

**Lessons learned:
experience and perspectives of
international distance programs
implementation**

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Travel and Tourism Management

International distance learning
program

Preparation period (2007 – 2009)

Aim – to form knowledge, skills and practical abilities on the main aspects of tourism activities and organizing business on the concept of sustainable tourism

Target groups:

- students, who are studying Tourism
- students, who want to study Tourism
- students, who are working in the sphere of Tourism





Challenges

- teachers meet students virtually, new in Russia and Norway
- ILinc and Moodle are very good, only some technical challenges
- student and staff mobility (virtual and real)
- different credit systems in countries
- this was a pilot to design a joint degree

Recruiting the students (September, 2010)

Plan was **30** students
(**10** students from each side)

Fact:

- **17** students from **Russia** (students from different faculties)
- **13** students from **Finland**
- **0** students from **Norway**

Study Program (60 ECTS)

First year:

- Introduction to Travel and Tourism (15 ECTS) – **Norway**
- Business administration and strategic marketing (15 ECTS) – **Finland**

Second year:

- Heritage and Ecotourism (15 ECTS) – **Russia**
- Project work in the sphere of tourism (15 ECTS) – **Norway**

Mobility in the Program



Summer school – June, 2011 (Harstad – Norway)

- Educational program: lectures, case-studies, trainings
- Examination the cultural and historical heritage of Lofoten Islands

Mobility in the Program

Project work Defense (Kemi-Tornio – Finland)

- Teachers representatives from all **three** sides
- **9** students have finished the Program (6 from Russia, 3 from Finland)
- Visiting historical and cultural places, organizations and tourism companies



This is to Certify that

Maria Tarnorutskaya

successfully has passed the modules as indicated in the
attached transcript of records
in the joint programme

Travel and Tourism Management

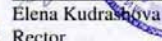
yielding a total of 60 ECTS.

Date:


Reijo Tolppi
Rector
Kemi-Tornio
University of Applied Sciences



Date:


Elena Kudrashova
Rector
Northern Arctic
Federal University



Date:


Bodil Olsvik
Rector
Harstad
University College

25/5-12





Problems

- No students from all partners-countries
- Low motivation of the students
- Only country modules
- Not enough practical skills in using systems of distance learning

Lessons learned:

- good marketing: must be made more effective
- T&TM should be part of bachelor degree
- students could come also from tourism companies
- teacher training needed, ILinc/Moodle
- ILinc: not only lecturing and reading slides
- use more tourism companies
- international teacher teams

Lessons learned – 2:

- common books for all students
- obligatory winter and summer schools
- students portfolios from the first semester to the last one
- clear criteria for all courses
- we need to design and sign an official agreement
- funding from UArctic, Nordic council, FIRST, universities, EU

Perspectives of Development:

- Creation **international groups** of teachers;
- Changing duration of the program
– **1,5 years**;
- Including the Program **into the study Program** on bachelor level;
- Separate program for **additional education**;
- **TWO** summer (winter) schools;
- Joint educational program (Master level) –
«Management I the sphere of Hospitality»



“Strategy and Growth in the High North”

joint online program – 60 ECTS

Three Partners

- ***NARFU*** – *Institute of economics,*
- ***Tromse University*** – *Business School,*
- ***Kemi-Tornio University of applied sciences***

Target group:

- *program will be oriented on bachelor level students*

Study Program (60 ECTS)

- **Strategic Play in International Business – 15 ECTS**
 - Performance Management;
 - Strategic Network Management;
 - Business Intelligence;
- **Growth – 15 ECTS**
 - Business Development;
 - Investment Management;
 - Market Research;
 - Change Management.
- **High North – 15 ECTS**
 - Cross Cultural Interactions;
- **Project work - 15 ECTS.**



**THANK YOU
FOR YOUR
ATTENTION!**