

Study Travel and Tourism Management 2018



Travel and Tourism Management (TTM) is a free 60-ECTS online study programme that consist of four modules taught over three semesters:

TRATT: Introduction to Tourism Management (15 ECTS):

This course provides an introduction to tourism, both as an industry and as an academic subject. It will explain tourism as a phenomenon by approaching it via various subjects and their traditions, notions and models. The course will describe tourism as a national as well as international industry.

TRABA: Business administration and strategic marketing (15 ECTS):

The aim of this course is to develop the competences needed in cross-border business in travel and hospitality in Arctic regions, going through the process of setting up a tourism firm, marketing its product and planning finances and strategy.

TRAHE: Heritage and sustainable tourism (15 ECTS):

On completion of this module the students will have an understanding of the concepts of cultural tourism and ecotourism. With a knowledge of the main principles of the complexity of heritage and ecotourism, in combination with commodification, interpretation and marketing, the students will be able to understand and develop cultural and heritage assets in tourism.

TRAPRO: Project work with research methodology /thesis (15 ECTS):

The topic of the thesis is optional. However, the topic must be related to the modules of the programme, and must be approved by the supervisors. The thesis must employ proper and academic research methodology. Thesis presentation and defence will complete the TTM programme.

The programme is jointly organised by **UiT The Arctic University of Norway, Lapland University of Applied Sciences** in Finland and **NarFU Northern Arctic Federal University** in Russia.

Application to TTM for non-Nordic students is before 1 December. Documentation of previous education and English skills is required. Nordic students (i.e. those who have a secondary school diploma from Finland, Sweden, Norway, Denmark or Iceland) must apply **before 15 April**. Application is done via the UiT site https://uit.no/education/program?p_document_id=445405

More information about the programme:

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For help with the application process:

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