



GENERAL INFORMATION	
DEGREE PROGRAMME	Degree Programme in Tourism
PERIOD OF EXECUTION	2013-2016
SCOPE	210 ECTS credits
DESCRIPTION	<p>The Degree Programme in Tourism creates strong levels of business competence for the ever-changing and international tasks in tourism. During the course of studies, students will develop innovative tourism adventure experience services as well as acquiring a solid knowledge of production of services, marketing, sales, and management, especially from the point of view of the tourism-related SME sector.</p> <p>The degree programme offers the opportunity to launch one's own business with the help of a unique entrepreneurial path. As an integral part of the course, the study programme contains development projects that are completed for tourism enterprises, event production, international study tours, and working in the service environments of the degree programme. Most students take advantage of our extensive international partner network and carry out part of their studies abroad. Networked, active and international hospitality managers are in demand.</p>
LANGUAGE OF STUDY	Finnish
CODE	MTA13S1
DEGREE	Bachelor of Hospitality Management
DEGREE LEVEL	National Qualifications Framework level 6.
TARGET GROUP AND ADMISSION CRITERIA	<p>Eligibility for the Bachelor's degree studies is provided by the results of a secondary education such as, for example, a secondary school leaving certificate, a matriculation examination, a vocational qualification, foreign qualifications, or via the open university of applied sciences.</p> <p>All eligible applicants are invited to sit the entrance examination. The entrance examination emphasises one's suitability for the industry, along with motivation, social skills and learning skills. The final selection is influenced by the first selection of an individual's application, their progress at school, and the entrance examination and work experience.</p>
STUDIES	
KEY LEARNING OUTCOMES	<p>The learning objectives of the Degree Programme and the achievement of the role of Hospitality Manager (Degree Programme in Tourism) are as follows, ensuring that the student:</p> <ul style="list-style-type: none">- understands the tourism service business processes- is able to position the tourism business as well as national and international markets- can build, manage and develop customer-orientated, innovative and cost-effective adventure experience services through service design- is able to manage and develop a responsible service business according to a travel company's strategic objectives, as well as being able to build goal-orientated networks- in their operations can make use of research and forecasting information, as well as being able to produce new research data



	<ul style="list-style-type: none">- operates in an entrepreneurial manner and sees self-employment as an opportunity in entrepreneurship- has communication and interpersonal skills in multidisciplinary environments in relation to tourism- can lead to a multicultural staff																																								
PROFILE	<p>In the Degree Programme in Tourism, students gain a solid knowledge of the tourism business and tourism environment. Students of Tourism who take the option of specialising in Hospitality Management learn to develop innovative adventure experience services in various tourism sectors, as well as being able to manage production, marketing and sales for these sectors.</p> <p>The degree programme focuses on the development of and knowledge of small businesses in tourism, innovative product development, and on the international environment. The training process focuses on the customer, experience production, and responsible business management.</p> <p>During the training process, students can start their business with the help of a unique entrepreneurial path.</p>																																								
COURSE STRUCTURE	<table border="1"><caption>MATKAILUN KOULUTUSOHJELMA 210 op</caption><thead><tr><th>Year</th><th>1. VUOSI</th><th>2. VUOSI</th><th>3. VUOSI</th><th>4. VUOSI</th></tr></thead><tbody><tr><td>OPINNÄYTE</td><td>15</td><td>0</td><td>0</td><td>15</td></tr><tr><td>HARJOITTELU</td><td>15</td><td>0</td><td>0</td><td>15</td></tr><tr><td>PAKOLLISET PERUSOPINNOT</td><td>10</td><td>25</td><td>30</td><td>0</td></tr><tr><td>PAKOLLISET AMMATTIOPINNOT</td><td>35</td><td>20</td><td>5</td><td>0</td></tr><tr><td>VAIHTOEHTOISET AMMATTIOPINNOT</td><td>0</td><td>10</td><td>10</td><td>0</td></tr><tr><td>VAPAASTI VALITTAVAT</td><td>0</td><td>5</td><td>15</td><td>0</td></tr><tr><td>Total</td><td>60</td><td>60</td><td>60</td><td>30</td></tr></tbody></table>	Year	1. VUOSI	2. VUOSI	3. VUOSI	4. VUOSI	OPINNÄYTE	15	0	0	15	HARJOITTELU	15	0	0	15	PAKOLLISET PERUSOPINNOT	10	25	30	0	PAKOLLISET AMMATTIOPINNOT	35	20	5	0	VAIHTOEHTOISET AMMATTIOPINNOT	0	10	10	0	VAPAASTI VALITTAVAT	0	5	15	0	Total	60	60	60	30
Year	1. VUOSI	2. VUOSI	3. VUOSI	4. VUOSI																																					
OPINNÄYTE	15	0	0	15																																					
HARJOITTELU	15	0	0	15																																					
PAKOLLISET PERUSOPINNOT	10	25	30	0																																					
PAKOLLISET AMMATTIOPINNOT	35	20	5	0																																					
VAIHTOEHTOISET AMMATTIOPINNOT	0	10	10	0																																					
VAPAASTI VALITTAVAT	0	5	15	0																																					
Total	60	60	60	30																																					
	<p>(the figure is explained for students in English)</p>																																								
COURSE CONTENT AND PERFORMANCE	<p>The course includes basic and vocational studies, elective studies, specialization training, and a graduation thesis.</p>																																								



