



**FACULTY OF MANAGEMENT AND ECONOMICS
TOURISM AND HOTEL MANAGEMENT DEPARTMENT**

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METHODOLOGICAL GUIDELINES FOR STUDENTS WRITING PROFESSIONAL BACHELOR'S THESES

For students of Tourism and Hotel Management study programme

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GENERAL PROVISIONS

This publication contains methodological guidelines for the writing, formatting and defence of Tourism and Hotel Management Professional Bachelor's theses.

The publication was produced in accordance with the Procedure of studies at Kauno Kolegija / University of Applied Sciences approved by the Academic Board resolution No (2.2.)-3-16 of September 11, 2014 (edition of Resolution No (2.2.)-3-14 of September 22, 2016) and the Procedure for final thesis / project writing, defence, record-keeping and organizing qualification examinations at Kauno Kolegija / University of Applied Sciences approved by the Academic Board resolution No (2.2.)-3-17 of 22 November 2016.

The publication covers the aspects of final thesis contents, creative process and formatting.

These guidelines are not authentic, as a lot of rules and teaching guidance were taken from other documents of similar type listed in the list of references.

1. PROFESSIONAL BACHELOR'S THESIS

Professional Bachelor's thesis writing and defence is the final stage of college education. A **final thesis** is a student's independent paper written and presented with the aim to prove that the student is able to assess the environment of tourism business, conduct research, analyse, systematise and interpret research data and apply the results in practice, make decisions and present rational methods for their implementation, use various sources of information, information technologies, develop a competitive product for the tourism / accommodation sector, professionally present and defend the thesis. The Qualifications Board shall evaluate the student's readiness to work independently basing on the final thesis and shall award the relevant qualification.

The **aim** of the final thesis is to demonstrate the level of vocational training, independence, creativity, ability to apply knowledge of tourism and hotel management, practical skills, ability to analyse, generalise and make decisions.

The final thesis must demonstrate the student's ability to integrate theoretical knowledge and practical skills, analyse, plan, assess the operations of tourism companies, conduct research on the relevant issues, systematise information, and make decisions.

The student gains the right to write the final thesis after successful completion of all projects, placements, and passing all examinations planned in the study programme.

Students select topics for final theses and get them approved by head of department and thesis supervisors. The final thesis topic must be original, relevant and applicable for the operation of a hospitality company and development of hospitality business.

The recommended thesis topic areas:

- Hospitality company (accommodation) management issues;
- Analysis of hospitality company (hotel, guest house, ...) operations and future prospects;
- Hospitality company (hotel, guest house, ...) marketing strategy;
- Comparative analysis of tourist accommodation services;
- Evaluation of hospitality industry development opportunities in regions, counties and cities;
- Evaluation of opportunities for developing different services in accommodation companies (for business tourists, disabled tourists, families, etc.).

Thesis supervisors and advisers, where necessary, are appointed by the Department or chosen by students from College lecturers and partner organizations and companies. The list of

thesis topics, thesis supervisors, advisers and reviewers are discussed at the department meeting and approved by the faculty dean's order.

Each student receives a final thesis writing task containing the title of selected and approved thesis topic, writing period and dates of thesis finalization and delivery to the Department. Students are acquainted with final thesis evaluation criteria that are publicly available.

The student assumes responsibility for the proposed solutions of issues analysed in the thesis and the accuracy of information contained in the final thesis. The thesis supervisor coordinates the thesis work plan, selection of reference sources, helps with literature analysis and data interpretation.

The supervisor writes an opinion about the final thesis and decides whether the students input is adequate. If in supervisor's opinion the quality of the thesis is not sufficient for public defence in front of the Qualifications Board, the supervisor shall notify the Department by presenting substantiating arguments in writing.

The effectiveness of final thesis writing process and the quality of papers is ensured by means of interim and final reviews as well as thesis defence in the Department.

Basing on the resolution of the Department, the final theses that meet the requirements may be defended in front of the Qualifications Board. The student shall present the finished thesis to the reviewer appointed by the Department. Having received the reviewers comments the student shall furnish the Department with two printed copy and on electronic copy (CD) of the thesis.

2. FINAL THESIS STRUCTURE

Final theses of Tourism and Hotel Management study programme shall be written in accordance with the structure approved by the department.

The following structure of the final thesis shall be observed:

- Cover page;
- Final thesis task;
- Declaration of academic integrity signed by the final thesis author(-s);
- Table of Contents;
- A list of tables and figures;
- Definitions (where necessary);
- Abstract (in Lithuanian);
- Abstract (in the foreign language studied at Kauno Kolegija);
- Introduction;
- Theory section;
- Analysis section;
- Project (case) section;
- Conclusions;
- List of research literature and information sources;
- Appendices: tables, figures, graphic material, photos, questionnaires, etc.

An envelope containing the CD shall be glued onto the back cover of the thesis. The CD shall contain the file with the final thesis / project text and appendices.

The cover page shall be designed and formatted in accordance with Kauno kolegija requirements and shall contain the following information:

- Kauno kolegija logo with the name;
- Faculty name;
- Department name;
- Author(-s) of the thesis;
- Title of the thesis;
- Type of the thesis and state code of the study programme;
- Study field;
- Thesis supervisor's academic degree and full name;
- Location and year of thesis writing.

The example of final thesis cover page is presented in Annex 1.

Final thesis task. The final thesis task signed by the Faculty Dean is given by the Department.

Final thesis author's declaration of academic integrity. The author(-s) of the final thesis shall sign the declaration of academic integrity (Annex 4).

The Table of Contents shall be given on a separate page (Annex 3). Its structure and the length of each section depends on the nature of the thesis. The table of contents shall contain all parts, sections, and chapters and their beginning page numbers.

Abstract The Abstract in Lithuanian and a foreign language is the part where the essence of the thesis is shortly presented. The abstract shall be written on a separate page and shall start after the final thesis identification code.

The abstract shall contain the thesis topic, relevance, innovativeness, goal, objectives, research methods, major findings of the research, key conclusions and proposals.

The aim of the abstract is to present the essence of the thesis to the reader; therefore it should be short and shall not exceed 300 words. There is no room for thesis details in the abstract. However, the abstract should not be too short. The abstract is meant for the reader to understand the essence of the thesis and to decide whether to read the entire paper.

List of tables and figures. The list shall contain the numbers and titles of tables and figures used in the final thesis.

Definitions. This chapter shall contain the main terms used in the thesis and their definitions.

Introduction. The introduction shall reveal the innovativeness and relevance of the thesis, clearly defined thesis problem, research object, goal and objectives of the thesis. It shall shortly describe the theoretical and practical relevance of the selected topic.

A company, economic phenomenon, a group of people may be selected for research.

The student may research a theoretical or practical issue, which is significant for the society or a separate group.

The introduction shall contain the methods used to achieve the research goal and objectives leading to it. Research methods are the techniques used to obtain certain cognitive and practical information. The following research methods may be employed for the final thesis:

- Analysis of scientific literature;
- Analysis of documents;
- Analysis of statistical information;
- Questionnaire survey;

- Observation;
- Interviewing;
- SWOT analysis.

