

# Studieplan 2017/2018

## One-year programme in Sports and Outdoors Tourism (2015-2016)

**Studiepoeng: 60**

### Bakgrunn for studiet

**NB:** Studiet inngår i dobbeltgradsamarbeid og er ikke søkbart på vanlig måte.

#### Overall programme description:

The programme covers one year of full-time studies. All courses are taught in English.

The curriculum covers practical and theoretical subjects within winter tourism, sports- and nature-based tourism, event management, and volunteer management in non-profit organisations. It is important to be able to understand features of development in a region or a territory and to relate these to a general developmental relationship or trend. Therefore the teaching will to a considerable extent refer to actors and stake holders within sports, outdoors, and activity tourism in the mountain region of Southern Norway and the Lillehammer region in particular. Such sports-, leisure and outdoor activities are used not only for reference but also to provide case studies for the term paper.

An important emphasis is put on field work and collaboration with providers and other actors. Altogether the programme will provide the student not only with particular insights into what this region offers of sports and nature-based tourism, but also how local tourist destination, events, and activities are developed and managed within these sectors.)

The program starts with the autumn term, where the student receives an introduction to tools important to development and leadership in the implementation of products (as competitions and festivals as well as other types of events and organized activities). There is a particular focus on subjects like planning, financial management, marketing, human resources, and voluntarism, as well as the dimension of experience. Knowledge about volunteer leadership is tied into sports competitions and –events in particular.

In the spring term this is followed up by providing the students with a deeper understanding of winter tourism, winter sports, and other nature-based activities, with a special reference to Norwegian examples. The term paper provides the students with the opportunity to gain a deeper understanding through a case study.

## Læringsutbytte

**Learning outcome:** The expected skills and competencies provided by the study programme are contained within the following learning outcome:

*Gained knowledge:* The candidate:

- Has acquired broad and basic knowledge on central subjects and theories relevant to winter tourism, sports- and nature-based tourism, ecotourism, event management, and volunteer leadership.
- Has insight into the various commercial sectors with their providers and into volunteer organizations, together with the planning and management of events and destinations (with emphasis on sports and outdoors activities).
- Is familiar with research and development within these subject areas, as well as being able to update his or her knowledge within these.
- Know the history of these parts of the tourism industry and the voluntary sector along with their place in society, both with special reference to Norway and to the Lillehammer region in particular.)

*Acquired skills:* The candidate:

- Is capable of applying his or her knowledge in the field through the planning and the management of events and destinations.
- Is able to assess the strengths, weaknesses, opportunities, and threats in these sectors, and is able to plan, develop, and implement new products or undertakings.
- Can apply research-based knowledge when addressing practical problems related to the tourism industry and the voluntary sector.
- Is able to find, evaluate and refer to literature and knowledge in this field, reflect on this and make educated choices, as well as present these orally and in the written form.)

*Overall competence:* The candidate:

- Has gained a good understanding of the concepts/terms sustainability, resilience, and best practice, as well as other ethical topics within this field.
- Has knowledge of entrepreneurship and innovation applied to the development of

destinations, events, and activities.

- Has the ability to convey the acquired knowledge and personal experiences of the field, both verbally and in writing, as well as to exchange viewpoints and discuss solutions with others.)

## Relevans for arbeidsliv og videre studier

### Further studies opportunities:

The programme is suitable for continuing and further education as well as a basis for further studies e.g. within sports, tourism, event management, or business/management in general.

## Opptakskrav og rangering

### Application requirements:

Applicants have to meet the general admission requirements and document proficiency in the Norwegian language in order to be eligible for admission. Applicants can find information on general requirements on [the GSU-list](#).

## Arbeids- og undervisningsformer

### Teaching and learning methods:

All subjects are taught in English only. The teaching methods will vary between traditional and practice related (case based), the latter in particular in collaboration with providers and other actors within the trades. Proximity to the field requires the extensive use of field trips and the gathering of data. Both trips to the destinations in the region and field work are organized, especially in conjunction with events and other organized activities.

## Vurderingsformer

### Forms of assessment:

The evaluation form for the final exams will vary between courses. Because several of the courses have an applied direction, they will contain one or more practical coursework requirements. See descriptions of each course for details.

