

Pre-task for master of hospitality management studies 30 ECTS/ 2025

Write a **plan for your thesis** that you intend to do in the master's studies.

The accepted commissioner for the thesis is an organization or company in the tourism and service business that you are interested in or where you work. Your own planned company/entrepreneurship is also accepted as an assignment. You don't need to have any agreement with companies yet.

Please note that the source material and research material for the thesis plan must be in English or translated into English.

In your plan, you describe the general process of carrying out your study and what methods you will use.

Structure of the plan

Write the research plan in the Xamk long task template.

Title page

1 introduction

Introduce the study as a whole, including the related background, research problems and the scope and objectives. Tell the stimulus and impulse for the study and related background organisations and place(s) of conducting

2 Research question and objectives

Explain the purpose and objectives of the study

Explain the research question

3 Framework and previous knowledge

Introduce the theoretical framework and/or previous knowledge in the field that are used as a basis for the study.

Define the key concepts and link them to the research question that will be studied.

Write citations according to Xamk regulations

3 Materials and methods

Explain and describe the research approach and method(s)

Explain why method(s) are suitable for the chosen research task and strengths and challenges of methods.

Describe the process of acquiring research data and analysing data. **Length of the plan 4-10 pages. Submit your assignment by 15MAY until 3pm.**