneurship Some aspects of cross border entrepreneurship in the Barents Region Introduction to innovation Reasons to innovate Disruptive Innovation, Reverse Innovation Value-driven (service) innovation Implementation of innovation Innovation process Exploration and Exploitation of opportunities Types of Innovation Basics on Business Model Design
Learning outcomes	When completing the course the student will be able to: Knowledge <ul style="list-style-type: none"> • Explain central approaches and theories of innovation and entrepreneurship • Classify innovative methods in economic competition • Discuss cases of social entrepreneurship • Explain cross-border cooperation in the Barents Region

	<p>Skills</p> <ul style="list-style-type: none"> • Use theoretical concepts to understand and analyse processes of innovation and entrepreneurship in practice • Discuss and assess individually chosen cases from industry • Write a consistent term paper <p>General competence</p> <ul style="list-style-type: none"> • Analyse and assess contemporary innovation and economic development by using concepts from theory
Relevance in the degree program	The course is obligatory for Bachelor of Northern studies. The course is linked with two other courses; Enterprise Innovation Practice and Project Management, into an advanced emphasis programme called Arctic Innovation and Entrepreneurship (in total 30 ECTS)
Teaching and working methods	Lectures alternating with seminars including group work. Students are expected to apply theoretical concepts to real-life cases taken from personal experience and / or public sources of information. Over the period of the course, students will subsequently work with a respective term paper.
Practice	Not relevant
Quality assurance of the course	Upon completion, the course will be anonymously evaluated by students
Coursework	The following coursework requirements must be completed and approved in order to take the final exam: Short individual and group presentations in class Two drafts of a work paper on a self-selected case Attendance 70% at the minimum due to possible group work in class
Assessment and exam	<p>Exam Admission Requirements</p> <p>Small individual article presentations, a submission of a paper draft and 70% attendance.</p> <p>The exam will consist of a final term paper (4,000 – 4,500 words) to be delivered at the end of the course.</p> <p>The exam will be assessed on an A-F grade scale.</p> <p>Grades are A-E for passed and F for failed.</p>
Retake	Retake is offered in 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 / Reading material	300-400 pages, published in "Canvas" _ UiT

Language of instruction and examination	English
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Name	English: ENTERPRISE INNOVATION PRACTICE Bokmål: Praksis i forretningsutvikling Nynorsk: Praksis i forretningsutvikling
Course code and level	REI-1502 Advanced course at undergraduate level
Type of course	The course is obligatory for the Bachelor of Northern studies. Elective for Bachelor in Arctic Adventure Tourism. The subject can be taken as single course.
Semester	Autumn. 3 rd study year 2019 / and Spring 2020
Scope of course	10 ECTS points = 250-300 working hours (includes all organized learning activities, self-study and exam preparation).
Required / recommended previous knowledge	Nordic applicants: General study competence. International applicants: Higher Education Entrance Qualification and certified language requirements in English
Course contents	<p>Core of this learning-by-developing course is practical innovation work cooperating with a real-life case (SME, public organization etc.)</p> <p>Students are provided with theoretical topics and methodological tools, which support their practical work.</p> <p>Student teams will learn to cooperate for best ideas. Teams have to detect potential (business) partners for the firm / organization and do other practical efforts in order to develop their idea to a sustainable solution for the client: a competitive advantage, entering a new market, designing new products, services, change processes etc.</p> <p>Theory basics in Entrepreneurial Behaviour, Networking, Lean Start-up, Business Model Generation, Service Design</p> <p>Methodological tools Business Model Canvas and Lean Canvas, Service Design Thinking, Value Proposition Design, Combining Innovation types, Work journal writing, Individual and Team presentations</p>
Learning outcomes	When completing the course the student will be able to:

	<p>Knowledge</p> <ul style="list-style-type: none"> - By the end of the course, students will know basics about the interdependency of business model elements and main types of Innovation. <p>Skills</p> <ul style="list-style-type: none"> - Students will be able to apply selected methods of creating ideas, determine value of new ideas, and engage customers in the innovation process - By the end of the course, students are expected to have improved their Communication / team-work skills, the ability to establish and use networks - Project and time management - Information gathering and proceeding skills - Decision skills and familiarity with risk assessment and strategic thinking <p>Competencies</p> <p>Over the course, the following main competencies will be trained:</p> <ul style="list-style-type: none"> - Recognizing and developing innovation / business opportunities; Relationship competencies in person-to- person or individual-to-group-based, partly cross-cultural, interactions; presentation skills - Organizing competencies - Strategic competencies, i.e. setting, evaluating and implementing the strategies of the team / firm; - Commitment competencies, i.e. capability to move ahead with a project; Self-reflection and self-assessment
<p>Relevance in the degree program</p>	<p>The course is obligatory for Bachelor of Northern studies. The course is linked with two other courses; Entrepreneurship and Innovation and Project Management, into an advanced emphasis programme called Arctic Innovation and Entrepreneurship (in total 30 ECTS)</p>
<p>Teaching and working methods</p>	<p>Learning by developing: Team work and cross-border communication with firms The course is based on teamwork, guided by a teacher who acts as coach / mentor</p> <p>Stage 1 – Introduction into the case Introductory lectures / seminars on theories and methods Exemplary video lectures, Video conferences with firm representatives and team members, Group work, -discussions, brainstorming Use of online learning environments and social media</p> <p>Stage 2 –Meeting firm representatives; Case background research; Building international teams. This part might be realised outside Alta in Finnmark or abroad in Russia or Finland</p> <p>Stage 3 – Idea development. Presentation of proposals to firms</p>

	Mandatory Self-organised teamwork and seminars.
Practice	Hands-on innovation work, partly online communication
Quality assurance of the course	Upon completion, the course will be anonymously evaluated by students
Coursework	Teamwork – attendance mandatory; Mandatory participation in one-week trip for meeting the company Business model development on behalf of a case company or organisation Obligatory team presentation including project report Writing an individual work journal, mandatory
Assessment and exam	<p>Exam Admission Requirements</p> <p>Reliable individual contribution to teamwork (peer evaluation) Minimum seminar attendance 90% and Meeting the company Application of tool and techniques in idea development Short individual presentations Final team presentation of business idea(s) and tentative implementation plan(s) Regularly updated individual work journal is mandatory</p> <p>Students will get one overall grade that is composed of two assessments. A) The Final team presentation (including written material) that counts for 40/100 of the overall grade. B) A subsequent individual oral exam will count for 60/100 of the overall grade.</p> <p>A-F. A is the best mark; E is lowest mark for a pass. F is fail.</p>
Retake	Retake is offered in 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	100-200 pages, all literature in English. Online available reading and tools Business Model Generation and Value Proposition Design https://strategyzer.com/books Lean Start-up https://leanstack.com/welcome Diverse hand-outs
Language of instruction and examination	English

Name	Intercultural Communication Bokmål: Interkulturell kommunikasjon Nynorsk: Interkulturell kommunikasjon English: Intercultural communication
Course code and level	REI-1010 Bachelors
Type of course	The course is mandatory for the achievement of the bachelor in Arctic Adventure Tourism (AAT). The course is open for all other students and can be taken as a single subject.
Scope of course	10 ECTS
Required / recommended previous knowledge	None beyond those in the admission requirements for the bachelor programme in media production.
Course contents	<p>The focus of this course is on foundational and contemporary concepts, practices, and processes of intercultural communication, as well as methods of critical intercultural analysis. Students will learn intercultural communication theories and engage in critical assessment of and application of these theories with the explicit goal of addressing issues of social justice and ethical self-reflective intercultural practices. The course will particularly discuss intercultural issues in light of a Northern context, where indigenous and national minority cultures are important.</p> <p>Drawing from historical, social scientific, humanistic and critical perspectives, the course addresses topics ranging from the contested nature of culture and cultural definition; representations of cultures and identities in public discourse; diversity, privilege and power as part of intercultural communication; globalization and modern technological influences in intercultural practices; and the relationship between language, power, and culture. Indigenous and minority culture elements will be central to all topics in the course.</p> <p>This course will not only acquaint you with theories and research in the area of intercultural communication, but also help you apply the knowledge in order to contribute to the development of ethical, diverse, and more sustainable societies, especially as relevant to nature and culture based tourism and in a context where indigenous and minority cultures play such a central role. You will engage in self-reflection to better understand communication between people from different backgrounds, and</p>

