

Bachelor in Arctic Adventure Tourism

2015/16

180 ECTS

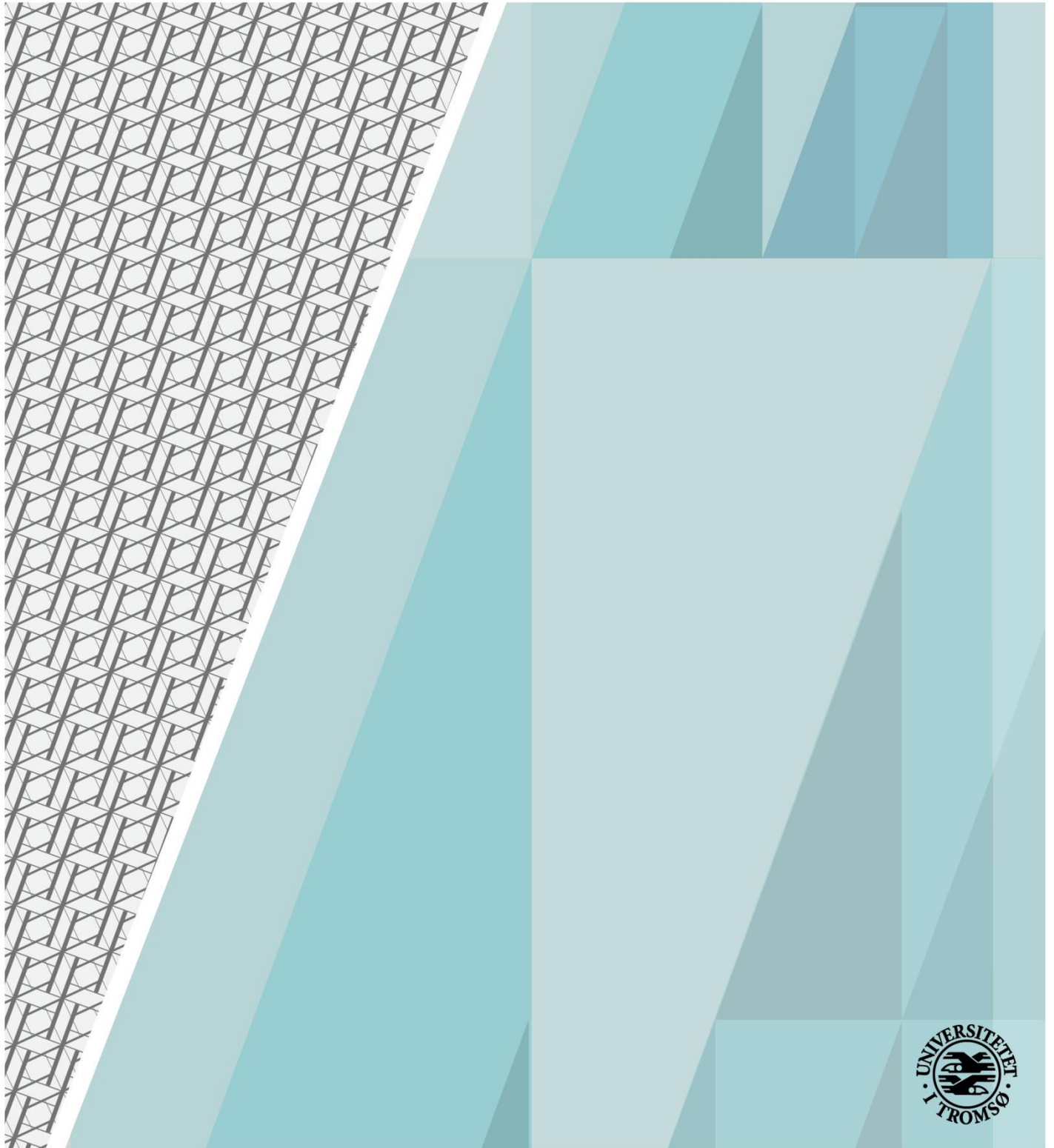


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1. Introduction

1.1 Target Group / Audience

The Bachelor-program 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 program 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 program 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 program 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).

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 will 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 will also 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 study, the candidate can specialize in guiding, operations management, marketing, sales, human resources, finance, training, product & business development and event planning.