	<p>The course shall be completed within two semesters from its beginning. The exception is the graduation thesis, practical training, special working life oriented project studies, as well as extensive courses implemented in a number of semesters. In cases where a course remains incomplete, the student shall re-start it.</p> <p>In the first contact lesson of a course, a review is carried out of the course's learning objectives and content, along with the different procedures and evaluation criteria; additionally, the possible examination date is agreed upon (the immediate time at which this will be carried out) and the course completion date is announced, after which no further attempts are accepted. Students have the opportunity to try to complete a course a total of three times: during the immediate performance of the course or in two specially determined resit exam times.</p>
LEARNING ASSESSMENT	<p>Learning outcomes are assessed in relation to the course's learning objectives. Assessment decisions are based on the evaluation criteria provided in the course descriptions. Courses are assessed on the assessment scale that is specified in the course description. According to its purpose, the scale may be one of five steps: 5 (excellent), 4 (very good), 3 (good), 2 (satisfactory) and 1 (adequate) or a pass (P) or fail (0). The course has been failed (with a fail (0)) if the student does not achieve the minimum outcomes that are set for the completion of the course.</p> <p>Students have the right to know how the evaluation criteria are applied to their skills. Course performance is recorded in the transcript of records no later than one month after the declared point of completion for the course and always before the end of the academic year.</p>
ACCREDITATION AND RECOGNITION OF PRIOR LEARNING (RPL)	<p>The procedures for accreditation are described in the Degree Regulations and in the Study Guide.</p>
MODE OF STUDY	<p>The main method of carrying out one's studies is as follows:</p> <ul style="list-style-type: none">• contact studies• distance learning• project studies• independent study and group work• working in the operating environments of the degree programme
PROFESSIONAL GROWTH AND KNOW-HOW	<p>The application of the competence of a hospitality manager in the Degree Programme in Tourism is illustrated in Figure 1.</p>

