



AALBORG UNIVERSITET

# **CURRICULUM FOR THE MASTER'S PROGRAMME IN TOURISM, 2022, AALBORG**

MASTER OF ARTS  
AALBORG

[Link to this studyline](#)

## Curriculum for the Master's Programme in Tourism, 2022, Aalborg

Link(s) to other versions of the same line:

[Curriculum Master in Tourism \(Aalborg\), 2020](#)

## TABLE OF CONTENTS

|   |    |
|---|----|
| § 1: Preface .....  | 4  |
| § 2: Basis in Ministerial orders .....  | 4  |
| § 3: Campus .....   | 4  |
| § 4: Faculty affiliation .....  | 4  |
| § 5: Study board affiliation .....  | 4  |
| § 6: Affiliation to corps of external examiners .....   | 4  |
| § 7: Admission requirements .....   | 4  |
| § 8: The programme title in Danish and English .....  | 4  |
| § 9: Programme specifications in ECTS credits .....   | 4  |
| § 10: Rules concerning credit transfer (merit), including the possibility for choice of modules that are part of another programme at a university in Denmark or abroad ..... | 5  |
| § 11: Exemptions .....  | 5  |
| § 12: Rules for examinations .....  | 5  |
| § 13: Rules concerning written work, including the Master's Thesis .....  | 5  |
| § 14: Requirements regarding the reading of texts in a foreign language .....   | 5  |
| § 15: Competence profile on the diploma .....   | 5  |
| § 16: Competence profile of the programme .....   | 5  |
| § 17: Structure and Contents of the programme .....   | 6  |
| § 18: Overview of the programme .....   | 9  |
| § 19: Additional information .....  | 10 |
| § 20: Commencement and transitional rules .....   | 10 |
| § 21: Amendments to the curriculum and regulations .....  | 10 |

## § 1: PREFACE

Pursuant to consolidation Act 778 of August 7, 2019 on Universities (the University Act), the following is established. The programme also follows the Examination Policies and Procedures incl. the Joint Programme Regulations for Aalborg University.

## § 2: BASIS IN MINISTERIAL ORDERS

The Master's programme is organised in accordance with the Ministry of Higher Education and Science's Order no. 2285 of December 1, 2021 on Full-time University Programmes (the University Programme Order) and Ministerial Order no. 2271 of December 1, 2021 on University Examinations (the Examination Order). Further reference is made to Ministerial Order no. 104 of January 24, 2021 (the Admission Order) and Ministerial Order no. 114 of February 3, 2015 (the Grading Scale Order).

## § 3: CAMPUS

The programme is offered in Aalborg.

## § 4: FACULTY AFFILIATION

The Master's programme falls under Faculty of Social Sciences and Humanities, Aalborg University.

## § 5: STUDY BOARD AFFILIATION

The Master's programme falls under Study Board of International and Cross-Cultural Studies

## § 6: AFFILIATION TO CORPS OF EXTERNAL EXAMINERS

The Master's programme is associated with the external examiners corps on International and European Studies

## § 7: ADMISSION REQUIREMENTS

### Applicants with a legal right of admission (retskrav)

Bachelor degree in Spanish Language and International Studies from Aalborg University.

### Bachelor degrees that may qualify for admission

- Bachelor degree in English Language and International Studies from Aalborg University
- Bachelor degree in International Business Communication from Aalborg University
- Bachelor degree in International Business Communication from Aarhus University
- Bachelor degree in History from Aarhus University
- Bachelor degree in Globalisation and Cultural Identity from Aarhus University
- Bachelor degree in History from Aalborg University
- Bachelor degree in Geography from Aalborg University.

## § 8: THE PROGRAMME TITLE IN DANISH AND ENGLISH

The Master's programme entitles the graduate to the Danish designation Cand.mag. i turisme. The English designation is: Master of Arts (MA) in Tourism.

## § 9: PROGRAMME SPECIFICATIONS IN ECTS CREDITS

The Master's programme is a 2-year, research-based, full-time study programme. The programme is set to 120 ECTS credits.