The introduction shall end with the description of the thesis structure, e.g.: The paper consists of three parts. In the first part The paper has X appendices. The total number of pages is X. There are X tables and X figures in the paper.

Theory section. The notion of “theory” should be comprehended for the writing of this section. Below are several definitions explaining what a theory is.

A theory is: 1. Logical generalization of the cognition of practice; the principles of explaining facts and phenomena. 2. The system of the main principles and ideas of a certain branch of science. (Dictionary of the Lithuanian language, <http://www.lkz.lt/startas.htm>).

Theory is the system of statements science or branch of science. 2. Abstract explanation of phenomena of the reality, essence of things, processes, limits and criteria of human cognition (Dictionary of international words, 2004).

The theory section of the thesis shall overview scientific literature on the analysed topic, give definitions of terms, present the theoretical analysis of the issue, explain and substantiate the opinions of different authors about the analysed problem.

Literature sources may be *cited, paraphrased or summarised*. Usually students use the combination of these methods. The ways of presenting literature sources are described in more detail in chapter 3.1.

The analysis section shall present the actual information on the research object and the problem, analysis of the current situation, substantiate the research methods used, present the research instruments, discuss the research phases and related problems, present research results and their analysis. The examples of research instruments (questionnaires, tests, etc.) shall be given in the appendices.

In the discussion of research results the author shall note whether the obtained results meet the expectations, or not. The results shall be summarised and explained basing on the theories and models discussed in the first section of the paper.

Research results shall be presented in graphs, tables, diagrams, formulas, numbers. Each of them must be described by using the descriptive language, i.e. the meta language (see Chapter 3.1).

The project section shall contain the proposed improvements, plans of measures, development projects based on research results.

Conclusions. It is the final section of the paper. Conclusions must be specific, in line with the goal, objectives and obtained results. In some final papers the conclusions are not related with

the objectives, sometimes they are too general, too numerous, presented in several pages and repeating the text of the previous sections. The authors shall make conclusions in a concise manner and summarize the main results of the research work. The conclusions should not be presented in the form of tables, figures or references to literature sources.

Literature and other sources of information. Different sources of literature and documents may be used in the writing of the final thesis. It is recommended that at least one-third of literature sources were by foreign authors. The bulk of analysed literature sources must be not older than five years. Literature is the written scientific materials: books, dictionaries, encyclopaedias, monographs, periodical publications, scientific papers, documents, etc. References shall be made in accordance with the APA (American Psychologists Association) rules. Only those sources, which were cited, referred to, interpreted or mentioned in the paper should be included in the list. The sources that were used to deepen the knowledge and broaden the outlook but not used in the text should not be included in the reference list.

Appendices. Appendices may contain the materials developed by the students and additional material. Examples of questionnaires and the summary of results, evidence of interviews, actual results of observation. Other appendices may contain the statistical information, tables, figures, cartographic materials, photos, questionnaires, etc. All appendices must be numbered and named.

The length of the final thesis shall be at least 45 pages excluding appendices. If the final thesis is written by two students, the length of the paper shall be at least 65 pages.

3. FINAL THESIS WRITING

Professional Bachelor's thesis shall be written in appropriate scientific language and in compliance with methodological requirements.

3.1. Language requirements

The language must be clear, unambiguous and comply with the scientific style requirements. Publicist style should be avoided. If professional jargon is used in the paper, the terms should be defined and explained in the “**DEFINITIONS**” section in the beginning of the paper (before the Introduction). The same terms should be used in the entire paper. If several terms are used to describe the same phenomenon, it would be useful to discuss the terms used by different authors.

All abbreviations and acronyms used must be written in accordance with applicable rules. The correct usage of abbreviations and acronyms is explained on the website of the National Lithuanian Language Board (www.vlkk.lt/aktualiausios-temos/sist./sutrumpinimai). Abbreviations and acronyms must be used uniformly in the entire paper. Abbreviations in capital letters shall be written without full stops.

Abbreviations of titles containing several words are made from the first capital letter of each word. When the term is mentioned for the first time, it shall be written in full and the abbreviation shall be given in brackets after the words, e.g., Value Added Tax (VAT), Law on Tourism (LT).

The following names should not be abbreviated: Republic of Lithuania, the Parliament of the Republic of Lithuania, the Government of the Republic of Lithuania.

It is not necessary to write the name of the state (Republic of Lithuania) next to the title of the Law, e.g.: The Law on Companies, the Law on the National Language.

International abbreviations of the units of measurement of length, width, volume, weight shall be written without a full stop. Lithuanian abbreviations of time (hrs., min., sec.) shall be followed by a period.

Abbreviations of monetary units, e.g., EUR (euro), ct (cent) shall be written without a period unless they are written at the end of the sentence.

If numbers in the text are followed by the unit of measurement, they shall be written in numbers (e.g., EUR 400); if the number is not followed by the unit of measurement, it must be written in words (e.g., “The number of incoming tourists increased two times”). If the text contains a sequence of numbers, the unit symbol is written only once, e.g., EUR 15, 45, 75 or 100, 150, 200 km.

The percentage shall be expressed by the symbol % with a space inserted between a number and a percentage symbol 25 %.

In documents the percentage (also after numbers) is usually denoted not by using the per cent symbol %, but in words (per cent) or abbreviated word pct.

All denotations in the text must be used uniformly, i.e., expressed either in words or in numbers.

In the case of numerous abbreviations and acronyms in the text, it is advisable to include a list of abbreviations and acronyms (after the Table of Contents).

The use of personal pronouns “I” and “we” should be avoided in scientific papers. The use of passive voice is recommended, e.g., *the paper is based on, the paper analyses, summarizes, cites, discusses, concludes.*

A descriptive language, i.e., metalanguage, should be used in the final paper. Most of the text in the paper analyses the research topic, however some text in the paper is related not to the topic, but to the writing process, e.g. what will be covered in the next chapter, what was covered in the previous chapter, clarification how material will be used in the paper.

The metalanguage is used to make assertions about the text itself. It can be used to introduce the topic, to explain the methods, to connect the paragraphs, sections and chapters, to separate own text from the quoted one, to revert to what was written earlier. (Rienecker and Jørgensen, 2003). The metalanguage shows the author’s autonomy and ability to see the paper as a whole. A very comprehensive collection of useful phrases plus related advice can be found at <http://www.phrasebank.manchester.ac.uk/>. **Meta-paragraphs** are written at the beginning and the end of chapters. They revert to what was written and introduce what will be written next, e.g.: *The previous chapter discussed ... Now it’s time to analyse ...* **Meta-sentences** introduce the topic of the chapter, e.g.: *This chapter will analyse ...* **Meta-words** show:

- The logical and semantic connection between the paragraphs and sentences (besides, therefore, because, as mentioned above, etc.);
- The speech act (*further X will be analysed, based on etc.*);
- Text and literature references (*as mentioned on page 3; Figure 3 illustrates; see Annex 1; according to X; Y claims that, etc.*);
- Assessment (*presumably, partly, probably, etc.*)’
- Strengthen the text, make it credible (*obviously, arguably, of course, etc.*);
- Author’s reaction (*it is questionable, surprisingly, etc.*);
- Addressing the reader (*it should be noted that ...*).