Restonomian asiantuntijuuden rakentuminen

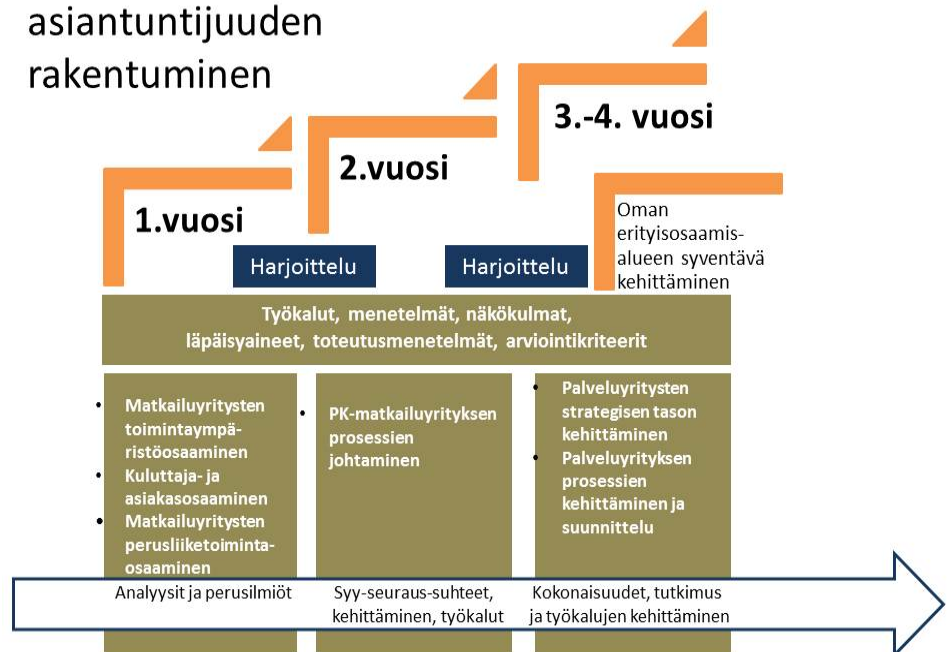


FIGURE 1. The application of competence in the Degree Programme in Tourism

(the figure is explained for students in English)

After the first year of studies, students master the fundamentals of the SME business in tourism and understand the operating environment of tourism. The student understands the factors that influence the consumer and customer behaviour. In the first phase of training, students learn about the practical functions of a tourism company.

In the second phase of the studies (Year 2), students learn about the core of a small tourism company and its support processes from the point of view of production and management. During the second practical training period, the focus lies on operational management and development.

In the third stage of the studies (Year 3), learning focuses on the design and development of the processes of a small tourism business, the company's strategic development, and on extending one's own entrepreneurial skills.

At every stage of the studies, learning is related to the phenomena and to issues that are related to working life assignments. By taking part in projects, students learn to use powerful tools and new development methods.

The special expertise of a hospitality manager at JAMK University of Applied Sciences is service system expertise, responsible service business know-how, service technological expertise and forecasting, innovation and networking skills.

Special expertise of the Bachelor of Hospitality Management



	<p>The service system expertise consists of product skills, production system skills, competences in the culture of service and in quality excellence. A Bachelor of Hospitality Management can manage concepts that are related to service activities. They know the research and development methods and are able to anticipate changes in customer needs. They are able to make full use of research data in the development of the service system in accordance with the objectives of the company or organisation. They are able to take advantage of technological opportunities and use effective tools for development. They know how to build cost-effective and innovative service systems, which produce wellness for customers, employees and other operators of the network. They are able to conceptualise service systems on a scalable format. They are able to work in goal-orientated networks and build uninterrupted service chains.</p> <p>Responsible service business know-how ensures the management of viability, environmental, social and cultural dimensions. Bachelors of Hospitality Management manage and understand the economic process of a service business, and the importance of its strategic planning and management, as well as the necessity of maintaining a profitable business as a condition of the continuity of the business. They master pricing, marketing and sales expertise as well as leadership skills in the field using effective methods in all its sections, as well as mastering the law and the technology that is required for the activities. In the management role, they are able to use and evaluate the methods and means to promote the wellness of employees and the work community as well as being able to create a sense of security and a good profit culture. They understand the importance of the well-being of supervisors and managers from the perspective of the organisation, the entire working community, and stakeholders, and understand the significance of the company's profitability and ethically sustainable business as the condition for the promotion of well-being. Bachelors of Hospitality Management are able to take advantage of cultural capital and daily creativity in the development of the culture of service.</p> <p>Bachelors of Hospitality Management are able to evaluate the opportunities that are created by the technologies of the future from the perspective of the development of their own field. In the company's development activities, they are able to take into account the use of technology. They are able to cooperate with technology experts to define, select, and develop optimum solutions for the companies in their field. They use smoothly generic computer systems, as well as the professional computer systems that are most commonly used in their field.</p> <p>Hospitality Managers are future-orientated and are able to create an innovation system and a culture that produces new service and business innovations. They manage the innovation process tools, are able to utilise their staff competence and innovation capability, the consumer/customer and future knowledge, and research data, as well as the generation of ideas and methods of assessment. They know how to use practices and technology that promote networking, to focus their activities on networks according to their company's strategies, as well as being able to take advantage of their potential in entrepreneurship.</p>
QUALIFICATION REQUIREMENTS AND REGULATIONS	The profession does not have specific qualification requirements that are based on legislation.
ADDITIONAL INFORMATION	Students may be charged separately for the cost of materials where such costs correspond to real life acquisitions or production costs in terms of teaching materials, tools, equipment, or supplies that remain in the student's possession after their