1.4 Language of Instruction and Examination

All courses will be taught in English. Written exams may be written in the Norwegian language. A

mark will appear on the final diploma (vitnemål) for those who choose to write their exams in Norwegian language.

1.5 Name of the Program

Bachelor-program in Arctic Adventure Tourism.

1.6 Awarded Qualification

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

2. Learning Outcomes

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

Candidates will have the ability to:

- 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;

- have gained analytical skills that enable them to 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;
- have experience from practical training in a tourism business.

General Proficiency

Ability to apply knowledge and skills independently in different situations

- 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 characterise today's tourism and tourist practices;
- could 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 program is a three year full-time program comprising 180 ECTS.

3.2 Internationalization and Exchange Possibilities

In the fourth semester candidates will have the possibility to take one semester (30ECTS) abroad. More information can be obtained by contacting the student advisor.

4. Contents

4.1 Study Design

1st Year

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

2nd Year

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

Indigenous Representations (10ECTS)	Event Management (10ECTS)
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3th Year

Autumn	Spring
Arctic Tourism Praxis (30ECTS)	Examen Philosophicum (10ECTS)
	Research Design and Bachelor Thesis (20ECTS)

4.2 Specialization / Elective Courses

To give the candidates a more specialized study, we offer students the possibility to replace the entire second year with a year where students can specialize in for example Event Planning & Management, Economy/Innovation, and more. More information about these options is provided by the student advisor 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 a student advisor 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 (writing assignments) and oral exams. Exams will be evaluated with letter grades (A–F) or pass / fail.

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 program is structured so that the various courses underpin and complement each other. It is particularly directed towards designing and producing experiences that takes place in the natural environment. Although the practical learning context will be the local, Arctic environment, practical elements, together with the theoretical framework presented, 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 here.

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 in linguistic and non-linguistic aspects of communication, as 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 understanding of economics, pricing and budgeting and which is an important element 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 the theoretical foundation, practical experience of taking part in designing, and carrying out a safe and responsible travel experience in the local Arctic scenery.

The Event 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 giving 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: Here candidates will undertake individually a minor research project based on empirical field work and use of analytical perspectives 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

Course details and contents might be revised due to operational reasons.

8. Course Outlines

Course title	Examen facultatum
Course code	
Course category	The course is a part of the “Year program in Arctic Adventure Tourism” and the Bachelor program in Arctic Adventure Tourism.
Semester	Autumn
Credits (ECTS):	10 ECTC
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites	None beyond those in the admission requirements for the program.
Content	Offer an introduction to social science by studying their history, scientific thinking and contemporary debate in theory of science.
Relevance in study program	The course is a mandatory course in the tourism programs.
Learning outcomes	<p>Objective of the course</p> <p>Knowledge :</p> <ul style="list-style-type: none"> - History of social science - Models of humans and society - Theory of science and research design - Ethics in social science research <p>Skills:</p> <p>Students should:</p> <ul style="list-style-type: none"> -be capable of taking a critical stand towards research as well as theories within social science -be capable of applying and comprehend methodological and theoretical competence within their own studies <p>Competence:</p> <ul style="list-style-type: none"> - have a good foundation for further studies in humanitarian and social sciences
Teaching and working methods	Mainly lectures, following a weekly time schedule. Individual work, including obligatory assignments. Teamwork, including obligatory assignments.
Coursework requirements	<ul style="list-style-type: none"> - Oral presentations and written assignments must be approved before final examination can take place. - 70% attendance is required in order to take the exam.
Examination and evaluation	Semester paper of max. 10 pages. Grading: scale A – F with F for failed.
Resit exam	See the guideline for resit examination on: http://uit.no/student/eksamen#7
Practical training	None
Instruction and examination	Language of instruction is English.

language	The exam can be answered in Norwegian and English
Syllabus	The syllabus will be published on "Fronter" at a semester start