	in order to increase awareness of our cultures impact us and our communicative practices.
Learning outcomes	<p>After completing this course, students should have reached the following learning outcomes:</p> <p>Knowledge</p> <ul style="list-style-type: none"> • Has knowledge of foundational and contemporary theories and practices in the field of intercultural communication. • Understands the relevance of intercultural communication to the development of tourism as an industry system and a social phenomenon. <p>Skills</p> <ul style="list-style-type: none"> • Knows how to research, explain and analyze intercultural communication in everyday life, media, and society. • Is able to discuss intercultural communication based in examples that bring in indigenous and minority culture perspectives. • Can identify, evaluate, and respond to barriers to ethical intercultural communication (f.ex. barriers to social justice, equality, and diversity). • Can bring in relevant intercultural theories and practices to reflect on issues from other courses as well as personal experiences. • Can apply intercultural theories with the explicit goal of addressing issues of social justice, and ethical self-reflective intercultural practices and theories in the tourism context. <p>General Competence</p> <ul style="list-style-type: none"> • Is able to critically reflect on her/his own positioning in an intercultural context and ethically engage with those who hold other perspectives. • Can use knowledge and understanding of intercultural understandings independently to make relevant and ethical contributions to processes of sustainable development in society. • Is able to engage in, facilitate, and make relevant adjustments, to encourage mindful, reflexive, and accountable dialogue and collaboration across and through difference.
Relevance in the degree program	Intercultural communication represents an important aspect of the knowledge and practical skills needed for workers in the tourism industry. Intercultural communication is particularly valuable for the bachelor's degree programme in Arctic Adventure

	Tourism, which values are based on respect and concern for culture and nature.
Teaching and working methods	<p>The course is taught in the Spring semester.</p> <p>This course is taught in weekly lectures and seminars.</p> <p>Topics will be addressed through readings, examples from contemporary culture, reflexive assignments, research activities, class discussions, and in-class activities.</p>
Practice	
Quality assurance of the course	All courses will be evaluated in accordance with the UiT quality system.
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"> - 2 written assignments - Oral presentations - 70% attendance
Assessment and exam	<p>The exam will consist of a written paper.</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 offered in 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	The syllabus will be published on UiT's Digital learning platform at the semester start.
Language of instruction and examination	English.

Name	BA Thesis Arctic Adventure Tourism
Course code and level	REI-2010 Bachelors
Type of course	The course is mandatory for the achievement of BA AAT. Not open for other students.
Scope of course	20 ECTS
Required / recommended previous knowledge	None beyond those in the admission requirements for BA AAT. 150 ECTS of the BA AAT must be completed before submitting of the thesis for assessment.
Course content	The purpose of the thesis is for students to gain deeper understanding of a topic or a research question, related to relevant courses, methods and theories in tourism. The process of writing the thesis, requires academic skills as well as the ability to work independently.
Learning outcomes	<p>Knowledge The candidate</p> <ul style="list-style-type: none"> - Has in-depth knowledge on relevant aspects of the thesis topic. - Has an overview of theories of relevance to the thesis' empirical material. <p>Skills The candidate</p> <ul style="list-style-type: none"> - Is able to develop research questions and work systematically to address these, within the requirements of academic standards. - Is able to reflect upon and discuss issues of relevant theory and practice. - Is able to communicate relevant knowledge regarding a self-chosen topic. <p>Competence The candidate</p> <ul style="list-style-type: none"> - Is able to present academic contributions in written form, in accordance with scientific requirements. - Can undertake independent work processes, and actively participate in dialogue with a supervisor.
Teaching and working methods	The students work independently and in seminars, and will be assigned a supervisor.
Practice	None
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.