## **§ 10: RULES CONCERNING CREDIT TRANSFER (MERIT), INCLUDING THE POSSIBILITY FOR CHOICE OF MODULES THAT ARE PART OF ANOTHER PROGRAMME AT A UNIVERSITY IN DENMARK OR ABROAD**

The Study Board can approve that passed programme elements from other educational programmes at the same level replaces programme elements within this programme (credit transfer).

Furthermore, the Study Board can, upon application, approve that parts of this programme is completed at another university or a further education institution in Denmark or abroad (pre-approval of credit transfer).

The Study Board's decisions regarding credit transfer are based on an academic assessment.

## **§ 11: EXEMPTIONS**

The Study Board's possibilities to grant exemption, including exemption to further examination attempts and special examination conditions, are stated in the Examination Policies and Procedures published at this website:

<https://www.studieservice.aau.dk/regler-vejledninger>

## **§ 12: RULES FOR EXAMINATIONS**

The rules for examinations are stated in the Examination Policies and Procedures published at this website:

<https://www.studieservice.aau.dk/regler-vejledninger>

## **§ 13: RULES CONCERNING WRITTEN WORK, INCLUDING THE MASTER'S THESIS**

In the assessment of all written work, regardless of the language it is written in, weight is also given to the student's formulation and spelling ability, in addition to the academic content. Orthographic and grammatical correctness as well as stylistic proficiency are taken as a basis for the evaluation of language performance. Language performance must always be included as an independent dimension of the total evaluation. However, no examination can be assessed as 'Pass' on the basis of good language performance alone; similarly, an examination normally cannot be assessed as 'Fail' on the basis of poor language performance alone.

The Study Board can grant exemption from this in special cases (e.g., dyslexia or a native language other than Danish).

The Master's Thesis must include an English summary. If the project is written in English, the summary can be in Danish. The summary is included in the evaluation of the project as a whole.

## **§ 14: REQUIREMENTS REGARDING THE READING OF TEXTS IN A FOREIGN LANGUAGE**

It is assumed that the student can read academic texts in English and use reference works, etc., in English and other European languages.

## **§ 15: COMPETENCE PROFILE ON THE DIPLOMA**

The following competence profile will appear on the diploma:

A Candidatus graduate has the following competency profile:

A Candidatus graduate has competencies that have been acquired via a course of study that has taken place in a research environment.

A Candidatus graduate is qualified for employment on the labour market based on his or her academic discipline as well as for further research (PhD programmes). A Candidatus graduate has, compared to a Bachelor, developed his or her academic knowledge and independence so as to be able to apply scientific theory and method on an independent basis within both an academic and a professional context.

## **§ 16: COMPETENCE PROFILE OF THE PROGRAMME**

The Master's programme in Tourism is a research based full-time programme that provides students with a basis for the execution of professional functions and qualifies for admission to PhD studies.

The Master's programme in Tourism builds on and supplements the knowledge and skills acquired by the student in the course of the preceding Bachelor education. The objective of the Master's programme is to enable the student to develop professional competencies which qualify him/her to perform highly specialised work tasks within enterprises and organisations in Denmark and abroad.

Special emphasis will be on the candidate's ability to:

- perform tasks relating to communication, information, analysis and research, and to perform strategic tasks in the field of tourism
- analyse and evaluate development trends in tourism, nationally and internationally
- contribute actively to the initiation, support and evaluation of projects with potential for new tourism development.

All courses and examinations will be conducted in English.

The overall objectives of the acquisition of **knowledge and understanding** are that students will be able to:

- acquire knowledge within the central disciplinary areas of the programme: destination governance, tourism cultures, market communication and innovation in a tourism context.
- understand and critically reflect on the central disciplinary areas of the programme and identify academic issues within these which may be the objects of study.

The overall objectives of the acquisition of **skills** are that students will be able to:

- assess and choose among theories and methods within the central disciplinary areas of the programme and, with a critical, reflective approach, set up models for analysis pertaining to tourism-related issues
- analyse academic issues independently, systematically and critically through the application of theories and methods, and identify and further develop solutions in relation to tourism
- communicate research-based knowledge and discuss professional issues pertaining to tourism with both peers and non-specialists.