Meta-signs are colons, bulleted, numbered or multilevel lists, italicizing the text, making the text bold, character spacing used to attract the reader’s attention, present statements in certain order, point out the most important things.

The metalanguage indicates what is done with the contents of the paper, draws the reader's attention. Using the metalanguage the student demonstrates the awareness of the entirety of the research paper (Rienecker ir Jørgensen, 2003).

3.2. Final thesis formatting

The final paper shall be typewritten on A4 size sheets and printed single-sided. The main text shall be written in Times New Roman font of size 12 with 1.5 line spacing. The following page margins shall be set: top – 2 cm, bottom – 2 cm, left – 3 cm, right – 1.5 cm.

Each paragraph in the entire paper shall start with indentation of 15 mm. Punctuation marks such as a period, a comma, a colon, a semicolon, a question mark and an exclamation mark shall be put after the word without a space. The punctuation mark shall be followed by one space. The words in parentheses or quotation marks shall be written without a space after the opening or before the closing parenthesis. There must be spaces around the parenthetical clause. The correct usage of quotation marks in English is as follows: in the beginning, at the top, in the end at the top“.

Cover page. “Kauno kolegija” logo shall be placed at the top of the page right under the top margin. Names of the faculty and the department shall be typewritten in 14 pt size bold font upper case letters with one line space before the paragraph. The Author’s name and surname shall be typewritten in lower case letters in 14 pt size font (not bold). The title of the thesis shall be typewritten in the optical centre of the sheet in 20 pt size bold font upper case letters. The title is followed by the type of the paper, e.g., Professional Bachelor’s Thesis comes typewritten after one line space. The title of the study programme (in the genitive case) goes in the next line. It is followed by the national code of the study programme, title of the field of studies (in the genitive case) written in separate lines, separated by one line space. All this information is written in 12 pt size regular font. The student’s and thesis supervisor’ surnames are written below after some line spaces. If there are more than one author, their names are listed after the colon. Thesis supervisor’s name is preceded by the position and academic degree, e.g., assistant, lecturer, associate professor. Thesis writing place and year are written above the bottom margin.

Abstract. The abstract is a short summary of the thesis containing the most important information of the entire text in Lithuanian and a foreign language.

The abstract follows the identification reference of the thesis written in italic font. The scheme of thesis identification is as follows: student’s surname, initial letter of the name, thesis title, thesis type, thesis supervisor, name of the college, faculty, study programme, place and date of completion (defence); length of the thesis in pages. E.g.:

Surname N. Prerequisites for culture tourism in Kaunas region. Professional Bachelor’s Thesis. Supervisor lecturer N.Surname; Kauno kolegija / University of Applied Sciences. Faculty of Economics and Management, Tourism and Hotel Management Study Programme. Kaunas, 2017. 62 p.

Table of Contents. The table of contents is written as a heading in upper case letters **TABLE OF CONTENTS**. In the Table of Contents titles of chapters are written in upper case letters and titles of sections and subsections are written in lower case letters, starting with the capital letter. Chapters, sections and subsections are numbered in Arabic numerals. Titles may not repeat or repeat the title of the thesis.

The table of contents should not be too detailed. The section and subsection must be longer than one page. The example of the table of contents is presented in Annex 3.

Text formatting. The text of the thesis must be presented in a functional and orderly manner. A clearly formatted text is easy to read. To this end the entire text must be divided into chapters, sections and subsections, which are numbered in Arabic numerals, e.g., 1; 1.1; 1.1.5; 1.1.5.10, etc. The first numeral indicates the numbers of the chapters, the second numeral indicates the number of the section and the third numeral indicates the number of the subsection, etc.

Chapters shall start on a new page. Chapter titles shall be written in upper case bold 12 pt size letters.

Titles of sections shall be written in lower case (except for the first capital letter) bold 12 pt size letters. Titles of chapters and sections shall be centred. Titles of chapters shall be separated from the text by one line space. A uniform spacing of the titles shall be maintained in the entire paper. Words in the title should not be hyphenated. No periods should be used at the end of the title.

Underlining of words is not recommended. Bold or italic font should only be used for emphasis.

Formatting of tables. Numerical information consisting of at least three columns shall be presented in tables. Statistical information is better understood when it is presented in a well-planned table.

Tables shall be numbered in Arabic numerals as follows: Table number and the word “**Table**” with table titles shall be written above the table and centre-aligned. The word “table” can be **abbreviated** only in the reference list. The table number is made of the chapter number and number of table in that chapter, e.g. **Table 1.1**. Table titles shall be written in lower case letters, the first word starting with the capital letter. Table titles shall be written in 10 pt size font in bold. Table text shall be written in 10 pt size regular font in single line spacing. If tables are taken from some publication, the author, the source and the year shall be given in brackets (regular font). If the table is drawn by the author, the following explanation shall be added: (The table was compiled by the author according to ...).

Table 1.1. Number of guests in Lithuanian accommodation establishments, thousands (Statistics Lithuania, 2016)

Guests in accommodation establishments	2016	2015	Change in 2016/2015
Lithuanian citizens	1546,6	1417,3	9,1%
Foreigners	1517,9	1388,5	9,3%

Every column of the table must have a title written in bold. All columns must be filled in. Numerical values shall be given without units of measurement. Units of measurement shall be given next to the table title in brackets (if they are the same in the entire table). If different units of measurement are used, they shall be given next to the column title followed by the comma. All numerals in the table shall have the same number of decimal places; if there are no numerals in the column or line, the place shall be filled by a dash.

Figures. All illustrations in final papers are called figures. Figures (diagrams, graphs, maps, photos, etc.) may be included in the text or given in the appendices. Titles of figures shall be written below the figure in lower case letters starting with the capital letter in 10 pt size font. Figure title shall be preceded by the figure number. Figures are numbered inside the chapter. The figure number is made of the chapter number and figure number in that chapter, e.g. **Fig. 1.1**. Figure title shall be written in bold.

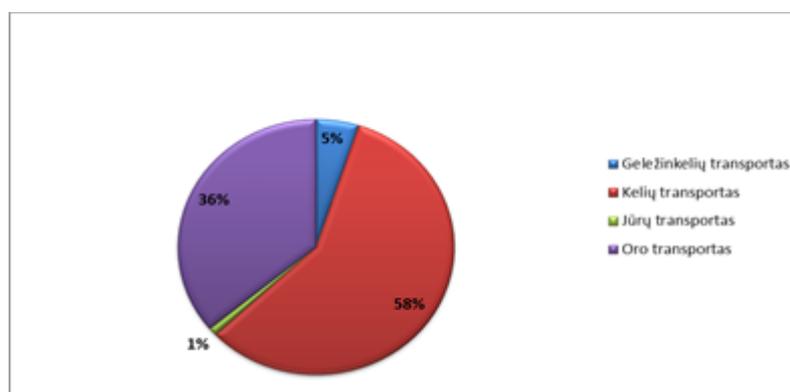


Fig. 1.1 Distribution of incoming foreigners by vehicles, %, 2014 (Statistics Lithuania)

Both column and bar charts are used for graphical representation and analysis of actual research data. Usually, not related or comparable phenomena are presented in charts.