Course title	Introduction to Adventure Tourism
Course code	
Course category	The course is a part of the “Year program in Arctic Adventure Tourism” and the Bachelor program in Arctic Adventure Tourism.
Semester	Autumn
Credits (ECTS):	10 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites	None beyond those in the admission requirements for the program.
Content	The course gives students an introduction to the tourism field. Tourism seen as a system, as a phenomenon, as 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.
Relevance in study program	The course is a mandatory course in the tourism programs.
Learning outcomes	<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. 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, there will be viewed topics such as: relationships between tourists and the host population, adventure offers and social responsibility.</p> <p>Skills 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 the tourism as a field of study, and be able to use basic literature on the subject.</p> <p>Knowledge The student will: Get 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. 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>General competencies The student will: Learn about central academic and professional ethical challenges in the tourism industry. Student should be able to convey the basic academic material and sources used in today's tourism</p>

	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.
Teaching and working methods	Weekly lessons Students will be working in groups and individually with the learning material and tasks through: <ul style="list-style-type: none"> - Individual studying - Lectures in class - Participation in discussions in class, groups, colloquium work, online. - Use of library and the Internet - Writing assignments and evaluation of tasks - Individual assignment - Presentation to the class - Mandatory excursion
Coursework requirements	70% attendance is required as well as participation in the excursion in order to take the exam.
Examination and evaluation	Four days written group home exam (70%), as well as an oral individual presentation of the assignment (30%). Written and oral exam together constitute the final grade. Written and oral examination can be completed in Norwegian or English.
Resit exam	See the guideline for resit examination on: http://uit.no/student/eksamen#7
Practical training	None
Instruction and examination language	Lectures will be given in English. Exam text will be in English but can be answered in Norwegian and English.
Syllabus	Will be added to "Fronter" at a semester start

Course title	Experiences, marketing and sales
Course code	
Course category	The course is a part of the “Year program in Arctic Adventure Tourism” and the Bachelor program in Arctic Adventure Tourism.
Semester	Autumn / Spring
Credits (ECTS):	20 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites	None beyond those in the admission requirements for the program.
Content	<p>General value basis</p> <ul style="list-style-type: none"> - The course will relate marketing, sales and experience themes to the value basis of respect and consideration for nature and culture <p>Marketing</p> <ul style="list-style-type: none"> - traditional marketing functions: the p’s - market segmentation - consumer behavior, AIDA - tourism consumption <p>Experiences</p> <ul style="list-style-type: none"> - Experiences: production and consumption - Types and levels of experiences - The psychological basis for experiences - Experience settings: indoors and outdoors - Environmental psychology - Experience production and design; elements and processes - Experience and service: storytelling, hospitality and guiding - Experience production and guest knowledge: markets and marketing - The experience economy ideology - Experience products and producers: visits/presentations and analysis of production, connected to content themes <p>Sales</p> <ul style="list-style-type: none"> - Sales channels - B2c, b2b, agents, workshops - Internet - Value based pricing
Relevance in study program	The course is a mandatory course in the tourism programs.
Learning outcomes	<p>Knowledge</p> <ul style="list-style-type: none"> - of basic concepts, models and theories of marketing and sales, particularly relationship marketing - of basic concepts, models and theories of experience production <p>Skills/abilities</p> <ul style="list-style-type: none"> - be able to analyze experience products and suggest changes/improvements to existing products - be able to develop a presentation, a brochure or an internet presentation of an experience product

	<ul style="list-style-type: none"> - be able to communicate with relevant stakeholders <p>Competence</p> <ul style="list-style-type: none"> - contribute in processes concerning development of profitable experience products and marketing and sales of such - contribute with a critical and reflective view of development with regard to sustainability of nature and culture and the economic viability of destinations
Teaching and working methods	<p>The course is given once a year during December, January and February</p> <p>Lectures:</p> <ul style="list-style-type: none"> - Weekly lectures, seminars, student presentations - individually/in groups - Practical training, e.g. role play - Industry visits, guest lectures
Coursework requirements	<ul style="list-style-type: none"> - 2 written assignments/reports, individually - 1 presentation/report, in groups <p>70% attendance is required in order to take the exam.</p>
Examination and evaluation	<ul style="list-style-type: none"> - Individual school exam. Duration: 4 hours, 40%. - Individual written home exam. Duration: 14days, 60 %. <p>Grading: scale A – F with F for failed:</p>
Resit exam	<p>See the guideline for resit examination on: http://uit.no/student/eksamen#7</p>
Practical training	Excursions with reports
Instruction and examination language	<p>Language of instruction is English.</p> <p>The exam can be answered in Norwegian and English</p>
Syllabus	The syllabus will be published on “Fronter” at a semester start

