

QUALITATIVE CAMP 2016

SPECIAL TRACK ON STUDIES IN EXPERIENCE SECTORS

NYVÅGAR RORBUHOTELL

University of Nordland, Business School
Nyvågar, Lofoten May 30th – June 3rd 2016

Qualitative Camp

Overview: University of Nordland (UiN), Business School takes great pleasure in inviting you to the 15th Qualitative Camp at Nyvågar, Lofoten Islands, May 30th – June 3rd, 2016. The course is targeting Ph.D students seeking to improve their knowledge and skills in qualitative research methods. The course is designed to make participants familiar with different aspects, approaches and traditions of qualitative research methods and design, and to discuss this in relation to their own research projects. We cover issues within the field of social science research, and we combine plenary and group session. And, perhaps most important, ample opportunities for informal discussion around the clock.

Qualitative camp is organized every year, however **this year we have a special track with focus on qualitative studies within the experience economy and experiencebased sectors.** You may for example study phenomena such as management, innovation, networking, performing, marketing, consumer research, economy, etc. within experience sectors like naturebased, culture based (e.g. museums), foodbased, events, sport, spa, etc. The special track are organized by senior researchers involved in the large research project Northern Insight (www.opplevelserinord.no), researchers situated at different Nordic universities.



Course size: One week of “intensive” lectures and group sessions, with pre-and post-production (paper).

Credits: 7.5 credits (ECTS), issued University of Nordland, Business School

Evaluation Form: Participants write two papers that will be evaluated. The first will be delivered in advance, while the second will be turned in as a result of the course's learning process.

Faculty:

- ❖ Lena Mossberg, UiN/Gothenburg University
- ❖ Per Østergård, UiN/University of Southern Denmark
- ❖ Dorthe Eide, UiN
- ❖ Frank Lindberg, UiN
- ❖ Øystein Jensen, UiN/University of Stavanger
- ❖ Jan-Oddvar Sørnes, UiN
- ❖ Larry Browning, UiN/University of Texas at Austin, USA
- ❖ Frode Fjelldal-Soelberg, UiN

The five first are researchers from the Northern Insight project. Depending upon how many students attending the special track on experience, we might involve one/two more through short skype lectures.

Some of the lectures and activities will only involve students at the experience track, and some also involves the students taking the more general qualitative methodology course. We look forward to discuss your research, as well as to give lectures, have panel debates and other activities where we share and reflect upon own experiences with fieldwork and data analyses. The course starts in Bodø, Monday 30 May, on the Coastal Steamer heading for Lofoten. Welcome and first practical task takes place on the boat 14.30. Departure Friday 3 June, at 13:30. Later we will provide a detailed program, included information about prices.

Please forward this teaser to PhD students or others that can forward it to them. For more info about **the experience track, or notification of interested to participate, contact:** dorthe.eide@uin.no or call +47 48212333



Appendix: more information about the place

❖ Producing excellent work inspired by history and magnificent nature

We believe that there is a correlation between the physical environment you are in and the thoughts you produce. The magnificent scenery of the Lofoten Islands forms a foundation for producing smart, creative and scientific thoughts and results. A good place for solving problems, producing new perspectives, and being inspired.

❖ Sleeping, working, eating and living on a historic site

In the Medici Palace in Florence there is a map of the inhabited world, *Orbis terrarium* as it was known in the medieval times. Also Norway is in the map represented by the large cities Bergen and Trondheim. More surprising, perhaps, the area which today is known as Vågan, a municipality with 9067 inhabitants today also is present on the map, at some point the northernmost town in the world. From this area on of the world's most important natural sources was produced, the dried cod. Our hotel is placed in a cultural treasure of history. There have been living people here since the ice cap retracted after the last ice age 9000 years ago.



"Rorbuene" in Nyvågar Rorbuhotell

❖ Exploring one of the world's most spectacular archipelagos

Due to the inflow of warm Atlantic water from the Gulf Stream, the Lofoten Islands keep 6-7 degrees Celsius higher temperatures as other places located on the same latitudes. The Islands are home to the world's largest population of cod and is famous for its historic fishery traditions. Whales, eagles and several extraordinary marine species are common in this area. According to National Geographic 2011 *"The Lofoten Islands are Nature's way of showing off"* And according to the Huffington Post, *Lofoten Just Might Be The World's Most Beautiful Archipelago*.

Welcome to Nyvågar!