A column chart displays vertical bars going across the chart horizontally, with the values axis being displayed on the left side of the chart (see Annex 8). A chart with horizontal bars starting at the vertical coordinate axis is called a bar chart (see Annex 9).

A line chart displays information as a series of data points called connected by straight line segments of different colours. Each line has a title (see Annex 10).

A pie chart (or a circle chart) is a circular statistical graphic which is divided into slices to illustrate numerical proportion. It is the most appropriate way to illustrate the structure of a

phenomenon. The structure is displayed by marking separate sectors by different colour or shading (see Annex 11). Pie charts can be used to illustrate structural changes or compare several facts.

Chapters and sections of the paper should not end with a table or a figure.

Appendices. Each appendix shall start on a new page. The word “appendix” shall be written in lower case letters in the top right corner. Appendices are numbered in Arabic figures, e.g. Appendix 1, Appendix 2, etc.

Appendices are referred to in the body text. In the case of many appendices, the list of appendices shall be inserted after the table of contents. Tables and figures given in the appendices shall not be included into the list of tables and the list of figures.

3.3. Presenting literature sources in higher education papers

Presenting literature sources. It is important to make the difference between own words and the words of other authors in research papers. The input of other authors and the student must be clearly distinguishable so that evaluators would clearly see the student’s thoughts and the statements of the authors of literature sources. It is especially important for students because the student’s input will not be seen if the evaluators cannot distinguish between student’s and other authors’ thoughts. Failure to acknowledge the use of information gathered or ideas posed by other authors, whether directly quoted or not, may be construed as plagiarism.

Literature can be included in the text in the following ways: exact citations, rephrasing or retelling.

Quotation is a verbatim rendering of a text, an extract from one text repeated in another text. Quotations shall be used when original words, sentences or an entire paragraph are very important. Quotations shall be indicated by quotation marks. Long quotations should be set off and indented in a distinct block separated by empty lines before and after the block, and should be presented in reduced type. Omitted parts of the quoted text should be marked by an ellipsis in angle brackets <...>. Quotations should be exact even if the writer does not agree with the cited author’s opinion.

There are two types of quotations: direct quote and summary or paraphrase (Kvašytė, Macenienė, 2011).

The direct quote should contain the original text with all punctuation marks. The direct quote should be indicated by quotation marks.

Both direct quotes and paraphrases should be introduced with a signal phrase that includes the author’s last name followed by the date of publication in parentheses, e.g.:

According to <...>;

Basing on <...> opinion, <...>;

<...> found that;

Name Surname argues that;

As <...> suggests...;

A paraphrase is the rendering of other author's thoughts in own words. This text should not be indicated by quotation marks but should have a reference to the source included in the Reference List.

According to Kvašytė and Macėnienė (2011) "Quotations should be interpreted, used for grounding your statements, used to support the discussion of researched issues."

Summarising is a short retelling of the original text in own words. A summary may include only the most relevant parts of the text and the sequence of text parts may be changed. The summary shall be rendered in own words without distorting the content of the text (Kvašytė, Macėnienė, 2011).

Paraphrasing is the explanation of other author's text in own words keeping close to the original text (Kvašytė, Macėnienė, 2011).

Direct quotes may be included in the summary or paraphrase.

References. References to the cited literature, i.e. information necessary for a reader to locate and retrieve any source cited in the body of the paper, is an important feature of a research paper. References should be made both to direct quotes and summaries or paraphrases.

References in Kauno kolegija students' final papers should be given in square brackets. In-text citations should be followed by the author's surname and publication date, e.g.: (Kvašytė, Macėnienė, 2011).

References to the scientific literature sources may be given in the following ways:

- If the author is mentioned in the text, the author's surname is followed by the year of publication in brackets, e.g.: J. Šmigelskas (2016) argued that...
- When a publication of two authors is referred to, the names of both authors with the conjunction "and" should be given, e.g.: Vaitekūnas and Povilanskas (2016);
- When different source of several authors are referred to, authors' surnames and publication dates are separated by the comma, e.g. (Slušnys, 2016, Pranulis, 2017);
- When a scientific publication is written by more than three authors, only the surname of the first author is indicated and other authors are marked "et al." (and others in Latin): (Adomaitis et al., 2015);
- If the source has no author, the in-text quotation shall be followed by the source name and year in brackets. For example: (Lithuanian Tourism Statistics, 2016).

- If the quoted authors have identical surnames, their initials must be given.

References to other parts, chapters, sections, tables and figures, and appendices of the paper are made by giving their number of order, e.g.: (see Chapter 3), (see Section 2.3), (see Subsection 2.3.1), (see Table 3), (see Appendix 2), (see p. 25).

References to information sources shall be uniform and systematic in the entire paper.

Reference list. This list shall be presented in Part **LIST OF RESEARCH LITERATURE AND INFORMATION SOURCES** of the thesis. The list shall include all information sources cited in the text. Bibliographic notes of information sources shall be given in alphabetical order. Authors with identical surnames shall be listed with respect to the initial letter of the name. Publications of the same author shall be listed in chronological order (Motiejūnė et al., 2014).

Bibliographic notes shall contain the following information:

- publication author's surname, name initial, publication title if information source has no author;
- year of publication;
- full title of the publication;
- publishing information (publisher, place of publication) or pages if part of the source is described (e.g. journal article).

For electronic sources the following information shall be included:

- type of media in square brackets, e.g.: [EPUB], [Kindle], [CD-ROM] etc. If the source is available on the Internet in standard formats (PDF, HTML), the word [interactive] may be added;
- electronic retrieval information, when the source was accessed online. If the source has a DOI number or is published in a database, no further retrieval information is needed;
- retrieval conditions (web address (URL), DOI number, database name). E.g.: Retrieved online....., Retrieved from the database DOI. (Šarlauskienė, 2016)

Examples of bibliographic notes

A book by one author:

Kardelis, K. (2016). *Mokslinių tyrimų metodologija ir metodai*. Vilnius: Mokslo ir enciklopedijų leidybos centras.

A book by two authors:

Kotler, Ph., Armstrong, G. (2014). *Principles of Marketing (14th Edition)*. Boston: Prentice Hall.

A book by 3 – 5 authors:

Pride, W.M., Hughes, J.R., Kapoor, R.J. (2008). *Business*. South Western: Cengage Learning.

A book without an author:

Global development of organic agriculture. (2006). Wallingford, UK Cambridge

Electronic book accessible online:

Fleischmann, A., Schmidt, W., Stary, CH., Obermeier, S., Egon B. (2012). *Subject-Oriented Business Process Management* [PDF, ePub]. Springer Berlin Heidelberg. Retrieved 6 April, 2016, from <http://link.springer.com/book/10.1007%2F978-3-642-32392-8>

Electronic book from the database:

Huang, K., & Moutinho, L. (2015). *Quantitative Modelling in Marketing and Management*. New Jersey: World Scientific Publishing Company. Available from eBook Academic Collection (EBSCOhost) database.