## Kull

2015/2016

### Programme content and structure

Emnekode	Emnets navn	S.poeng	O/V *)	Studiepoeng pr. semester	
				S1(H)	S2(V)
MLT2001/1	<u>Event management</u>	15	O	15	
SPORT1001/1	<u>Voluntarism and Leadership</u>	15	O	15	
2RL30/1	<u>Snow business</u>	15	O		15
RLL1003/1	<u>Nature-based tourism and ecotourism</u>	7,5	O		7,5
SPORT1002/1	<u>Term paper in Sports and Outdoors Tourism</u>	7,5	O		7,5
Sum:				30	30

\*) O - Obligatorisk emne, V - Valgbare emne

# Emneoversikt

## MLT2001/ 1 Event management

Emnekode: MLT2001/1

Studiepoeng: 15

### Semester

Autumn

### Språk

English

### Krav til forkunnskaper

Recommended background courses: Marketing, Accounting and Business Economics. (ØKA1013 Markedsføring and MLT1003 Regnskap og budsjettering, ØKA1016 Grunnleggende bedriftsøkonomisk analyse.)

### Læringsutbytte

Expected learning outcomes:

#### Knowledge

Students should:

- become familiar with a variety of events and their characteristics
- gain an understanding of how to develop,
- to plan, and
- to execute different events.

## Abilities

- To be able to develop a business model for an event. In doing so, they should be able to execute customer surveys, budgeting and risk analysis.
- to provide students with the practical skills to develop and execute events
- to recognise the factors that contribute to a successful event (see coursework).

## Competences in general

After finished the course the students should be able to give significant contribution in developing and performing events of different kinds

## Innhold

### Content:

Event Management is theoretically anchored in many professional fields, such as law, accounting, marketing, and personnel managing just to name a few. The course aims to provide students with skills to contribute, develop, and manage the execution of an event. While the course surveys events on a broad scale, it pays particular attention to local and major events.

The course gives students an extensive understanding of:

- Arrangements' position locally and regionally with an emphasis on tourism in specific areas
- Negotiations and legal agreements, including the formalisation of rider contracts as well as various responsibilities associated with such events
- Financial management. Budgeting (liquidity), financing (including sponsorship), risk assessment
- How to develop the experience element for an event
- Marketing. Who should the event target (target groups)? Profiling and sales are also pertinent topics
- Event planning and structural organisation. Volunteer issues and continuity are key concepts in this sequence

## Arbeids- og undervisningsformer

Teaching methods:

Lectures, as well as guest speakers representing different types of events, from music festivals (Øya Festival) to literature- and culture festivals (Peer Gynt Festival), etc. The coursework helps students work on different sized projects tied to the various festivals and events.

## **Obligatoriske krav som må være godkjent før eksamen kan avlegges**

Coursework requirements:

Students will work on issues/topic areas related to an actual event/festival.

75% mandatory in lectures, seminars and event visits.

## **Eksamen**

Form of assessment:

One week home exam, individual

## **Ansvarlig fakultet**

Avdeling for lærerutdanning og naturvitenskap

# SPORT1001/1 Voluntarism and Leadership

Emnekode: SPORT1001/1

Studiepoeng: 15

Semester

Autumn

Språk

Krav til forkunnskaper

Læringsutbytte

Learning outcomes:

*Knowledge:*

- The students know about the societal conditions for the development of voluntary activities, especially in the Nordic countries. The main focus will be on voluntarism in sport activities.
- The students know how to recruit and motivate volunteers.
- The students know how to lead volunteers.

*Skills:*

- The students are able to recruit, motivate and lead volunteers, and know how to communicate with volunteers as a leader.

*General competence:*

- The students know the opportunities and limitations with engaging volunteers and how to work with them.



- The students are suitable for leader positions in voluntary organisations in general, but especially within the field of sport.

## Innhold

### The subject will cover:

- the role of voluntary organizations in society.
- the basis for voluntary activity.
- how to recruit members.
- how to motivate them to work and to stay.
- leadership in voluntary organizations.

## Arbeids- og undervisningsformer

### Teaching and learning methods:

- Weekly lectures for a half semester,
- Group work
- Individual reading.

## Obligatoriske krav som må være godkjent før eksamen kan avlegges

### Work requirements:

- Deliver a written proposal for an essay (max. 5 p.)
- Oral presentation (appr. 20 minutes) on a given topic

## Eksamen

### Evaluation:

An essay (approx.15 p.)

