

Tourism Education Programmes

Campus Kujalleq offers three programmes within tourism education: A 2½-year academy profession programme, and two guide programmes of one semester.

- The academy profession programme in Hospitality and Tourism Management covers the development, planning and management of service and tourist industries
- The arctic guide programme focuses on guiding techniques and background facts necessary to a guide working in arctic communities
- The adventure guide programme focuses on guiding tourists in the arctic nature on trips lasting more than one day.

The Academy Profession Programme in Hospitality and Tourism Management

If you are fond of travelling and if you like to experience the world and meet new friends, this programme will appeal to you. The focus is on tourism management and meets the requirements from the tourism and adventure industry to its future employees. It is a higher education of 2½ years and gives 120 European Transfer Credits (ECTS).

Career Possibilities

It can lead to a great variety of positions such as tourism manager, project manager, marketing coordinator, or hotel reception manager. You could also become your own boss.

Programme

It is a 2½-year education including two internships at a company of your own choice. There will be projects and assignments, and four externally evaluated exams. Interdisciplinary projects with your fellow students are integrated parts of the programme, so it is important to have good cooperative skills.

Internship

There are many internship companies in the various Greenlandic towns as well as in the rest of the world, which will enable you to create a useful network for your future career.

Subjects

- Global Communication
- Organization and Management
- Strategy and Marketing
- Service Economics and Finances
- The company and its surrounding world
- Information technology

School Programme

The school programme consists of a combination of lectures, class lessons, group work, and projects. Part of the training will take place as internet based distance learning during the internship periods. It is our ambition that all our teaching is based on Greenlandic cases and real-life issues.

Our teachers are professionals with a higher education and considerable relevant experience from Greenland as well as from other countries.

Subject Fields

The Tourism Management Programme has the following subject fields:

- **Introduction to tourism and travelling terminology:** This subject will give you a deeper understanding of the development of the tourism industry, the tourism product, the tourism organizations, the structure of the industry, and its importance to society as such.
- **Trends in Tourism:** This subject will make you acquainted with customer service, reservation and distribution systems, law, environmental certificates, structure, and security.
- **Tourism and Law:** Will give you knowledge of rules and legislation related to the tourism industry.
- **Tourism Planning and Analysis:** This subject will give you knowledge of the role of public authorities in tourism development, the different forms of tourism, planning models, and the importance of local tourism.
- **Sustainability:** Will give you an insight in the relevance of sustainability concepts in tourism planning.
- **Marketing and innovation:** will enable you to make and interpret analyses regarding marketing channels and campaigns in tourism, and to work with development of tourism products and facilities.

This programme consists partly of a number of general subjects, which apply to all academy profession programmes in hospitality and tourism management in Greenland and Denmark, and partly of a number of special subjects. However, you can only take the tourism management course in Greenland at present.

General subjects

- **Global Communication:** English, cross cultural understanding, and customer relations.
- **Organization and Management:** Management, administration and development of human resources, and organizational theory.
- **Strategy and Marketing:** Strategic planning, marketing, innovation, and quality control.
- **Service Economics and Finances:** Investment, budgeting, accounts, calculation, and optimizing.
- **Information Technology:** Application of modern technology within the company as well as externally.

Housing

The school periods will take place at Campus Kujalleq, where you will be accommodated in one of our five-person houses. You will get your own room, and you will be responsible for cleaning, cooking, etc. yourself.

Student Grants

The education is free for Greenlandic and Danish citizens. If you are admitted to the school, you will be entitled to a student grant. For further information please see www.usf.gl and download the documents

"Ansøgning om uddannelse i Grønland" and "Ansøgning om uddannelsesstøtte" Application forms for education and student grant in Greenland).

Admittance

Application for admittance is to take place at your local Majoriaq, where they give counselling, receive applications for vocational educations in all Greenland, and register them.