Electronic book with DOI:

Venckus, Z. (2008). *Aplinkos apsaugos politika ir teisė* (2-oji pataisyta laida). Vilnius: Technika. DOI: 10.3846/900-S

Dissertation:

Šarlauskienė, L. (2012). Plagiato prevencijos geroji patirtis užsienio aukštosiose mokyklose: mokslo studija [žiūrėta 2016-02-22]. Akademija. Web access: <http://dspace.lzuu.lt/bitstream/1/2509/3/Plagiato%20prevencijos%20geroji%20patirtis1.pdf>

Article from a scientific journal:

Pakerienė, V. (2001). Informacija žmogaus pasaulyje. *Pedagogika*, 52, 811.

Article from e-journal:

Liukinevičienė, L., Čalnarė, E. (2011). Bendrojo vertinimo modelio taikymo galimybės viešosios įstaigos veiklai efektyvinti. *Ekonomika ir vadyba: aktualijos ir perspektyvos*, 3 (23), 4254 [Retrieved 06/10/2016]. Web access: <http://etalpykla.lituanistikadb.lt/fedora/objects/LT-LDB-0001:J.04~2011~1367178554478/datastreams/DS.002.0.01.ARTIC/content>.

Article from e-journal in the database:

Gumbi, L. N., & Mnkandla, E. (2015). Investigating South African Vendors' Cloud Computing Value Proposition to Small, Medium and Micro Enterprises: A Case of the City of Tshwane Metropolitan Municipality. *African Journal of Information Systems*, 7(4), 1-16. Web access via EBSCO Publishing database: <http://search.epnet.com/>.

Article with DOI:

Vasiljevičienė, N. (2014). Akademinis integralumas: Nuo abstraktaus kalbėjimo apie akademinį sąžiningumą prie jo vadybos. *Socialinių mokslų studijos*, 6 (3), 535-556. DOI: 10.13165/SMS-14-6-3-06.

Article from conference proceedings or a book chapter:

Misevičius, G. (2001). Anglų kalbos vertimo kompiuterizavimas. Iš Informacinės technologijos 2001: konferencijos pranešimų medžiaga. Kaunas: Technologija.

Wrigley, E.A. (1968). Parish registers and the historian. In Steel, DJ. National index of parish registers. London, 155167.

Legislative act:

Law on copyright and related rights 18 May 1999, No VIII-1185. Official Gazette, 1999, No 501598.

On the Approval of the Conception for the Development of Information Society in Lithuania: Resolution of the Government of the Republic of Lithuania 28 February No. 625 No 229. Official Gazette, 2001, No 20652.

Standard:

LST EN ISO 9000:2007. Kokybės vadybos sistemos. Pagrindai ir aiškinamasis žodynas (ISO 9000:2005) = Quality management systems. Fundamentals and vocabulary (ISO 9000:2005).

Vilnius: Lietuvos standartizacijos departamentas.

Statistical information:

Statistics Lithuania. (2015). Households with one PC and internet access [retrieved on 25/11/2015] Web

access: http://www.stat.gov.lt/lt/catalog/download_release/?id=3447&download=1&doc=1691

Information from institutions, organizations or other official websites

World Health Organization. International Classification of Diseases (ICD) [retrieved on 25/11/2015]. Web access: <http://www.who.int/classifications/icd/en/19>. (Šarlauskienė, 2016)

4. FINAL THESIS DEFENCE AND EVALUATION CRITERIA

Students who complete all the tasks planned in the study programme may defend their final theses. Firstly the final theses are defended (reviewed) in the department at least 14 days prior to the public defence. The thesis is defended in front of the department head, study programme thesis supervisors and students. Language instructors and other stakeholders may also take part in the defence. The aim of thesis defence at department level is to verify whether the thesis meets all requirements in terms of structure, contents, length and formatting. The presented theses are reviewed and students are advised regarding the improvements to be made and about the eligibility to defend the thesis in front of Qualifications Board.

Thesis supervisor's review shall be given no later than 2 work days before the date of public defence. If the final thesis is supervised by the lecturer, the paper should be reviewed by a practitioner.

The list of students eligible to defend their theses in front of the Qualifications Board shall be approved by the Faculty Dean's order at least 6 work days prior to the Qualifications Board meeting.

The publicly defended professional bachelor's final thesis shall be evaluated by the members and the chair of which shall be appointed under the Director's order. The Qualifications Board consists of five members appointed for the term of one year. At least three members of the Qualifications Board must be representatives of social partners.

In the public defence the student shall shortly introduce his/her final thesis explaining the aim, objectives, the research object, the research methods, obtained results, recommendations / proposed solutions, and substantiated conclusions. The presentation time is 7 –10 minutes.

Following the student's presentation the Qualifications Board members and other persons present in the public defence may ask questions to the student. After this discussion the student shall answer the thesis reviewer's questions.

Final theses are evaluated after the public defence. Minutes of the public defence should be taken. The final thesis is subject to collegial evaluation process under a 10-point scale. Only the Qualifications Board members are entitled to vote. In cases where the final thesis supervisor is member of Qualifications Board, the supervisor may not vote in the evaluation of the thesis supervised by him/her.

The main final thesis evaluation criteria:

- the corresponding of selected and analysed sources of information to the thesis topic and specialization, information freshness and variety of sources (monographs, text-books,

research articles, legislative acts, statistical data etc. in mother tongue and foreign languages);

- ability to systematize, analyse, assess and summarise the material;
- ability to choose and apply substantiated and appropriate research methods;
- ability to make right decisions and propose methods and measures for the solution of a specific problem;
- ability to make logical and reasoned conclusions;
- ability to write an integrated and consistent paper following the language norms, grammar rules and good style as well as formatting requirements.
- The evaluation of the final thesis defence is based on the student's ability to:
- present the thesis in a professional manner;
- answer the questions of Qualifications Board members logically and reasonably;
- abide with discussion ethics in defending own opinion;
- prepare and use visual materials;
- speak clearly, consistently using the correct language register;
- use information technologies.

The final evaluation of the thesis covers the quality of paper contents (weighting 0.5), presentation of the thesis (weighting 0.3), language register (weighting 0.1) and reviewer's evaluation (weighting 0.1).

The final thesis evaluation by the Qualification Board shall be approved in the closed meeting with all board members signing the minutes of the meeting.

After the meeting the Qualification Board chairperson shall notify each student about the evaluation results following the principle of confidentiality.

REFERENCES

1. Kardelis K. (2016) *Mokslinių tyrimų metodologija ir metodai*. Vilnius: Mokslo ir enciklopedijų leidybos centras.
2. Kvašytė R., Macenienė J. (2011) *Studentų mokslo darbai*. Šiauliai: Šiaurės Lietuva.
3. Motiejūnė G., Arminienė A., Damalakenė Z. ir kt. (2014). *Studijų rašto darbų metodiniai nurodymai*. [Retrieved on 26/02/ 2017]. Web access: <http://vef.kaunokolegija.lt/wp-content/uploads/2012/12/Studij%C5%B3-ra%C5%A1to-darb%C5%B3-metodiniai-nurodymai-galiojanuo-2014-09-01.pdf>.
4. Rienecker L., Jørgensen P.S. (2003) *Kaip rašyti mokslinį darbą*. Vilnius: Aidai.
5. Šarlauskienė, L. (2016). Informacijos šaltinių naudojimas studijų ir mokslo darbuose [Retrieved on 22/02/2017]. Web access: <http://biblioteka.kaunokolegija.lt/wp-content/uploads/2016/10/Leidinys-Literat%C5%ABros-naudojimas-ra%C5%A1to-darbuose-20161006.pdf>.