The overall objectives of the acquisition of **competencies** are that students will be able to:

- design, implement and evaluate projects within tourism and, on this basis, provide counselling on development issues within the area of tourism
- launch and implement disciplinary and cross-disciplinary collaboration relating to tourism issues and, on this basis, demonstrate professional insight and the ability to perform responsibly in a professional environment
- independently pursue his/her competency development within the central disciplinary areas of the programme.

## § 17: STRUCTURE AND CONTENTS OF THE PROGRAMME

The duration of the Master's programme in Tourism is two years, equivalent to 120 ECTS points.

The Master's programme spans four semesters (semesters 1-4). Semester 3 offers the student an opportunity to specialise by his or her choice of elective modules: a project-oriented module in a tourism organisation or a university transfer, at a university abroad or in Denmark. Semester 4 is reserved for writing the Master's thesis.

### Programme structure

The programme is compiled of modules and structured as a combination of courses, active participation and portfolio exams, take-home assignments and project work.

One module is a subject element or a group of subject elements, the purpose of which is to provide the student with an entity of disciplinary qualifications within a stipulated time frame stated in ECTS points, and which is completed by one or a number of examinations within certain examination terms stated and defined in these study regulations.

In semester 1, there are four compulsory modules and one elective module. In semester 2, there are three compulsory modules and one elective module. In semester 3, students can choose between a project-oriented module in a tourism organisation (30 ECTS) or a university transfer abroad or in Denmark (30 ECTS). In the Semester 4, there is one module: The Master's thesis (30 ECTS).

### Compulsory modules, totalling 90 ECTS

|   |          |         |  |
|---|----------|---------|--|
| Tourism Destination Challenges                    | 1st sem. | 10 ECTS |  |
| Problem Based Projects and Research Methodologies | 1st sem. | 5 ECTS  |  |
| Market Communication in Tourism                   | 1st sem. | 5 ECTS  |  |
| Tourism Destination Analysis                      | 1st sem. | 5 ECTS  |  |
| Tourism Development                               | 2nd sem. | 15 ECTS |  |

|   |          |         |  |
|---|----------|---------|--|
| Tourism Policy and Destination Governance | 2nd sem  | 5 ECTS  |  |
| Innovation in Tourism                     | 2nd sem. | 5 ECTS  |  |
| Project Oriented Module                   | 3rd      | 30 ECTS |  |
| Master's Thesis                           | 4th sem. | 30 ECTS |  |

### **Elective modules**

|                                   |          |        |
|-----------------------------------|----------|--------|
| Tourism Encounters                | 1st sem. | 5 ECTS |
| Key Issues in Tourism Consumption | 1st sem. | 5 ECTS |
| Rural and nature-based Tourism    | 2nd sem. | 5 ECTS |
| Urban Tourism                     | 2nd sem. | 5 ECTS |

This programme is conducted in English.

Through active participation in courses and classes, project work and other study activities, students will fulfil the objectives described in the modules of the programme.

#### **1st semester**

The 1st semester of the programme will focus on destination analysis and market communication. To support the students' problem oriented project work, the following modules will be offered: Tourism Destination Analysis and Market Communication in Tourism. In addition, a course in Problem-Based Projects and Research Methodologies is offered. Students must also choose one elective module.

#### **2nd semester**

The 2nd semester of the programme will focus on tourism policy and innovation. To support the students' problem oriented project work, the following modules will be offered: Tourism Policy and Destination Governance and Innovation in Tourism. Students must also choose one elective module.

#### **3rd semester**

The 3rd semester of the programme will consist of either a project-oriented module in a Danish or international tourism organisation, or take the shape of a university transfer at a university abroad or in Denmark offering a master's level programme that is directly related to the central disciplinary areas of the tourism programme at AAU. If the 3rd semester is a university transfer, the student will have to complete modules equivalent to a total of 30 ECTS at the programme visited. Both the project-oriented module in a tourism organisation, including work tasks, and the university transfer, including selected modules, must be approved in advance by the study board.

#### **4th semester**

In the 4th semester of the programme, the student will, under supervision, prepare a Master's thesis within one or a number of the central disciplinary areas of the programme. The topic must be approved in advance by the study board.

### **General examination provisions**

Examinations will be conducted in English. This applies to both written and oral examinations.

