

Year Program in **Arctic Adventure**

2014/15

60 ECTS

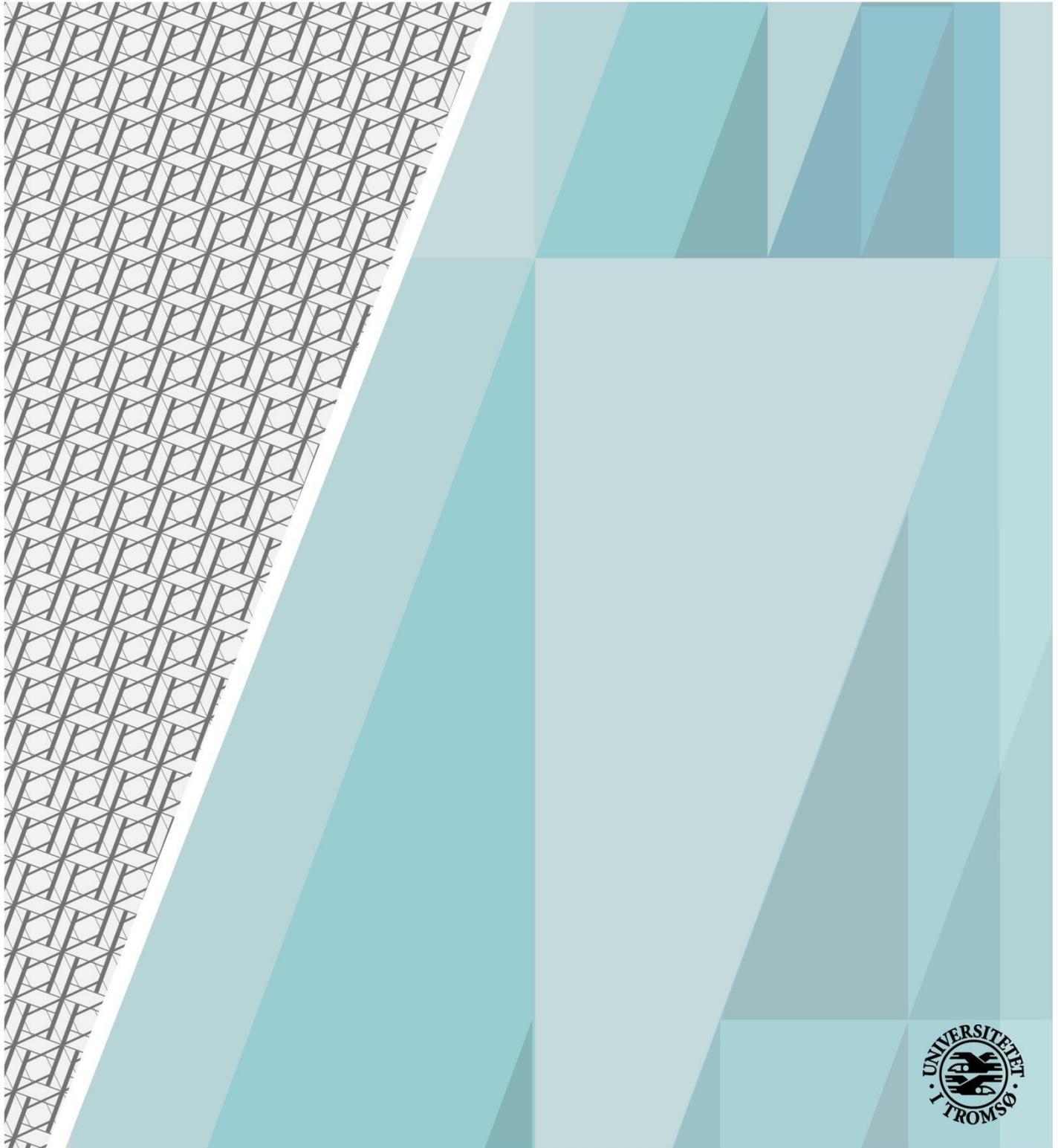


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1. Introduction

1.1 Target Group / Audience

The year-long 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 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 year-long program in Arctic Adventure Tourism will give the candidates an opportunity to work with businesses ranging from small enterprises to multinational companies.