ANNEXES

Annex 1

TOURISM AND HOTEL MANAGEMENT PROFESSIONAL BACHELOR THESIS STRUCTURE

Final thesis structure	Requirements
Cover page	Use the template provided
Final thesis task	The tasks are prepared and distributed by THM Department secretary (Room 437).
Confirmation of academic integrity and independence	Use the template provided.
Table of Contents	Make a numbered list of chapters, sections and subsections with titles and page numbers. Abstract, introduction, conclusions, reference list and appendices should not be numbered.
Summary, Santrauka	An abstract in Lithuanian and a foreign language is mandatory. The abstract length is up to 300 words. Give the thesis author's full name, thesis title, type of paper, supervisor's full name, short description (relevance), problem, aim, objectives, research object, research methods, research results, conclusions and proposals (solutions for researched issue).
List of tables and figures	Make a list of all tables and figures present in the thesis by giving the table / figure list number, title, and the number of page where the table/figure is located.
Introduction	Describe the relevance of the paper, name the problem, formulate research aim and objectives, the object of research, research methods (e.g. Analysis of information sources, analysis of a company data, interview, observation, ...) obtained results, the scope of the paper.
1. Theory section	Use at least 20 different sources of information, including at least 5 sources by foreign authors. It is recommended to use the newest research publications from databases http://biblioteka.kaunokolegija.lt/en/rask/elektroniniai-saltiniai/ Discuss the key terms, highlighted the contra versions notices, present and compare the approaches and arguments of different authors.
2. Analysis section	Describe the research object, e.g. company, organization. Justify and describe the research methods used (formulate the research problem, research aim, research object, research methods, the progress of research and statistical methods used for data processing). Analyse and generalise research/analysis/project data. The obtained and analysed research results must be presented in a visual form: charts, tables, figures, formulas, numbers; however, the information presented in tables and figures should not repeat.
3. Project (case) section	Present specific measures (plans, recommendations, projects) for the solution of issues discovered in the research, possibilities for improving company operations and the required financial resources.
Conclusions	Formulate the main conclusions basing on the analysis/research results. Conclusions should respond to the goal and objectives raised at the beginning of the paper.
Literature and other sources of information	Present bibliographic notes of information sources used in the paper according to the requirements http://biblioteka.kaunokolegija.lt/wp-content/uploads/2016/04/Informacijos-%C5%A1altini%C5%B3-naudojimas-studij%C5%B3-ir-mokslo-darbuose-2016.pdf , http://biblioteka.kaunokolegija.lt/en/zinok/kaip-rasyti-darbus/ Bibliographic notes are written in the original language
Annexes	Include annexes supplementing the paper (questionnaires, an example of interview questionnaire, summary of the results of the survey, survey respondents' answer sheets with signatures (or voice record), tables, charts and other additional materials). Appendices shall have a separate numbering. The appendices must be referred to in the body text.



**FACULTY OF MANAGEMENT AND ECONOMICS
TOURISM AND HOTEL MANAGEMENT DEPARTMENT**

Author's name and surname

THESIS TITLE

Professional Bachelor's Final Thesis

Study Programme Tourism and Hotel Management

State code 653N20007

Management Field of Study

Author Name Surname

(signature)

(date)

Thesis supervisor's academic degree Name Surname

(signature)

(date)

Kaunas, 2017

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FACULTY OF MANAGEMENT AND ECONOMICS

DECLARATION OF ACADEMIC INTEGRITY

__(day) _____ (month) _____ (year)

Kaunas

I, _____, student of Tourism and Hotel
Management Study Programme, declare that my professional bachelor's final thesis

was written independently and all the data are correct and obtained honestly. No information which can be attributed to plagiarism or violation of copyrights has been used. All the data provided in the thesis have been collected by the author or are cited following the requirements of the legislation and bibliographic references.

Thesis author

(signature)

(Name, surname)

SANTRAUKA

Pavardė V. Literatūrinio turizmo plėtojimo galimybės Suvalkijos regione. Profesinio bakalauro baigiamasis darbas. Vadovas lekt. V. Pavardė. Kauno kolegija. Vadybos ir ekonomikos fakultetas, Turizmo ir viešbučių vadybos studijų programa. Kaunas, 2017. 62 p.

Santraukos tekste turi būti suformuluoti tokie dalykai:

Darbo apibūdinimas (trumpai pristatoma darbe pateikta medžiaga, atspindinti darbo temą, pateikiamas darbo aktualumas, apibrėžiantis kodėl šią temą verta nagrinėti).

Darbo problema (trumpai aprašoma probleminė situacija, tiksliai apibūdinama pati problema).

Darbo tikslas (perrašomas darbo įvade suformuluotas darbo tikslas).

Darbo uždaviniai (perrašomi darbo įvade suformuluoti darbo uždaviniai).

Darbo metodai (pristatomi darbe naudojami darbo metodai).

Darbo struktūra (apibūdinami rašto darbo skyriai (pvz., Teorinėje dalyje aptariama.... Praktinėje darbo dalyje pateikiami tyrimo rezultatai...)).

Darbo rezultatai (trumpai apibendrinami gauti darbo rezultatai ir pristatomos pagrindinės darbo išvados).

Trumpi pasiūlymai/rekomendacijos, kaip spręsti atskleistus taisytinus dalykus (*jei to reikalauja studijų rašto darbo rūšis*).

Darbą sudaro x puslapiai, x lentelės, x paveikslai, x literatūros ir informacijos šaltiniai, x priedai.

ABSTRACT

Surname N. Possibilities for the development of literary tourism in Suvalkija region. Professional Bachelor's final thesis. Supervisor lecturer Surname N. Kauno kolegija/University of Applied Sciences. Faculty of Management and Economics, Tourism and Hotel Management study programme. Kaunas, 2017. 62 p.

The abstract shall cover the following aspects:

Description of the paper (brief description of the research work reflecting the theme, relevance of the paper proving why this theme is worth analysing).

The main problem (the researched situation is shortly presented with exact explanation of the problem).

The aim (the aim of the paper formulated in the introduction is repeated).

The objectives: (Thesis objectives defined in the introduction are repeated).

1. (To examine ...
2. To provide ...
3. To conduct ...

Research methods (the methods employed in the paper are pointed).

The structure (the chapters of the paper are described (e.g., the theory section discusses The research section of the paper introduces the results of the research...).

The results - (research results are summarised in brief and the main conclusions of the paper are presented).

Short suggestions/recommendations how to solve the revealed issues worth improving (*in case it is required by the type of the research paper*).

Scope of the thesis - the paper consists of x pages, x tables, x figures, x sources of information.