#### **Projects**

Projects may be prepared in groups. Project examinations will take the following form:

An oral examination on the basis of the written project, whether this is prepared individually or together with others. The project will be viewed as the joint responsibility of the group. Consequently, the project report is the basis for examination and assessment, and one combined grade will be awarded for the project report and the oral performance. At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.

The examination will take the form of a conversation between the student(s) and the examiners on the basis of the project report written by the student(s). Individual students may request to be informed of their grade without the

presence of their group; however, this must be stated by the student at the beginning of the examination. If this is not done, students will be informed of their grades together.

### Volume of written work

Where rules have been stipulated regarding the volume of written work, one page will correspond to 2400 typographical characters, including spaces. The stipulated number of pages only includes the actual body text of the report, as title page, preface, table of contents, bibliography, appendices, illustrations etc. will not be calculated. However, footnotes/endnotes must be included. The total page number must be stated on the title page.

### Oral examinations

The stipulated time intervals for oral examinations will include voting and announcement of result(s).

### Assessment of written assignments

In the assessment of all written assignments, the students' communicative performance, such as spelling skills and fluency, will be considered. The assessment of communicative performance will be based on orthographic correctness, academic writing standards and stylistic proficiency, and will be considered as a part of the final grade.

### Annual full-time

The modules on which the individual examinations are based are rated as proportions of an annual full-time equivalent, this being calculated as the annual work of a full-time student. An annual full-time equivalent is 60 ECTS.

### Registration for Master's thesis examination

Students who wish to register for the Master's thesis examination must have passed all previous examinations equivalent to 90 ECTS, including examinations of electives stipulated in these regulations.

### Weighted average

In order for a student to graduate from the programme, each examination must be passed with a minimum grade of 02 or an assessment of 'Pass'. A weighted average will be calculated for the examinations assessed according to the 7-point scale, on the basis of the ECTS weight of each individual examination. The average is defined as the sum of individual grades, each multiplied by the ECTS of the examination in question, divided by the sum of the ECTS-points of the examinations included in the average.

Examinations assessed as pass/fail will not be included in this calculation. The average grade with one decimal digit will be stated on the final certificate.

### Examination regulations

The examination provisions in these regulations and curriculum are subordinate to the Examination Policies and Procedures in force at any time at Aalborg University.

### Compulsory Examinations

| No. | Name  | Internal Pass/fail | Internal 7-point-scale | External Pass/fail | External 7-point-scale |
|-----|---|--------------------|------------------------|--------------------|------------------------|
| 1   | Tourism Destination Challenges                    |                    | 10 ECTS                |                    |                        |
| 2   | Problem Based Projects and Research Methodologies | 5 ECTS             |                        |                    |                        |
| 3   | Market Communication in Tourism                   |                    | 5 ECTS                 |                    |                        |
| 4   | Tourism Destination Analyses                      |                    | 5 ECTS                 |                    |                        |
| 5   | Tourism Development                               |                    |                        |                    | 15 ECTS                |
| 6   | Tourism Policy and Destination Governance         |                    | 5 ECTS                 |                    |                        |
| 7   | Innovation in Tourism                             | 5 ECTS             |                        |                    |                        |
| 8   | Project-oriented Module in a Tourism Organisation |                    | 30 ECTS                |                    |                        |



|    |                 |  |  |  |         |
|----|-----------------|--|--|--|---------|
| 10 | Master's Thesis |  |  |  | 30 ECTS |
|----|-----------------|--|--|--|---------|

**Elective Examinations**

| No. | Name                              | Internal Pass/fail | Internal 7-point-scale |
|-----|-----------------------------------|--------------------|------------------------|
| 11  | Tourism Encounters                |                    | 5 ECTS                 |
| 12  | Key Issues in Tourism Consumption |                    | 5 ECTS                 |
| 13  | Rural and nature-based Tourism    |                    | 5 ECTS                 |
| 14  | Urban Tourism                     |                    | 5 ECTS                 |

**§ 18: OVERVIEW OF THE PROGRAMME**

In the assessment of examinations, grades from the 7-point grading scale or a pass/fail grade will be awarded.