Candidates will have the practical skills, knowledge and attitude required to act as a team leader, with the potential to advance to a managerial position. They will also have the requisite knowledge to establish their own small business ventures.

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

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

After completion of this one-year study, the candidate can specialize in guiding, operations management, marketing, sales, human resources, finance, training, product & business development and event planning.

1.4 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

Year-long program in Arctic Adventure Tourism.

1.6 Awarded Qualification

One-year Arctic Adventure Tourism.

1.7 Further Study Opportunities

The one-year program in Arctic Adventure Tourism can be counted as one year (60 ECTS) towards a Bachelor's in Arctic Adventure Tourism. 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

Candidates will have knowledge of:

- have knowledge of tourism's commercial and social significance;
- 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.

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;
- communicate with people in the industry;
- use practical skills for guest management and sales in various situations;
- motivate and lead both staff and tourists; and
- design, sell and implement products and activities resulting in tourist experiences.

General Proficiency

- Ability to apply knowledge and skills independently in different situations;
- Understand academic, social and ethical issues relevant to the tourism industry;
- Solve challenges in a team or alone;
- Drive innovation that develops the tourism industry and its products;
- Present and communicate theories, issues and solutions orally and in writing, both in a business and academic context; and

- Contribute to the development of smaller tourism businesses.

3. Organization and Structure

3.1 Study Structure

The program is organized as a one-year full-time study program divided over two terms (60 ECTS).

3.2 Internationalization and Exchange Possibilities

A one-year program in Arctic Adventure Tourism can be counted as a one-year Bachelor's in Arctic Adventure Tourism. Internationalization and exchange possibilities will be included in the three-year Bachelor program.

4. Contents

4.1 Study Design

Autumn	Spring
Examen Facultatum	
Introduction to Adventure Tourism	
Experiences, Marketing and Sales	
	Arctic Tourism Management

4.2 Elective Courses

No elective courses.

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 a deeper knowledge of selected tourism areas. Candidates will analyse, discuss and place their knowledge in relevant contexts. External lectures, field trips and training will develop practical skills, and help candidates to get an overall insight into 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 get 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 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 candidate 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 candidate 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 3 Examination Methods

Candidates 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

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.

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.

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

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
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	Language of instruction is English. The exam can be answered in Norwegian and English

Syllabus	The syllabus will be published on “Frontier” at a semester start
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Course title	Introduction to Adventure Tourism
Course code	
Course category	The course is a part of the “Year-long program in Arctic Adventure Tourism” and the Bachelor’s program in Arctic Adventure Tourism.
Semester	Autumn
Credits (ECTS):	10 ECTS
Location	Alta
Prerequisites	None beyond those in the admission requirements for the program.
Content	The course gives students an introduction to the tourism field. Tourism will be seen as a system, a phenomenon, s a business sector(s) and a sector of society. The course introduces current tourism, 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. 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</p>

	<p>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 industry, and to reflect on new, innovative tourism packages and more responsible and sustainable tourism. Students should be able to explain the travel industry's distribution and its role in the world; and have knowledge of key aspects of tourism's historical development.</p>
Teaching and working methods	<p>Weekly lessons.</p> <p>Students will work in groups and individually with the learning material and tasks through:</p> <ul style="list-style-type: none"> - Individual studies - Lectures in class - Participation in discussions in class, groups, colloquium work and online - Use of the library and the Internet - Written assignments and task evaluations - Individual assignments - Presentations to the class - Mandatory excursion
Coursework requirements	<p>70% attendance is required, as well as participation in the excursion, in order to take the exam.</p>
Examination and evaluation	<p>Four day written group home exam (70%), as well as an oral individual presentation of the assignment (30%). The written and oral exam will together constitute the final grade. The written and oral examination can be completed in Norwegian or English.</p>
Resit exam	<p>See the guideline for resit examination on: http://uit.no/student/eksamen#7</p>
Practical training	<p>None</p>
Instruction and examination language	<p>Lectures will be given in English.</p> <p>The exam text will be in English, but can be answered in Norwegian and English.</p>
Syllabus	<p>Will be added to "Fronter" at the start of semester.</p>

