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Vice Rector

## **Education on tourism and hospitality in islands: possibilities for cooperation**



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# Åland Islands



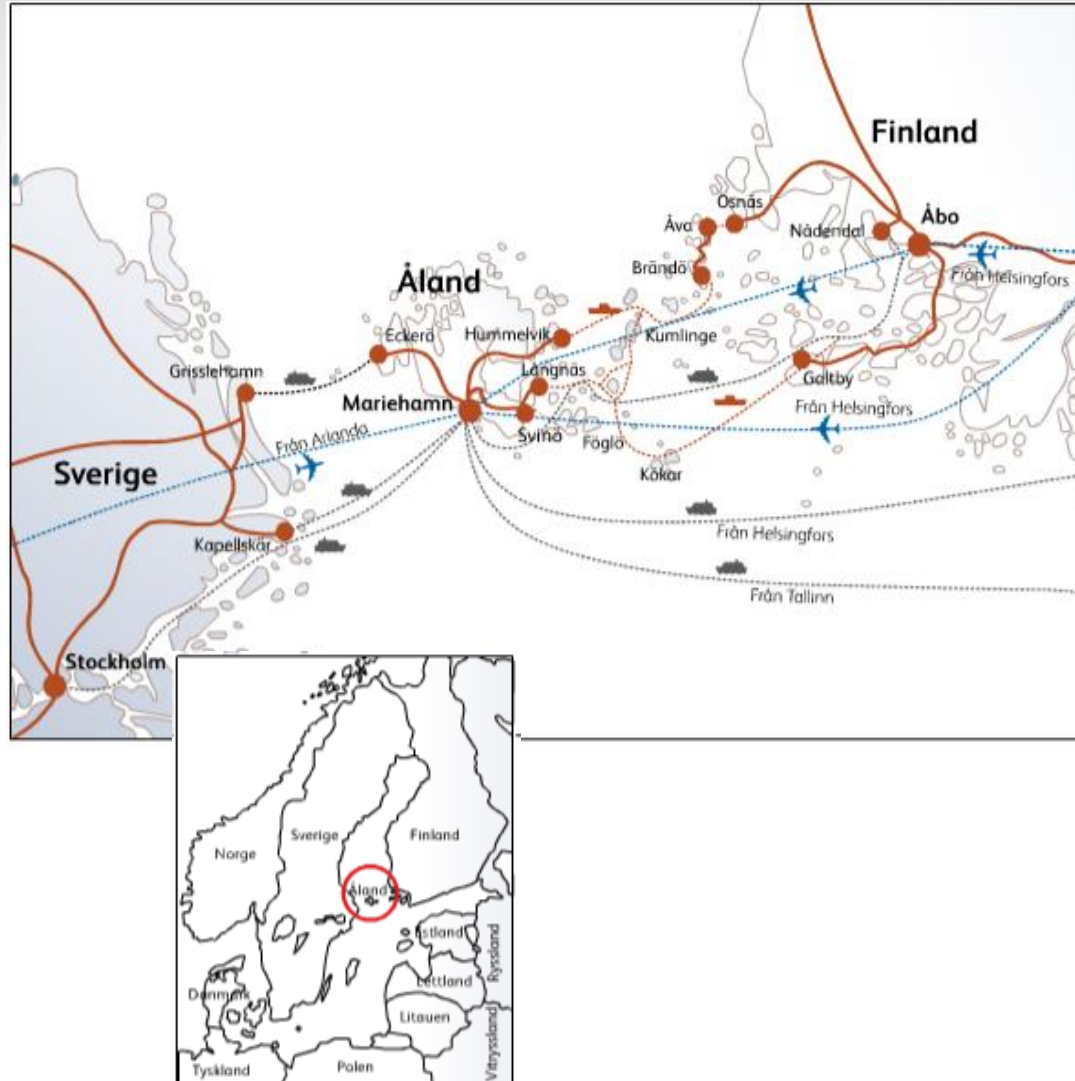
Artist: Jonas Wilén



- 6800 Islands (60 inhabited)
- 29 000 inhabitants
- 12 000 inhabitants in the city of Mariehamn
- 33 600 EUR GDP per capita
- 20% of GDP from tourism (213M EUR)
- 4% unemployment
- 8433 cottages
- 2 000 000 incoming travellers
- 40 guest houses and hotels, 30 restaurants
- 400 000 nights spent