## Ansvarlig fakultet

# 2RL30/1 Snow business

Emnekode: 2RL30/1

Studiepoeng: 15

## Semester

Vår

## Språk

Engelsk og Norsk

## Krav til forkunnskaper

None

## Læringsutbytte

Knowledge (upon completion of the course, the student shall):

- Describe and explain the history and development of winter-sport tourism and its products, as well as its present state and challenges.
- Describe and discuss the production- and market elements in winter-sports tourism, and summarize current trends in:
  - *Planning and managing the ski resorts*
  - *Second homes as part of winter tourism*
  - *Managing a cross-country based ski destination (area)*
  - *Snow-Business marketing*
  - *Public relations and earned media*
  - *Skiing- and Winter-activity equipment and clothing*
  - *The role of events (planning, operation, marketing, and leveraging)*
  - *The economics of Snow business and other seasonal tourism production*
  - *Service and customer handling*
  - *The future of winter-sports tourism and its challenges, including climate change*

Skills (upon completion of the course, the student shall):

- Collect information (for example in the form of diaries after cite visits and discussions with providers and decision makers) in order to order to assess strengths and weaknesses of a winter-sport product or winter-sport destination
- Devise strategies to develop winter- and snow-based activities, attractions, and destinations.
- Develop marketing strategies for products and destinations.
- Assess the economic, social, and environmental impacts of winter-sport tourism

General competence (upon completion of the course, the student shall):

- Possess an in-depth understanding of the different types of winter-sport tourism product and the management of a winter-sport destination (ski resort), necessary to work in this industry.

## Innhold

By promoting a Snow-Business Course we want to include the traditions of tourism studies into the regional traditions of being a snow-based recreation and sport provider. You will be invited to learn from our traditions as a winter-tourism destination and sport-event host, and to include use of many types of snow-based recreation. The course include the international snow-sports industry as well as the traditions the Lillehammer region as provider of snow-based recreation and winter sports.

## Arbeids- og undervisningsformer

Lectures

Site visits followed by diaries (written by students)

**Obligatoriske krav som må være godkjent før eksamen kan avlegges**

## **Eksamen**

4 hours written exam

## **Ansvarlig fakultet**

Handelshøgskolen Innlandet - Fakultet for økonomi og samfunnsvitenskap

# RLL1003/ 1 Nature-based tourism and ecotourism

Emnekode: RLL1003/1

Studiepoeng: 7,5

## Semester

Spring

## Språk

Engelsk og Norsk

## Krav til forkunnskaper

Minimum knowledge in tourism.

## Læringsutbytte

The aim is for the student to:

- internalise the meaning of the concepts of nature-based tourism, ecotourism and sustainable tourism and know its features.
- acquire a conceptual understanding of experience tourism, experience economy, sustainable tourism, nature-, culture- and ecotourism industry.
- acquire insights into tour operation, management, development and effect in different environments, including the tourism-environment debate within the industry.
- be able to evaluate the different nature based tourism products and their planning processes.

## Innhold

Nature-based tourism also includes ecotourism and sustainable tourism. The subject

consists of a theoretical approach to these types of experience tourism, ecotourism and sustainable tourism. It is also a practical introduction to this tourism segment and its trends in Norway and abroad, plus planning and evaluation processes.

## **Arbeids- og undervisningsformer**

Lectures, seminars and field trip.

## **Obligatoriske krav som må være godkjent før eksamen kan avlegges**

The students hold one seminar (15-45 min dependent on number of students).

## **Eksamen**

Written final exam. (dictionary between the first language of the student and English is allowed)

## **Ansvarlig fakultet**

# SPORT1002/1 Term paper in Sports and Outdoors Tourism

Emnekode: SPORT1002/1

Studiepoeng: 7,5

## Semester

Spring

## Språk

## Krav til forkunnskaper

Completed autumn term in "Sports and Outdoors Tourism"

## Læringsutbytte

The aim is for the student to:

- acquire a deeper understanding related to one of the sectors, which can include sports events, winter sports, or other nature-based activities.
- apply his/hers knowledge within the subject to combine theory and practice.
- learn (working) methods and acquire writing skills that requires independent analyses and reflection.

## Innhold

### Content:

The subject is part of the one-year programme in "Sports and Outdoors Tourism", and consists of a written term paper. The term paper provides the student with an opportunity for deeper understanding through a case study linked to a company (provider) or a destination. The term paper must be written in English.

## Eksamen

The grade given is based on the term paper

## Ansvarlig fakultet