	<p>education has been completed. If a student obtains similar materials from other sources, he or she is not charged for the cost of materials (Government Decree 1230/2009 2 §).</p> <p>Bachelor's degree programme is free for students.</p>
GRADUATION	<p>The requirement for the receipt of the certificate of Bachelor degree is that students complete the studies for their degree programme during the study period in accordance with the personal learning plan (PLP).</p> <p>JAMK University of Applied Sciences provides students with a certificate of completion of the Bachelor's degree (210, 240 or 270 ECTS credits). A transcript is attached to the certificate.</p>
EMPLOYMENT AND FURTHER STUDIES	
EMPLOYMENT OPPORTUNITIES	<p>Hospitality Managers who graduate from the Degree Programme in Tourism at JAMK University of Applied Sciences have the skills to work after their graduation in managerial positions in companies in the field, such as in the accommodation business as a reception or hotel managers, or in event production as project managers and event producers. Bachelors of Hospitality Management can also get a job in sales, marketing and development tasks for various tourism businesses, and in regional tourism organisations. Students are also well-equipped for functioning as nature tourism, wellness, culture and accommodation service entrepreneurs.</p>
OPPORTUNITIES FOR POST-GRADUATE STUDIES	<p>After graduation and after about three years of a working life phase, the students of a Bachelor's degree programme can continue their studies in a Master's degree programme. The Master's degree at the University of Applied Sciences is a university level Master's degree. Students can also continue their studies by applying for courses such as, for example, the Master's degree programmes at universities or for an equivalent training course. After the completion of Bachelor's studies it is, of course, also possible to continue in foreign institutions of higher education on the Master's level degree programmes.</p> <p>The University of Applied Sciences also offers continuing education opportunities for specialisation studies, learning agreement type in-service training, as well as in working life based continuing education. If a student graduates from the Master's degree programme, he or she can get the opportunity to continue their studies in the scientific or artistic studies at universities (37 §/558/2009). All further studies must be applied for separately.</p>
OTHER INFORMATION	
HEAD OF THE DEGREE PROGRAMME	<p>Minna-Maaria Hiekkataipale, Head of Department, , minna-maaria.hiekkataipale@jamk.fi , +358 400 698 174</p>
PROGRAMME PLANNING PROCESS	<p>The close contacts between experts and students on the degree programme with working life, as well as the RDI projects, provide continuous information to support the development and planning of the education process. The experts are actively involved in tourism networks and participate in training programmes for operators in the field. The Advisory Committee of the School of Business and Services Management participates systematically in the development of training from the perspective of the needs of working life.</p>
SCHOOL	<p>JAMK University of Applied Sciences School of Business and Services Management, Degree Programme in Tourism Piippukatu 2, 40100 Jyväskylä</p>



QUALITY MANAGEMENT	<p>JAMK University of Applied Sciences is using the quality management system that has been audited by the Finnish Higher Education Evaluation Council (FINHEEC). Education is developed on the basis of course feedback collected from students.</p> <p>In addition to course feedback, the student organisation, JAMKO, annually collects feedback from the student union (known colloquially as Grumble Week). The feedback is discussed with the staff of the degree programme.</p> <p>The principles of the curriculum are approved by the JAMK University of Applied Sciences Academic Board and by the Vice Rector of the degree programme specific curriculum.</p>
PEDAGOGICAL PRINCIPLES	<p>The degree programme is implemented in accordance with the pedagogical principles established by the University of Applied Sciences Academic Board.</p> <p>For more information: http://www.jamk.fi/english/aboutus/facts/pedagogical-principles</p>
ETHICAL PRINCIPLES	<p>The students and employees of JAMK University of Applied Sciences operate jointly according to the accepted (by JAMK Academic Board on 15.12.2010) ethical principles.</p> <p>For more information: http://www.jamk.fi/english/aboutus/facts/ethicalprinciples</p>
LAST UPDATE	20.12.2012
CURRICULUM APPROVED	21.12.2012 Heikki Malinen, Vice Rector