Coursework	<ul style="list-style-type: none"> - Bachelor Thesis Proposal (1-2 pages) to be assessed and accepted by course responsible teacher(s). - Paper presented in seminar. The paper should be a minimum 5 pages summary, focusing on the research problem, the choice of methods and theory. <p>Detailed requirements will be presented in guidelines for bachelor thesis. All coursework requirements: the bachelor thesis proposal(1), paper(2) and presentation(3) must be accepted and passed as approved, in order to submit the final Bachelor Thesis.</p>
Assessment and exam	<p>Submission of bachelor thesis only in spring semesters. The written thesis forms the final grade. Grading: A-E for passed exam, F for failed.</p>
Retake	<p>See the guideline for reset examination on: https://en.uit.no/exams</p>
Syllabus	<p>Self-chosen literature, relevant for the thesis.</p>
Language of instruction and examination	<p>Will be given in English. The thesis must be completed in English.</p>

Name	Practice in Business <i>(to be applied for)</i>
Course code and level	REI-2006 Bachelors
Type of course	Elective course. Limited number of placements available.
Scope of course	10 ECTS
Required / recommended previous knowledge	For the achievement of BA AAT, students can apply for practical training in a tourism business or institution/organization, as relevant for the study programme. By practical training in a real-life context, the students will apply theoretical knowledge from the previous courses in BA AAT. There are a limited number of practice businesses available, hence application is required. Signed agreement between student, University and company is required.
Course content	By applying knowledge from previous courses in BA AAT, students will gain practical skills and experiences through working with different work tasks in a tourism business.
Learning outcomes	<p>Upon completion of the course:</p> <p>Knowledge The candidate:</p> <ul style="list-style-type: none"> - Has knowledge of how tourism theory can contribute in development of tourism businesses. - Is able to find and evaluate issues that might be relevant topics for further exploration in the bachelor's thesis. - Has experience based knowledge of the relationship between social science and work life, gained through practical training. <p>Skills Dependent on type of practice, the candidate is able to:</p> <ul style="list-style-type: none"> - Perform work tasks in a tourism business, such as: customer service, marketing and sales. - Initiate, plan and contribute in development of a tourism business. - Carry out or revise safety and quality routines (HES). <p>Competence The candidate:</p> <ul style="list-style-type: none"> - Understands the comprehensive aspects of challenges facing the management of a tourism business. - Is able to apply theoretical knowledge in practical situations. - Is able to communicate professionally with colleagues, media and others.
Teaching and working methods	<ul style="list-style-type: none"> - Practical work in a tourism business - Seminars <p>Students will be assigned to a mentor in the business and a supervisor from UiT.</p>

Practice	Practical training in a relevant tourism business.
Quality assurance of the course	All courses will be evaluated in accordance with the quality systems of UiT.
Coursework	<ul style="list-style-type: none"> - Work in progress presentation of practice report. - Approved practice from business mentor.
Assessment and exam	<ul style="list-style-type: none"> - Final practice report - Oral presentation of key findings/issues <p>The final practice report and the oral presentation will be graded as passed or failed.</p>
Retake	See the guideline for reset examination on: https://en.uit.no/exams
Syllabus	Self-chosen literature, relevant for type of practice.
Language of instruction and examination	<p>Language in practice is Norwegian and/or others.</p> <p>Language of instructions in seminars will be given in English.</p>