Course title	Arctic Tourism Management
Course code	
Course category	The course is a part of the “Year program in Arctic Adventure Tourism” and the Bachelor program in Arctic Adventure Tourism.
Semester	Spring
Credits (ECTS):	20 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites	None beyond those in the admission requirements for the program.
Content	<p>General value basis</p> <ul style="list-style-type: none"> - The course will relate the course themes to the value basis of respect and consideration for nature and culture <p>HES and risk management</p> <ul style="list-style-type: none"> - Internal control - Risk analysis <p>Hospitality and HR management</p> <ul style="list-style-type: none"> - Motivation and guidance - Staff development and planning <p>Ethical issues in adventure tourism</p> <ul style="list-style-type: none"> - physical and mental risks - societal and environmental risks
Relevance in study program	The course is a mandatory course in the tourism programs.
Learning outcomes	<p>Knowledge</p> <ul style="list-style-type: none"> - of basic concepts, models and theories of general leadership management - of basic concepts, models and theories related to management of staff and guest groups in the tourism industry - of HES and risk management <p>Skills/abilities</p> <ul style="list-style-type: none"> - be able to use management techniques and tools to motivate and supervise staff - be able to take responsibility and guide guest groups - be able to take responsibility and make decisions concerning HES and risk assessments - be able to develop and evaluate security systems, make safety routines and risk analysis <p>Competence</p> <ul style="list-style-type: none"> - internalize own attitudes of security and risk assessment as a part of business culture - understand the importance of incorporating such attitudes and culture in staff development
Teaching and working methods	<p>The course is given once a year during March, April and May</p> <p>Lectures</p> <ul style="list-style-type: none"> - Weekly lectures, seminars, student presentations individually/in groups

	<ul style="list-style-type: none"> - Practical training, e.g. role play, industry visits, guest lectures
Coursework requirements	<ul style="list-style-type: none"> - 2 written assignments/reports, individually - 1 presentation/report, in groups <p>70% attendance is required in order to take the exam.</p>
Examination and evaluation	<ul style="list-style-type: none"> - Individual school exam. Duration 4 hours, 40%. - Individual written home exam. Duration: 14 days, 60 %. <p>Grading: scale A – F with F for failed:</p>
Resit exam	<p>See the guideline for resit examination on: http://uit.no/student/eksamen#7</p>
Practical training	None
Instruction and examination language	<p>Language of instruction is English. The exam can be answered in Norwegian and English</p>
Syllabus	The syllabus will be published on “Fronter” at a semester start

Course title	Communication Skills
Course code	
Course category	Mandatory course for students in the Bachelor of Rock 'n' Roll Entrepreneurs program.
Semester	Autumn
Credits (ECTS):	10 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites and target groups:	Obligatory course for students in the Bachelor of Rock 'n' Roll Entrepreneurs program. The course is also open for all other students at UiT.
Content	<p>Purpose: To give the candidates</p> <ul style="list-style-type: none"> • An understanding of communication as a process that creates reality. • Tools to analyse and make conscious choices in relation to language and means in a formal presentation, informative and persuasive. • Training in dissemination of own presentation and assessment of others' presentations. <p>Social relevance of the subject: Knowledge of, and skills in communication is important for all people at all levels of society.</p>
Relevance in study program	The course is mandatory for the achievement of a Bachelor in Rock 'n' Roll Entrepreneurs.
Learning outcomes	<p>Knowledge:</p> <ul style="list-style-type: none"> - The candidate has knowledge of presentation techniques and tools for formal presentations through the use of psychology, audience analysis, rhetoric, text analysis and elocution. - The candidate has basic knowledge of how to employ presentation techniques and tools in formal presentations. <p>Skills:</p> <ul style="list-style-type: none"> - The candidate is able to employ presentation techniques and tools in formal presentations in front of an audience. - The candidate is able to provide constructive criticism and show respect for others' presentations. <p>General Competence:</p> <ul style="list-style-type: none"> - The candidate has knowledge of presentation techniques and tools for formal presentations through the use of psychology, audience analysis, rhetoric, text analysis and elocution. - The candidate has basic knowledge of how to employ presentation techniques and tools in formal presentations.
Teaching and working methods	<p>Methodology and design:</p> <ul style="list-style-type: none"> - Lectures - Class discussions