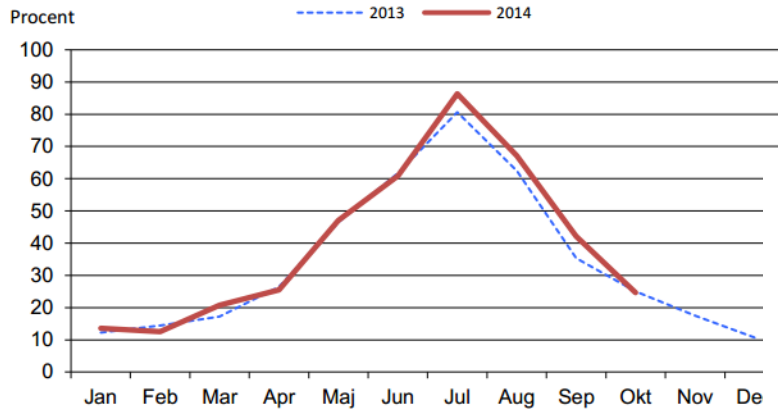


# Fairly good transportation to Åland





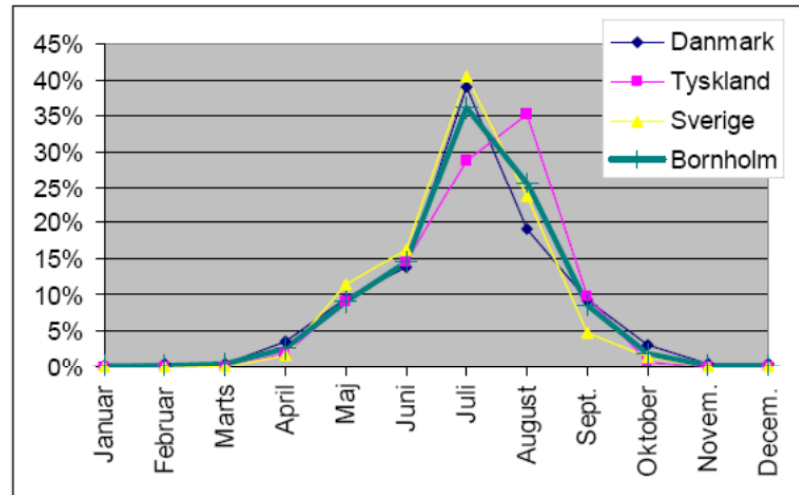
## Hotel Occupancy Rate on Åland



ÅSUB

## and seasonal distribution on Bornholm...

Figure 8: Seasonal distribution of overnight stays on Bornholm- primary markets and in total, 2004.



Source: Feldthus Andersen, Lene et al (2006) Strategisk analyse - Beskrivelse af interne og eksterne forhold i Bornholms turisme i dag. Baseret på indberetninger til Danmarks Statistik.

# Tourism and hospitality Education in the Åland Islands



HÖGSKOLAN PÅ ÅLAND  
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ÅLANDS  
Gymnasium

Secondary level, Vocational School

-Chef

-Waiter

-Short courses for adults (sommelier, bartender, waiter)



HÖGSKOLAN PÅ ÅLAND

ÅLAND UNIVERSITY OF APPLIED SCIENCES

Polytechnic , UAS, 7 bachelor programmes, 500 students

-Bachelor in Hospitality Management, 210 ECTS



- Field of studies:
  - Hotel&tourism Management
  - Restaurant Management
- Enrolment 24 students per year
- 60% of students come from Finland or Sweden
- Courses given in Swedish
- All graduates have completed work training (24 ECTS) outside Åland



## ERASMUS+ Partner Schools

### Belgium

Thomas More

### Estonia

Kuressaare College of Tallinn University of Technology

### France

Lycée Nicolas Bremonnier Bordeaux

### Iceland

University of Akureyri

### Latvia

Latvian Maritime Academy

### Lithuania

Lithuanian Maritime Academy

### Norway

Hedmark University College, Elverum

### Spain

Universidade da Coruña

Universidad Carlos III de Madrid

Universidad de la Laguna, Tenerife

Universidad de Málaga

Universidad Politécnica de Valencia

### Great Britain

Glasgow Caledonian University

Southampton Solent University Warsash Maritime Academy

University of Central Lancashire, Preston

### Sweden

Högskolan i Gävle

### Turkey

Akdeniz University, Antalya

### Germany

Fachhochschule Karlsruhe

Hochschule Emden Leer

Fachhochschule Stralsund





- 10 000 students head abroad from Finland for at least 3 months
- 14% of outgoing university students do practical training abroad. Corresponding figure in Universities of Applied Sciences is 40%.
- Students spend on average 5 months abroad
- 10 000 exchange students came to Finland for at least 3 months

Source: CIMO



From Finland	Number	To Finland	Number
Germany	1054	Germany	1431
Spain	792	France	1216
Britain	710	Spain	895
Sweden	589	Italy	505
France	539	Russia	474
United States	522	Czech Republic	407
Netherlands	467	Netherlands	360
China	434	China	334
Austria	321	Belgium	322
Russia	256	Poland	291

**Table 1.** Top 10 countries of destination and origin of student mobility of more than 3 months in 2012.

Source: Cimo



**Chart 6.** Mobility schemes in long-term student mobility of more than 3 months in 2012, %

Source: Cimo



## Opportunities/challenges for further cooperation:

- Language skills; at least one semester of studies (30 ECTS) in English
- Flexible and fair recognition of ECTS-credits based on learning outcomes
- Validation of informally and non-formally acquired competences
- Further involvement of industry in curricula design and in work practice schemes/industrial placement programs



# Thank you!

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