Your application for The Academy Profession Programme in Hospitality and Tourism Management as well as for all other vocational educations in Greenland is to be delivered to your local Majoriaq by 1 March.

If you apply later, please contact us directly in order to hear whether places are still available.

For further information, please contact our student councillors.

Admittance Requirements

Apart from English C from high school or a vocational education, one of the following requirements must be met:

A vocational education as a waiter or a receptionist with either Business Economics C or Math C.

A TNI education as a shop assistant or an office assistant with either Business Economics C or Math C.

A vocational education within retail, wholesale, office or gastronomy with either Business Economics C or Math C.

Another relevant vocational education with either Business Economics B or Math B.

An upper secondary education (GU, HTX, and HHX) and either Business Economics C or Math C.

Another relevant education – together with an individual assessment by Campus Kujalleq.

Applicants with suitable academic skills, who fail to have the appropriate levels in Business Economics or Math, are to take a preparation course at Campus Kujalleq.

Arctic Tourist Guide

If you are interested in being a guide in Greenland in the tourist season this programme is for you. The programme is so comprehensive that you can work as a guide abroad outside the peak season in Greenland. You will work with language within tourism and travelling, and you will be acquainted with the newest ideas in tourism. Sustainability, service, Greenlandic history, culture, geology and fauna are also important subjects.

The programme runs from January through May (one semester). There will be extracurricular activities such as projects, written assignments, different exercises, and literature. With end of term in May you will be ready for the upcoming tourist season.

Admittance Requirements

An upper secondary education (GU, HTX, and HHX)

An academy profession education in Tourism or other relevant subjects

A TNI education with Business Economics C and English C

Applicants who have not completed a relevant education may be admitted upon an individual assessment of educational qualifications. In order to be admitted, you will, however, have to meet the above requirements regarding English.

You are expected to be able to read English texts at level B-2 of the Common European Framework of Reference. It is primarily your own responsibility to acquire the tourism terminology level required as it is only contained to a limited extent in the programme. Applicants who fail to meet the official English requirements are to pass an admittance test to secure an appropriate level.

Links

Uddannelsesplan for Arktisk turistguide (grønlandsk og dansk) (Syllabus in Greenlandic and English)

Studievejledning (student counselling)

Adventure Guide

If you are interested in working with tourists on mountain trekking for more than one day focusing on safety, knowledge, communication, service – and the good experience.

The programme will take you through subjects such as flora and fauna, the cultivated landscape, guide techniques, Wilderness First responder (an extended arctic first aid course, glacier trekking, English, and cross cultural understanding).

The teaching is conducted as a combination of class education, lectures, workshops, and on-location exercises. App. 20 per cent of the education will lead to a master's certificate for boats with up to 12 passengers. This part of the programme will be conducted by Imarsiornermik Ilinniarfik (the Greenlandic school for seamen).

The certified adventure guide will be able to lead a group of up to 12 tourists from different cultures on tours lasting more than one day.

The programme runs from August through December (one semester). There will be extracurricular activities such as drills and exercises in the nature. The first two months take place in Northern Greenland (Ilulissat and Kangerlussuaq), and the latter part in South Greenland (Qaqortoq and other places).

Admittance Requirements

An upper secondary education (GU, HTX, and HHX)

An academy profession education in Tourism or other relevant subjects

A TNI education with Business Economics C and English C

Applicants who have not completed a relevant education may be admitted upon an individual assessment of educational qualifications. In order to be admitted, however, you will have to meet the above requirements regarding English.

This programme is both physically and mentally exacting. Therefore, we are not able to admit applicants with physical or mental handicaps.

In order to be admitted you are to be able to read English texts at level B-2 of the Common European Framework of Reference. It is primarily your own responsibility to acquire the tourism terminology level required as it is only contained to a limited extent in the programme. Applicants who fail to meet the official English requirements are to pass an admittance test to secure an appropriate level.

For further information, please contact your local Majoriaq.

The course runs from August through December.

Last day for applications is on 15 June.