	<ul style="list-style-type: none"> - Response groups and individual self-evaluations - Oral presentations, individual and team - Portfolio journal
Coursework requirements	The students are required to keep an up to date individual log, describing their learning process and the progress of the project. Based upon the log the student will hand in an individual reflection paper where the learning project is measured on a theory basis. All obligatory assignments must pass as approved before final evaluation can take place.
Examination and evaluation	<ul style="list-style-type: none"> - Oral exam counts for 75% of the mark - Portfolio journal paper counts for the remaining 25 % of the mark - Letters A-F. E is the lowest passing grade. F is failure. - Possibility of re-sit exam in case of F.
Resit exam	See the guideline for resit examination on: http://uit.no/student/eksamen#7
Practical training	Yes
Instruction	Will be given in English. Project report and oral presentation must be answered in English.
Syllabus	To be submitted

Name	Business Economy
Norwegian name	Forretningsøkonomi
Code	AAT-1004
Level	Bachelor
Credits	10 ECTS
Department	Faculty of Finnmark/Dept. of Tourism and Northern Studies
Duration	1 semester
Offered from which year/semester	2 year, autumn semester
Purpose	Business economy 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
Prerequisites and target groups	Passed first year of Bachelor in Arctic Adventure Tourism
Learning outcomes	<p>Knowledge : Be able to explain central concepts and important tools used in analysis of business economic problems. Examples of concepts: Regular cost, variable costs, alternative costs, contribution margin, present value, end-value, cost of capital, target pricing and budgeting Examples of tools: Contribution margin, absorption costing, product analyses, cost account, calculation of products</p> <p>Skills/abilities: Be able to use concepts and tools in analysis and discussion around business economic issues</p> <p>Sort relevant form irrelevant information</p> <p>Competence: Give written answers on questions that give the reader understanding of used method and the process to an answer. When a tool is given, be able to use it correct. From a described situation, choose correct tool and apply it correct.</p>

Teaching and learning methods	Lectures and seminars
Coursework	Two individual written assignments must be passed during the semester to be able to attend the exam
Examination and evaluation	4 hours school exam
Instructions and examination language	English
Syllabus	The syllabus will be published on Fronter at the start of the semester

Course title	Indigenous representations
Course code	
Course category	The course is a part of the Bachelor program in Arctic Adventure Tourism.
Semester	Autumn
Credits (ECTS)	10ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites	None beyond those in admission requirements for the program.
Content / purpose	To give an introduction to the concept of culture, cultural encounters and cultural representations on indigenous territories.
Relevance in study program	Obligatory for 2nd year students registered in the Media Production Program. Open to students from other programs.
Learning outcomes	Objective of the course Knowledge : - knowledge of indigenous cultures - knowledge of the concepts of culture and representation - knowledge of challenges in cultural encounters Students should: -develop an understanding of cultural representation as well as different analytical approaches to the study of indigenous cultures -develop an analytic approach and awareness of cultural encounters in society, media and on different platforms of representation Skills: Students should: -develop competence in using theoretical approaches and methods appropriate for the analysis of indigenous cultural practices and representations. General Competence:

	<p>The student is able to:</p> <p>Make critical analysis of the ways indigenous populations are represented in society, media and different platforms of representation.</p>
Social relevance of the subject	How indigenous culture is represented through media, tourism and other platforms are important in areas inhabited by indigenous as well as no-indigenous populations.
Structure, scope and organization, including obligatory parts.	Mainly lectures, following a weekly time schedule. Individual work, including obligatory assignments. Teamwork, including obligatory assignments.
Coursework requirements	Oral presentations and written assignments must be approved before final examination can take place. 70% attendance is required in order to take the exam.
Examination and evaluation	Individual semester paper of 10 pages. Letters A–F. E is the lowest passing grade. F is failure.
Resit exam	See the guideline for resit examination on: http://uit.no/student/eksamen#7
Internationalization	Open to international students. Prerequisites apply.
Instruction and examination language	Lectures will be given in English.
Syllabus	The syllabus will be published on “Fronter” at a semester start