Examinations will be either internally or externally co-examined. If no other provisions are stated, examinations will be assessed by the examiner along with a second internal or an external examiner.

| Offered as: 1-professional  |             |      |                       |                      |  |          |
|---|-------------|------|-----------------------|----------------------|--|----------|
| Module name   | Course type | ECTS | Applied grading scale | Evaluation method    | Assessment method                          | Language |
| <b>1 SEMESTER</b>   |             |      |                       |                      |  |          |
| <a href="#">Tourism Destination Challenges</a> (KATOU2201)                    | Project     | 10   | 7-point grading scale | Internal examination | Oral exam based on a project               | English  |
| <a href="#">Problem Based Projects and Research Methodologies</a> (KATOU2202) | Course      | 5    | Passed/Not Passed     | Internal examination | Active participation/continuous evaluation | English  |
| <a href="#">Market Communication in Tourism</a> (KATOU2203)                   | Course      | 5    | 7-point grading scale | Internal examination | Written exam                               | English  |
| <a href="#">Tourism Destination Analysis</a> (KATOU2204)                      | Course      | 5    | 7-point grading scale | Internal examination | Written exam                               | English  |
| <a href="#">Electives 1st semester</a><br>Choose 5 ECTS                       |             | 5    |                       |                      |  |          |
| <b>2 SEMESTER</b>   |             |      |                       |                      |  |          |
| <a href="#">Tourism Development</a> (KATOU2205)                               | Project     | 15   | 7-point grading scale | External examination | Oral exam based on a project               | English  |
| <a href="#">Tourism Policy and Destination Governance</a> (KATOU2208)         | Course      | 5    | 7-point grading scale | Internal examination | Written exam                               | English  |
| <a href="#">Innovation in Tourism</a> (KATOU2209)                             | Course      | 5    | Passed/Not Passed     | Internal examination | Active participation/continuous evaluation | English  |
| <a href="#">Electives 2nd semester</a><br>Choose 5 ECTS                       |             | 5    |                       |                      |  |          |
| <b>3 SEMESTER</b>   |             |      |                       |                      |  |          |

|  |         |    |                       |                      |                               |         |
|--|---------|----|-----------------------|----------------------|-------------------------------|---------|
| <a href="#">Project-oriented Module in a Tourism Organisation</a><br>(KATOU2210) | Project | 30 | 7-point grading scale | Internal examination | Written exam                  | English |
| <b>4 SEMESTER</b>  |         |    |                       |                      |                               |         |
| <a href="#">Master's Thesis</a><br>(KATOU2211)                                   | Project | 30 | 7-point grading scale | External examination | Master's thesis/final project | English |

| Electives 1st semester<br>Choose 5 ECTS                          |             |      |                       |                      |                   |          |
|--|-------------|------|-----------------------|----------------------|-------------------|----------|
| Module name  | Course type | ECTS | Applied grading scale | Evaluation Method    | Assessment method | Language |
| <a href="#">Tourism Encounters</a><br>(KATOU2212)                | Course      | 5    | 7-point grading scale | Internal examination | Written exam      | English  |
| <a href="#">Key Issues in Tourism Consumption</a><br>(KATOU2207) | Course      | 5    | 7-point grading scale | Internal examination | Written exam      | English  |

| Electives 2nd semester<br>Choose 5 ECTS                       |             |      |                       |                      |                   |          |
|---|-------------|------|-----------------------|----------------------|-------------------|----------|
| Module name   | Course type | ECTS | Applied grading scale | Evaluation Method    | Assessment method | Language |
| <a href="#">Rural and nature-based Tourism</a><br>(KATOU2213) | Course      | 5    | 7-point grading scale | Internal examination | Written exam      | English  |
| <a href="#">Urban Tourism</a><br>(KATOU2214)                  | Course      | 5    | 7-point grading scale | Internal examination | Written exam      | English  |

## § 19: ADDITIONAL INFORMATION

Further information about exams etc. can be found in Moodle.

## § 20: COMMENCEMENT AND TRANSITIONAL RULES

The curriculum is approved by the dean and enters into force as of 1st September 2022.

The Study Board does not offer teaching after the previous curriculum from 2020 after the summer examination 2023.

The Study Board will offer examinations after the previous curriculum, if there are students who have used examination attempts in a module without passing. The number of examination attempts follows the rules in the Examination Order.

## § 21: AMENDMENTS TO THE CURRICULUM AND REGULATIONS