Course title	Experiences, Marketing and Sales
Course code	
Course category	The course is a part of the “Year-long program in Arctic Adventure Tourism” and the Bachelor’s program in Arctic Adventure Tourism.
Semester	Autumn / Spring
Credits (ECTS):	20 ECTS
Location	Alta
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 (Attention-Interest-Desire-Action) - Tourism consumption <p>Experiences</p> <ul style="list-style-type: none"> - Production and consumption - Types and levels of experiences - The psychological basis for experiences - 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 an analysis of production connected to content themes <p>Sales</p> <ul style="list-style-type: none"> - Sales channels - B2C, B2B, agents, workshops, etc. - Internet - Value-based pricing
Relevance in study program	The course is a mandatory course in the tourism programs.

<p>Learning outcomes</p>	<p>Knowledge The candidate will gain knowledge of:</p> <ul style="list-style-type: none"> - basic concepts, models and theories relating to marketing and sales, particularly relationship marketing; and - basic concepts, models and theories of experience production. <p>Skills/abilities The candidate will:</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; and - be able to communicate with relevant stakeholders. <p>Competence The candidate will:</p> <ul style="list-style-type: none"> - contribute in processes concerning the development of profitable experience products, marketing and sales, etc.; and - contribute with a critical and reflective view of development with regard to sustainability of nature and culture, and the economic viability of destinations.
<p>Teaching and working methods</p>	<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 - Individual/ group - Practical training, e.g. roleplay - Industry visits, guest lectures, etc.
<p>Coursework requirements</p>	<ul style="list-style-type: none"> - Two individual written assignments/reports - One group presentation/report <p>70% attendance is required in order to take the exam.</p>
<p>Examination and evaluation</p>	<ul style="list-style-type: none"> - Individual school exam. Duration: 4hours, 40%. - Individual written home exam. Duration: 14days, 60%. <p>Grading: scale A – F with F for failed.</p>
<p>Resit exam</p>	<p>See the guideline for resit examination on:</p> <p>http://uit.no/student/eksamen#7</p>

Practical training	Excursions with reports.
Instruction and examination language	Language of instruction is English. The exam can be answered in Norwegian and English.
Syllabus	The syllabus will be published on “Fronter” at the start of semester.

Course title	Arctic Tourism management
Course code	
Course category	The course is a part of the “Year-long program in Arctic Adventure Tourism” and the Bachelor’s program in Arctic Adventure Tourism.
Semester	Spring
Credits (ECTS):	20ECTS
Location	Alta
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 The candidate will:</p> <ul style="list-style-type: none"> - have knowledge of basic concepts, models and theories of general leadership management; - have knowledge of basic concepts, models and theories related to the management of staff and guest groups in the tourism industry; and - of HES and risk management. <p>Skills/abilities The candidate will:</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

	<p>concerning HES and risk assessments; and</p> <ul style="list-style-type: none"> - be able to develop and evaluate security systems, as well as make safety routines and risk analysis. <p>Competence The candidate will:</p> <ul style="list-style-type: none"> - be able to internalize their own attitudes of security and risk assessment as a part of business culture; and - be able to 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 (individual/groups) - Practical training, e.g. roleplay, industry visits, guest lectures.
Coursework requirements	<ul style="list-style-type: none"> - Two individual written assignments/reports - One group presentation/report <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: 4hours, 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:</p> <p>http://uit.no/student/eksamen#7</p>
Practical training	None
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 the start of semester.