Course title	Social Media and Communication
Course code	
Course category	Mandatory for 2nd years students registered in the Rock'n'Roll Entrepreneurs programme and the Media Production programme. Open to students from other programmes.
Semester	Spring
Credits (ECTS)	10ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites	None beyond those in admission requirements for the program.
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.
Relevance in study program	The course is a part of the Bachelor program in Arctic Adventure Tourism.
Learning outcomes	<p>Knowledge The student 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? • Basic knowledge of copyright and fair use laws and regulations with an emphasis on the Internet <p>Skills The student is able to:</p> <ul style="list-style-type: none"> • Make use of different channels of media for strategic communication purposes • Evaluate a simple publishing contract with regards to basic legal matters and is able to register his/her own material as copyrighted. <p>General Competence The student is able to:</p> <ul style="list-style-type: none"> • Understand and facilitate various media for communication purposes. • Discuss the importance of managing copyrights and fair use in creative businesses.

Social relevance of the subject	Knowledge, skills and competence of media are factors of increasing importance at all levels of society.
Structure, scope and organization, including obligatory parts.	Mainly lectures, following a weekly time schedule. Individual work, including obligatory assignments. Teamwork, including obligatory assignments.
Coursework requirements	- Minor oral presentations and written assignments must be approved before final examination can take place. 70% attendance is required in order to take the exam.
Examination and evaluation	- Individual home exam. Duration: 5 days. Letters A–F. E is the lowest passing grade. F is failure.
Resit exam	See the guideline for resit examination on: http://uit.no/student/eksamen#7
Internationalization	Open to international students. Prerequisites apply.
Resit exam	See the guideline for resit examination on: http://uit.no/student/eksamen#7
Instruction and examination language	Lectures will be given in English.
Syllabus	- Bernoff, J. and Li, C. (2011): <i>Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies</i> . Boston: Harvard Business Review Press - Rainie, L and Wellmann, B. (2013): <i>Networked – The New Social Operating System</i> . Cambridge: MIT Press - Mayeux, J. and Bengal, O. (2013): <i>New Frontier of Copyright Law and Fair Use on the Internet: Essential Guide for Writers, Bloggers, Video Producers, Web Designers and Music Producers [Kindle Edition]</i> . Amazon Digital Services

Course title	Wild Experience Production
Course code	
Course category	The course is a part of the Bachelor program in Arctic Adventure Tourism.
Semester	Spring
Credits (ECTS):	10 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Language	English
Purpose and content	<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"> 1. On the reflections about experiences in an outdoor environment under different conditions. 2. On the practical elements of tour planning from a tour operator's / guide's perspective; experience production, risk management, group dynamics and environmental sustainability. <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"> - Transportation in nature (motorized and non-motorized) - Camping in nature (including overnight stays in tent/lavvu) <p>Activities in nature</p>
Prerequisites	Build on first year of Arctic Adventure Tourism programme. Open to students from other programmes. The student must have sufficient winter clothing/equipment.
Expected learning outcomes	<p>Knowledge The student 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 student is able to:</p> <ul style="list-style-type: none"> • Plan, organize and conduct outdoor adventure tours in the Arctic nature – hence, acquire basic winter camping skills

	<ul style="list-style-type: none"> • 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>General Competence The student is able to:</p> <ul style="list-style-type: none"> • Understand and analyse the role and importance of experiences in nature based tourism. <p>Evaluate, analyse and advice businesses and the industry can carry out product developments and innovations.</p>
Social relevance of the subject	Knowledge, skills and competence of nature based tourism are factors of increasing importance within the growing industry of Arctic tourism.
Structure, scope and organization, including obligatory parts	Lectures, following a weekly time schedule. Individual work, including obligatory assignments. Teamwork, including obligatory assignments.
Coursework requirements	Practical tour planning and – implementation. Minor oral presentations and written assignments must be approved before final examination can take place.
Examination and evaluation	Individual home exam. Duration: 5 days.
Marks	Letters A–F. E is the lowest passing grade. F is failure.
Internationalization	Open for international students. Prerequisites apply
Syllabus	To be submitted

