



# Service, Hospitality and Tourism Management

- Tourism Management
- Service and Hospitality Management

The Service, Hospitality and Tourism Management Programme is available for admission twice a year (September/February). It is a two year programme and provides job opportunities within tourism, hotel and catering as well as entertainment.

Areas of expertise are management, marketing, personnel and development. Utilizing the combined knowledge of commercial, cultural and innovative aspects and principles of sustainable development with methodical considerations in the planning and organization of services. Employment most often found in middle management, but becoming an entrepreneur or working with trainees is also an option. It equips you to interact and collaborate in management teams and effectively build customer relations with people from various educational, linguistic and cultural backgrounds.

The programme is progressive and depending on your area of specialization you work within:

- **Tourism Management** i.e. in booking, tourist and travel agencies, charter and cruise tourism.
- **Hotel and Restaurant Management** i.e. at conference centers, hotels, restaurants, spa and wellness and B&B.
- **Service Management** i.e. consulting and training companies, health and treatment centers.

## Internship and Thesis

Part of the education takes place in close cooperation with practical cases and the industry. You must complete a 13-week compulsory internship within your choice of specialty. Either in a Danish or international company. Choices of specialty are between:

- Tourism
- The Hotel and Restaurant Management

- Service Management

### **Further Education**

A Service, Hospitality and Tourism Management Degree gives you access to following top-up programs:

- P.Ba in International Hospitality Management
- International Sales and Marketing
- Innovation

A top-up takes one and a half years.

A top-up gives access to Master's programs. The vast majority of graduates choose to get a job and get some work experience prior to further studies.

### **Uddannelsens indhold**

The two-year-program is divided into four semesters, 120 ECTS.

During the programme you will be working with practical and theoretical areas covering the following subjects:

#### **The compulsory subjects are:**

##### **Methodology**

- Methodology and research methods

##### **Service Organisation**

- Business Economics
- Service Management
- Macro Economics
- Service Industry Competences

##### **Organisation development**

- Leadership
- Human Resource Management

##### **Planning**

- Strategy and Business Development
- International Marketing

##### **Communication**

- Cultural Studies
- Customer Relations

## Elective Subjects

- Service Management (only in Køge)
- Hotel and Restaurant Management (in Slagelse and Køge)
- Tourism Management (in Slagelse and Køge)
- Sport and Event Management (only in Slagelse)

The third semester is a term of internship. You will be encouraged to utilize your education in a more practical manner. Internships with a variety of companies can be performed giving 13 weeks of academic credit. During the internship, you will participate in the completion of several different tasks together with one or more of the company's employees. You can choose to complete your internship in Denmark or abroad.

## Studieordning

- Curriculum Service, Hospitality and Tourism Management - 2021 Winter edition (Electives catalogue)
- Curriculum Service, Hospitality and Tourism Management - 2021 Winter edition
- Curriculum Service, Hospitality and Tourism Management - 2020 Summer edition
- Curriculum Service, Hospitality and Tourism Management - 2020 Summer edition (Electives catalogue)
- Curriculum Service, Hospitality and Tourism Management - 2019-2021 Summer edition
- Curriculum Service, Hospitality and Tourism Management - 2017 - 2019 Summer edition
- Curriculum Service, Hospitality and Tourism Management - 2017 - 2019 Winter edition
- Curriculum Service, Hospitality and Tourism Management - 2016 - 2018 Summer edition
- Curriculum Service, Hospitality and Tourism Management - 2015 - 2017 Summer edition
- Curriculum Service, Hospitality and Tourism Management - 2014 - 2016 Winter edition
- Curriculum Service, Hospitality and Tourism Management - 2017-2019 Winter edition

## Adgangskrav

For admission to the AP degree programme Service, Hospitality and Tourism Management the following qualifications are required:

### Admission requirements for AP Degree Programmes

For admission to the international AP Degree Programmes at Zealand, the following qualifications are required:

#### From Denmark and Scandinavia

A general upper secondary education in Denmark/Scandinavia (Upper Secondary School Leaving Examination, Higher Commercial Examination, Higher Technical Examination or Higher Preparatory Examination)

#### From UK countries and countries with at similar educational system

General Certificate of Secondary Education, GCSE in combination with Advanced level exams: At least two subjects at A-level in combination with 5 GCSE exams.

#### **From other European countries**

The equivalent to Upper Secondary School Leaving Examination.

