

## INSTRUCTIONS

15 Jan 2019

### **BACHELOR PROGRAMMES OF TOURISM/ TOURISM MANAGEMENT/ TOURISM AND HOSPITALITY MANAGEMENT PRE-READING MATERIALS FOR ENTRANCE EXAM 2019**

#### ***Dear Applicant***

You will need to read the following pre-reading materials **before** you participate in the **Entrance Exam** for Tourism and Catering in 2019.

The essay of the entrance exam will be based on these reading materials. **Please note that these materials will not be available for you during the Entrance Exam.**

The same pre-reading materials are valid for the **Entrance Exams** of full-time programmes in Tourism, Tourism Management as well as Tourism and Hospitality Management.

- **on 4 April 2019 in Finland** (for the programmes with the application period of January 2019)
- Entrance Exams for Tourism and Catering outside of Finland arranged by the **FINNIPS-network during 18 – 26 March 2019** (more info at <https://www.finnips.fi/en/entrance-exams/>).

The following 4 Programmes are co-operating in 2019:

JAMK University of Applied Sciences	Tourism Management
Kajaani University of Applied Sciences	Tourism
Lapland University of Applied Sciences	Tourism
Saimaa University of Applied Sciences	Tourism and Hospitality Management

This co-operation means that you can apply for **one to four different tourism programmes during the application time** at the **Studyinfo.fi** portal (more info at <https://studyinfo.fi/wp2/en/higher-education/>). You only need to take one Entrance Exam and study this pre-reading material package carefully before the exam.

For the field of **Tourism and Catering Entrance Exam 2019** we have selected the following article as your pre-reading materials:

#### **SHIFT - A review and framework for encouraging ecologically sustainable consumer behaviour**

**LINK to the article:** <https://media.sitra.fi/2018/05/23161207/sitrashiftraporttiwww.pdf>

Authors: written for Sitra by Katherine White and Rishad Habib

Place of publication: Helsinki

Year of publication: Sitra studies 132, 2018

Publisher: Sitra (The Finnish Innovation Fund)

ISBN 978-952-347-044-6 (PDF) [www.sitra.fi](http://www.sitra.fi).