Course title	Event Management
Course code	
Course category	Bachelors
Semester	Spring
Credits (ECTS):	10 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites and target groups:	<p>Event Management is an obligatory course for students in the bachelors of Rock 'n' Roll Entrepreneurs*</p> <p>The course is also open for all other students at UiT.</p> <p>* The course "GoLive I" contains a field practice related to the Event Management course, 10 ECTS. "GoLive I" is open for all Event Management students, and is obligatory for the Rock 'n' Roll Entrepreneurs students.</p>
Content	<p>Purpose: In a growing events industry it is a demand for suitably qualified graduates who have the ability to understand the events field. The course aims to give the students' knowledge about different events, event tourism and the connection with, and impact on the community.</p> <p>Social relevance of the subject: The 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>
Relevance in study program	The course is mandatory for the achievement of a Bachelor in Rock 'n' Roll Entrepreneurs.
Learning outcomes	<p>Knowledge and understanding. After completing the course:</p> <ul style="list-style-type: none"> - 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. <p>Skills. After completing the course:</p> <ul style="list-style-type: none"> - The candidate is able to see the importance of co-operation in networks as means for learning and developing. - The candidate is able to understand planning, managing, implementing and evaluating projects in the event business and related fields of work.

	<p>General competence. After completing the course:</p> <ul style="list-style-type: none"> - The candidate is able to take responsibility for given assignments in a project. - The candidate is able to communicate ideas, and reflect upon fellow students', lecturers' and professionals' ideas and suggestions concerning a project. - The candidate is able to detect and employ basic theory when carrying out ideas and plans for a given project.
Teaching and working methods	<p>Methodology and design:</p> <ul style="list-style-type: none"> - Lectures - Workshops - Class discussions - Written assignments
Coursework requirements	<ul style="list-style-type: none"> - Class participation 70% (If not fulfilled, the students can apply for writing an extra written assignment).
Examination and evaluation	<ul style="list-style-type: none"> - Individual school exam. Duration: 4 hours. - Grades A – E for passed exam, F for failed. - Possibility of re-sit exam in case of F.
Resit exam	<p>See the guideline for resit examination on: http://uit.no/student/eksamen#7</p>
Practical training	None
Instruction	<p>Will be given in English. Written exam may be answered in Norwegian or English.</p>
Syllabus	To be submitted

Course title	Arctic Tourism Praxis
Course code	
Course category	The course is a part of the Bachelor program in Arctic Adventure Tourism.
Semester	Autumn 5 semester
Credits (ECTS):	30 ECTS
Location	Northern Norway, Finland or Russia
Department	Department of Tourism and Northern Studies
Purpose and content	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.
Prerequisites	Passed year 2 in Arctic Adventure Tourism and signing of an agreement between student, university and company. The student must have passed in total at least 100 ECTS from the two first years
Expected learning outcomes	<p>Knowledge</p> <p>The student has</p> <ul style="list-style-type: none"> -A deeper and critical understanding of what tourism theory can contribute in development of tourism businesses. -Been familiar with issues that will be relevant to work further with in the bachelor thesis. -Increased understanding of the relation between social science and working life. <p>Skills</p> <p>Dependent on the type of practice:</p> <ul style="list-style-type: none"> -Work in a tourism business and initiate, plan and contribute in developing of the business. -Handle customers -Contribute to create customer value add -Perform marketing and sales -Carry out safety and quality routines and be able to revise quality insurance system (HES) <p>General competence</p> <p>The student is able to</p> <ul style="list-style-type: none"> -Understand a broader aspects of challenges meeting the management of a tourism business -Apply social science knowledge in practice -Understand how theoretical perspectives can be used in practical situations. -Contribute in professional discussions with colleagues, media and others
Structure, scope and organization, including obligatory parts	The course starts with a one week 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>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 include a certain amount of time per week for the student to take reflecting notes ment 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 will have 5 weeks to 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 not later than two weeks after the practice period is over.</p>
Coursework requirements	<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>After the practice period; the student will receive tutoring from the university in writing the report.</p>
Examination and evaluation	<p>-1. The student should by the first half of the practice period write a short paper (3-5 pages) describing the company and identified fields/issues worth further research for the practice report.</p> <p>-2. A practice report (15-20 pages) with an analysis/reflexive essay from the practice focusing on a chosen subject from 1.</p> <p>-3. Oral exam.</p> <p>1,2 and 3 together forms the ground for evaluation of the students work. The practice is either passed or not passed. The student will be able to edit/adjust the report or write a new one and take a new oral exam if the practice report is not passed.</p>
Internationalization	Open for international students. Prerequisites apply
Marks	Passed or not passed
Supplements	The students will at the end of the 4 th 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 parts obligations to make the practice successful and useful for the student, the company and the university.

