

Degree Programme in Tourism

Bachelor of Hospitality Management

THE NORTHERN FACTOR

LAPIN AMK⁷
Lapland University of Applied Sciences

Degree Programme in Tourism

Bachelor of Hospitality Management

Would you like to have a job anywhere in the world in the fast-growing tourism industry? Would you like to study in an international, multicultural group and use English every single day?

FUTURE EXPERT IN THE TOURISM FIELD!

The working life in the tourism and hospitality field needs more and more specialists with creativity, innovation and team working skills not to mention expertise in tourism related subjects. We offer you all this so that you will be able to work for private or public organisations in an international and multicultural environment.

In the future you might be working e.g. as

- Marketing and/or Sales Manager
- Travel Supervisor/Coordinator
- Customer Service/Event Manager
- Project Manager/Coordinator
- Entrepreneur in Tourism and Hospitality

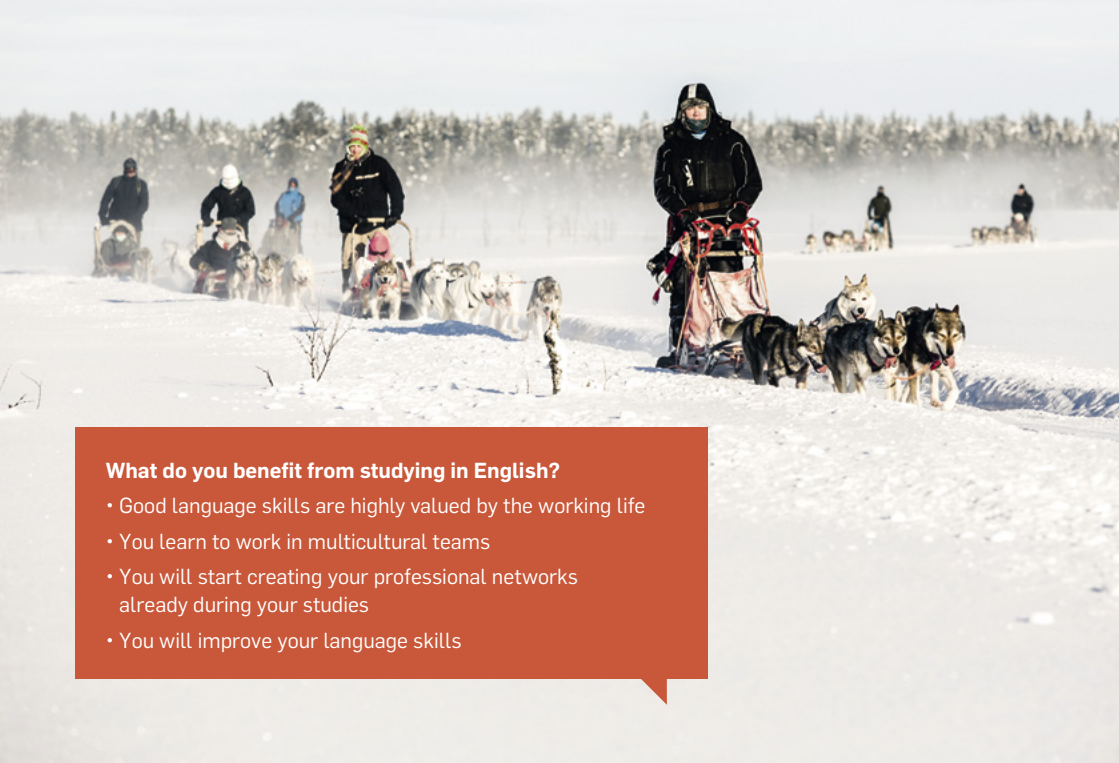
YOUR STUDIES AND POSSIBILITIES

Our Degree Programme in Tourism focuses on giving you the skills and expertise required in the international tourism and hospitality industry. The main emphasis and specialization area in our programme is Tourism Management and Experience Design.

For further information
please visit

www.youtube.com/LapinAMK





What do you benefit from studying in English?

- Good language skills are highly valued by the working life
- You learn to work in multicultural teams
- You will start creating your professional networks already during your studies
- You will improve your language skills

Multicultural issues, internationalization, field-related core areas such as service design and other business-related subjects are naturally emphasized. Communication skills and sustainability, entrepreneurship, foresight and safety issues have also an important role in your studies. Learning methods are versatile and you will learn to use virtual platforms and work with the local tourism field through various projects. We also have cooperation with our other programmes and the University of Lapland, which is part of our Multidimensional Tourism Institute (MTI).

We encourage you to take your study exchange period at one of our partner institutions during your second autumn semester. Another option is to stay here and get expertise in issues with a northern aspect. During the training periods you will have an excellent opportunity to get valuable work experience either in the Lapland

area or outside Finland. Choices related to your studies are mainly up to you; you can decide what kinds of challenges to take. We will give you an excellent career option and the right keys to your future.

MORE INFORMATION

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COME WITH ME, I'M FIRED UP WITH A COOL HEAD!

*I will develop, study and learn new things with you.
I was born on January 1, 2014 from Kemi-Tornio and
Rovaniemi Universities of Applied Sciences.
They don't exist any longer, but all the know-how continues in me.
All you have is me, but I have the Northern Factor.*

www.lapinamk.fi