**KAUNO KOLEGIJA / UNIVERSITY OF APPLIED SCIENCES
FACULTY OF MANAGEMENT AND ECONOMICS
TOURISM AND HOTEL MANAGEMENT**

EVALUATION OF PROFESSIONAL BACHELOR'S FINAL THESIS

(Bachelor's thesis title)

(Student(-s))

(Thesis supervisor's position, name, surname)

1. ABSTRACT

Mandatory information: High-quality translation:

- | | |
|--|--|
| <input type="checkbox"/> all mandatory information provided; | <input type="checkbox"/> good translation; |
| <input type="checkbox"/> some information is missing; | <input type="checkbox"/> minor errors; |
| <input type="checkbox"/> absent. | <input type="checkbox"/> poor translation. |

2. INTRODUCTION

Relevance:

- justified;
- lacks justification;
- not justified.

Objectives:

- correct formulation;
- incorrect formulation;
- not formulated objectives.

Research structure:

- present;
- absent;

Aim:

- correct formulation;
- incorrect formulation;
- not formulated aim.

Research methods:

- identified correctly;
- identified incorrectly;
- not identified.

3. THEORY SECTION

3.1 The theoretical material must be presented in an analytical manner, i.e., the information related to the research problem in literature sources should be analysed and assessed.

- analytical writing style prevails;
- descriptive writing style prevails.

3.2. The topic must be analysed consistently, sections and subsections must be related and summarised:

- complies in full; complies in part; does not comply.

3.3. The contents of theory section and subsections must correspond with the section title and research paper aims, objectives and object:

- | | |
|---|--|
| <input type="checkbox"/> corresponds in full; | <input type="checkbox"/> gross inconsistencies; |
| <input type="checkbox"/> minor inconsistencies; | <input type="checkbox"/> does not correspond at all. |

3.4. The length of this section must be 17 -25 pages.

- meets the requirement; too short; too long; extremely short.

Strengths of the theory section	Weaknesses of the theory section
<input type="checkbox"/> scientific articles seldom used in research papers	<input type="checkbox"/> textbooks used in the programme courses and popular

prevail; <input type="checkbox"/> fresh (not older than 5 years) sources of information prevail; <input type="checkbox"/> other _____ _____	literature prevail among the analysed reference sources; <input type="checkbox"/> sources of information used are older than 10 years; <input type="checkbox"/> other _____ _____
---	--

4. ANALYSIS SECTION

4.1. Presentation of the research object and its assessment from the perspective of the analysed topic is required (situation analysis):

- only general situation about the research object is presented (situation analysis is missing);
- inadequate assessment of the research object from the perspective of the analysed topic;
- the research object is presented and assessed in full according to the requirements.

4.2. Presentation and substantiation of research methods is required:

- research methods are presented and substantiated sufficiently;
- research methods are presented;
- research methods are not presented and not substantiated.

4.3. Presentation and analysis of obtained research results is required:

- research results are presented with a thorough analysis;
- research results are presented without any analysis;
- research results are presented, but not analysed in depth.

4.4. The content of analysis section and its subsections must correspond with the section/ subsection title and research goals:

- corresponds in full;
- minor discrepancies;
- major discrepancies;
- lack of correspondence.

4.5. The section length must be 20-30 pages.

- full compliance;
- too short;
- too long;
- significantly too short.

Strengths of analytical section	Weaknesses of analytical section
<input type="checkbox"/> an original survey conducted; <input type="checkbox"/> in-depth survey conducted; <input type="checkbox"/> research results are systemised appropriately, the analysis is logical and consistent; <input type="checkbox"/> other remarks _____	<input type="checkbox"/> the survey is not related to the analysed topic; <input type="checkbox"/> the survey is superfluous; <input type="checkbox"/> the analysis of research results is based on general considerations; <input type="checkbox"/> other remarks _____

KAUNO KOLEGIJA
FACUULTY OF MANAGEMENT AND ECONOMICS
PROFFESIONAL BACHELOR'S THESIS REVIEW

__ (day) _____ (month) _____ (year)

Final thesis topic _____

Student /-s _____

Study programme TOURISM AND HOTEL MANAGEMENT

Substantiation of the topic relevance _____

Ability to systemize and assess the material _____

Rationality and practical applicability of problem solving proposals _____

Strengths of the final thesis _____

Weaknesses of the final thesis _____

Other remarks and questions _____

Conclusion and evaluation _____

(10 – excellent, 9 – very good, 8 – good, 7 – average, 6 – satisfactory, 5 – poor, 4, 3, 2, 1 – unsatisfactory)

Reviewer:

(company, organization, position)

(signature)

(name, surname)

EXAMPLE OF A COLUMN CHART

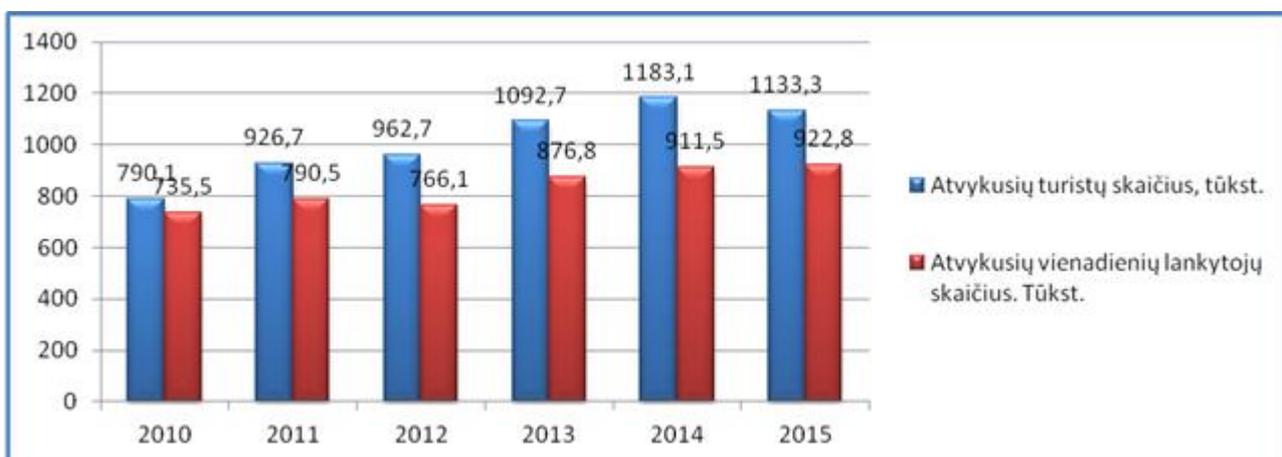


Fig. 1.1. Number of trips by foreign tourists and one-day visitors to Lithuania in 2010-2015, thousand (Source: Statistics Lithuania, Official Statistics Web Portal, 2013)