Course title	Exam philosophicum
Course code	
Level	Bachelor (third year, spring semester)
Semester	Spring
Credits (ECTS):	10 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites	Completed the two first years of bachelor in Arctic Adventure Tourism with at least 100 ECTS passed.
Content	<p>Main topics:</p> <ul style="list-style-type: none"> -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. -In Ethics the focus is on central ethical theories which explore the prerequisites for correct moral action.
Relevance in study program	The course is a mandatory course in the tourism programs.
Learning outcomes	<p>After fulfilled course and passed exams of the course the student should have these results:</p> <p>Knowledge</p> <ul style="list-style-type: none"> -Knowledge of the central questions which 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. -Elementary introduction to scientific thinking and academic writing. <p>Skills/abilities</p> <ul style="list-style-type: none"> -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. <p>Competence</p> <ul style="list-style-type: none"> -A good ground for further studies
Teaching and working methods	<p>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.</p> <p>All lectures and seminars are given in English.</p>
Coursework requirements	70% attendance is required in order to take the exam.
Examination and evaluation	<p>Written paper approx. 5 pages (2000 words) and oral exam. Both must be passed. The paper and exam is given a joint grade</p> <p>Grading: scale A – F with F for failed</p>
Resit exam	<p>See the guideline for resit examination on:</p> <p>http://uit.no/student/eksamen#7</p>
Practical training	None
Syllabus	The syllabus will be published at semester start

Course title	Research design and BA thesis
Course code	
Course category	Bachelors
Semester	Spring
Credits (ECTS):	20 ECTS
Location	Alta
Department	Department of Tourism and Northern Studies
Prerequisites and target groups:	Obligatory course for students in the Bachelor of Arctic Adventure Tourism. The full BA AAT program 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.
Content and purpose	<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"> - Purposes - Use of theory - Types of data - Data collection and sampling - Analysis - Reporting: the thesis <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>
Learning outcomes	<p>Knowledge and understanding. After completing the course students will:</p> <ul style="list-style-type: none"> - Have specialized knowledge in the subject of the thesis - Have an understanding of the interrelationship between theory and data - Have proficiency in the use of research tools - Know how to develop and undertake minor empirical and analytical tasks <p>Skills. After completing the course the students will:</p> <ul style="list-style-type: none"> - Be able to reflect on and discuss issues of Arctic tourism theory and practice - Have skills in handling written material of some size - Be able to plan and undertake assembling data, analyzing these critically and report the work reflectively <p>General competence. After completing the course the students will:</p>

	<ul style="list-style-type: none"> - Have experience in conducting research on a small scale - Have experience in dealing analytically with a limited theme - Be able to undertake examinations of local and regional topics - Be able to work independently and take advantage of guidance
Structure, scope and organization, including compulsory elements	<p>Methodology and design (compulsory):</p> <ul style="list-style-type: none"> - Lectures - Seminars <p>Thesis</p> <ul style="list-style-type: none"> - The thesis topic has to be accepted by mentor - Individual guidance according to a plan set up by student and mentor - Mentor resource per student: 30 hours
Coursework requirements	<p>To be assessed and accepted by course responsible teacher(s) before submittance of thesis:</p> <ul style="list-style-type: none"> - Assignment 1: One page on suggested thesis theme with explanation for choice, presented in seminar - Assignment 2: 3-5 pages developing the theme, the paper presented in seminar - Assignment 3: A paper related to the course in design and methodology, approximately 5 pages.
Examination and evaluation	<ul style="list-style-type: none"> - Exam only in semesters when design and methodology course is given. - Thesis can be written in English or Norwegian. - Thesis should be submitted within 1 June. - 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.
Marks	<ul style="list-style-type: none"> - Grades A – E for passed exam, F for failed. <p>Possibility of re-sit exam in case of F.</p>
Resit exam	<p>See the guideline for resit examination on: http://uit.no/student/eksamen#7</p>
Instruction	<p>Will be given in English.</p>
Syllabus	<p>To be submitted</p>