



## Master of Tourism Studies

Department of Tourism and Northern Studies

Campus Alta



Photo: David Jensen



Photo: Tommy Hansen

### Program description

Tourism is an increasingly important global phenomenon. Expanding economies enable more people to travel frequently and over longer distances to experience landscapes, townscapes, cultures, and peoples.

This study program seeks to provide students with thorough knowledge about how to balance environmental, economic, and socio-cultural benefits and concerns in tourism.

### Students will obtain specialized insight into

- Complexities of tourist experiences
- Sustainable tourism enterprises and destination development through marketing
- Social, environmental, and ethical aspects of nature use
- Heritage and indigenous tourism performed through exhibitions, narrations, and staging
- Positions and possibilities connected to festival and event tourism

*Are you passionate about making tourism better?*



Photo: Tommy Hansen

## Program structure

Term 1	Tourism theory and the tourist experience 10 ECTS	Nature and tourism in an era of climate change 10 ECTS	Indigenous heritages in tourism 10 ECTS
Term 2	Philosophy of social science 10 ECTS	Qualitative methods 10 ECTS	Festival and event tourism 10 ECTS
Term 3	Tourism marketing 10 ECTS	Quantitative methods 5 ECTS	Master's thesis * 45 ECTS
Term 4 Master's thesis *Master's thesis seminars will start in the first semester and continue in the second and third semesters. The seminars prepare the students for their Master's thesis.			

## Job prospectives

The Master of Tourism Studies forms the basis for a range of jobs associated with:

- Development of sustainable tourism and adventure products
- Marketing and communication of tourism and adventure products
- Establishment of culture-based and nature-based enterprises
- National and international organizations (NGOs, DMOs)
- Public affairs and regulatory frameworks for tourism
- Consultancy work for the tourism industry
- Research, development, and teaching

## Admission requirements

Applicants must have a bachelor's degree (180 ECTS), or an equivalent qualification, with a minimum of 80 ECTS within theoretically founded tourism, hospitality, outdoor recreation or event studies, or within marketing and communication, social sciences, humanities, or education.

## Application deadlines

**International applicants: 1 December**  
**Nordic applicants: 15 April**

More information at [www.uit.no](http://www.uit.no)