#### **From United States and countries with a similar educational system**

High school diploma from the United States

#### **From African countries, India, China and other Asian countries**

The equivalent to Upper Secondary School Leaving Examination

#### **From South- and Latin American countries**

The equivalent to Upper Secondary School Leaving Examination

#### **International Baccalaureate (IB)**

International Baccalaureate Diploma satisfies the minimum requirements for admission to an AP programme. You need the following documentation: Diploma Programme (DP) Course Results *or* IB Certificate with a minimum grade of 3 in all 6 subjects and at least 3 subjects at Higher Level (HL) and IB Diploma with “Diploma Programme Results *or* IB Diploma.

#### **Other international qualifications**

European Baccalaureate (EB), Dansk/Fransk Baccalauréat (DFB), Option Internationale de Baccalauréat (OIB), or Dansk-Tysk Studentereksamen (DIAP)

**For further details, please check the specific country here:** [International qualifications for entry to undergraduate programmes](#)

#### **Mathematics or Business Economics**

<b>Programme</b>	<b>Required level</b>
AP Computer Science	Mathematics B-level
AP Commerce Management	Mathematics or Business Economics D-level
AP Marketing Management	Mathematics or Business Economics B-level
AP Service, Hospitality and Tourism Management	Mathematics or Business Economics C-level
AP Multimedia Design and Communication	Mathematics or Business Economics C-level

AP Logistics	Mathematics or Business Economics C-level
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B-level	250 hours of 60 minutes
C-level	125 hours of 60 minutes
D-level	Mathematics from 1 <sup>st</sup> to 10 <sup>th</sup> grade - no specific number of hours
It is only the last three years of your Upper Secondary Education, which are relevant when you calculate the number of hours. Please send an e-mail to <a href="mailto:apply@zibat.dk">apply@zibat.dk</a> and request a verification form to be filled in by your school, if necessary.	

## English Proficiency

The applicants must submit one of the following tests to prove their English proficiency:

Test	Score (minimum)
Danish B-level in English	3,0 (average)
IELTS (academic)	6.5
TOEFL iBT (internet based)	83
PTE Academic - Pearson Test of English	58
CPE Cambridge Certificate of Proficiency in English	Grade C
CAE Cambridge Certificate in Advanced English	Grade C
FCE Cambridge First Certificate of English	Grade A
Other official proficiency tests with an equivalent level may be recognised on an individual basis according to the CEFR, Common European Framework	

Test results must not be more than two years old at the time of application.

An applicant may ask for an exemption concerning the English test, if he/she has acquired sufficient English proficiency in other ways, e.g. native speakers, extended work/studies in an English speaking country, the international or the European Baccalaureate.

## Selection criteria

Due to the limited number of places available, admissions are allocated in different quotas: Quota 1 and 2. Applicants with non-EU qualifications, will only be considered according to quota 2 as we cannot do an assessment of the grade point average.

Quota 1 admissions are allocated according to the grade point average of an upper secondary education. The grade point averages needed for admission will be published at the end of the admission process each year.

Quota 2 admissions are allocated according to our quota 2 criteria, which you can find

[here](#). Zealand will make an overall evaluation and rating of the applicants, which we may supplement with an admission interview.

### **Praktik**

All full-time programmes at Zealand contain an obligatory internship period that lasts between 10 and 40 weeks.

The internship period's length and placement during the programme depend on the programme, but the internship is usually placed during the last semester of the programme and will be followed by your final exam project.

[Read more](#)

### **SU**

As an EU or EEA citizen you can apply for SU for a full time study programme in Denmark. You need to be aware of the requirements in order for to receive SU in Denmark as a foreign citizen.

[Read more about SU here](#)

### **Public transportation discount**

You can apply for public transportation discount if you are enrolled as a full time student at a higher education programme. All students, regardless of origin, can apply for an "ungdomskort" (youth card); however, you will need to have a CPR number (Danish social security number) in order to apply.

[You can read more about ungdomskort here](#)

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<b>Titel</b>	Academy Profession (AP) degree in Service, Hospitality and Tourism Management
<b>Niveau</b>	Akademi (EAK)
<b>Varighed</b>	2 år
<b>ECTS point</b>	120
<b>Sprog</b>	English
<b>Studiestart</b>	Februar
<b>Steder</b>	Lyngvej 21, 4600 Køge

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