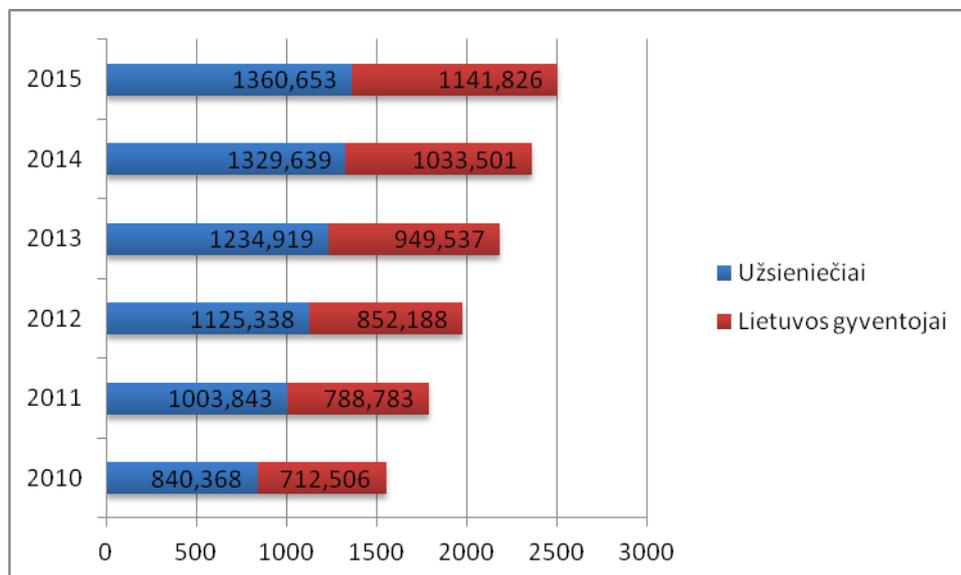
EXAMPLE OF A BAR CHART

Fig. 1.2. Number of tourists accommodated in Lithuanian accommodation establishments in 2010 – 2015, thousand (Source: Statistics Lithuania, Official Statistics Web Portal, 2013)

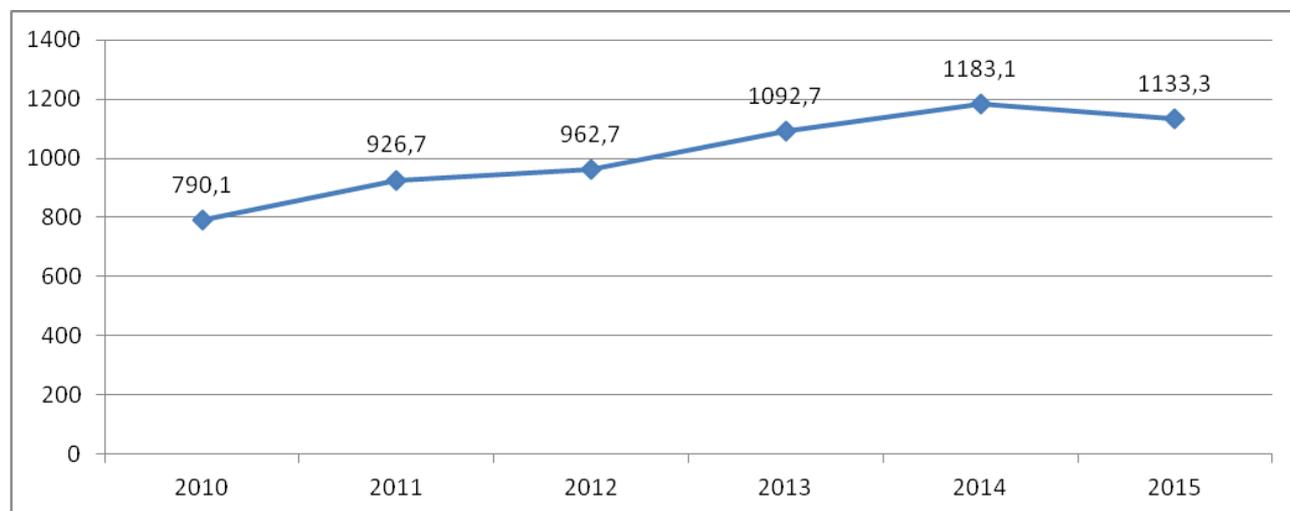
EXAMPLE OF A LINE CHART

Fig. 1.3. Statistics of Lithuanian tour operators and travel agencies in 2010-2015, number of incoming foreign tourists, thousand (Source: Statistics Lithuania, Official Statistics Web Portal, 2013)

EXAMPLE OF A PIE CHART

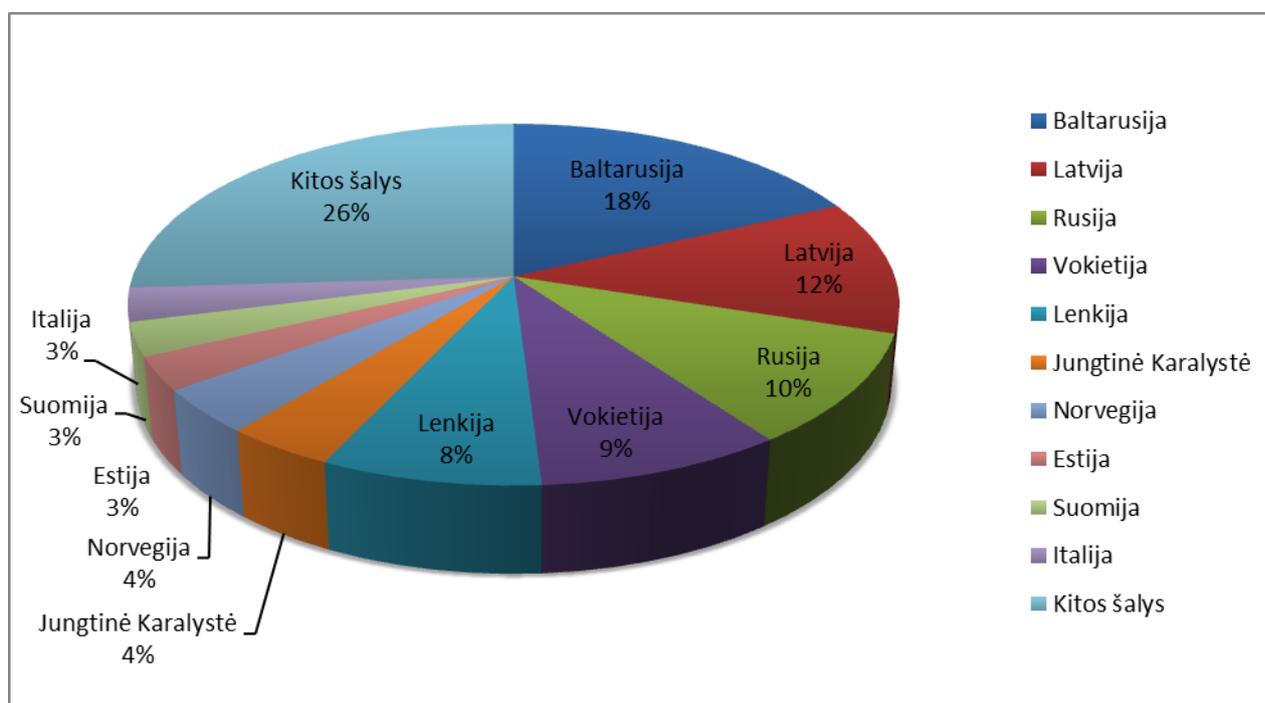


Fig.1.4. The biggest incoming tourism markets in Lithuania by the number of foreign tourists in 2012, per cent (Source: www.tourism.lt, 2016)