LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND

Tourism research: Instructions on finalising the thesis process and taking the maturity test

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Instructions available on the website

Guidelines on the final phase of the thesis process are available at the university's joint graduation pages.

You are advised to read all the instructions on the web pages and in the study guide carefully and to follow them. There is information, for example, on the thesis layout, Turnitin checking, printing permission, publishing your study through the Lauda publication archive, grading, and applying for the diploma.

Technical instructions

- Font: Times New Roman 12 pt.
- Line spacing: 1.5
- Margins: upper 2.5 cm, lower 2.5 cm, left 3 cm, and right 2.5 cm (note that the left margin is 3 cm, which deviates from the programme's own technical guidelines for academic texts)
- Distribute your text evenly between the margins and use hyphenation
- Page numbers: top right corner of the page
- Start page numbering from the first (title) page. Although included in page numbering, hide the page number from the first pages: title page, abstract page, and table of contents. Make page numbering visible on the first actual text page (Introduction).

See also the (regarding the title page, headings, table of contents, etc.) and the academic subject's own Technical Guidelines for Academic Texts

Schedule and process

Send your finalized thesis to your main supervisor no later than four weeks before the Faculty Council meeting that will grade it (the meeting dates are on the faculty's website) and deliver the thesis to a Turnitin check as instructed by the main supervisor. The system gives the supervisor a Turnitin report, according to which the supervisor permits publication or invites you to further counselling. Thereafter, the supervisor sends the thesis to the faculty for grading. You may take the maturity test (see the following pages) after publication permission has been granted. The maturity test must be successfully completed before the thesis can be graded in the Faculty Council meeting. After the thesis has been approved and graded by the Faculty Council, you are to store it in the Lauda publication archive without delay.

Maturity test and the forms in which it can be taken

You must complement your thesis with a maturity test. You can take it by publishing your research results either textually or orally, or by writing an essay (the traditional way). **Students with a Finnish or Swedish school education and a bachelor's degree earned abroad must take the traditional maturity test**, because their proficiency in Finnish or Swedish has not been established in completing their bachelor's degree. All others are recommended to use the textual or oral publishing alternative, as it enables you to distribute the research results to a broader audience. Regardless of the topic or grade, every thesis makes an academic contribution!

Publishing the research results

You are recommended to take the test by publishing the research results. In doing so you will learn to communicate and present information about you research either to professionals of the field or to the general public. You may take the test by presenting your research results in the form of an article, a statement, a review, a blog, or an oral (public) presentation. An oral presentation must also be reported in writing.

The maturity test procedure is started by **agreeing on the test type with the main supervisor. The intended periodical or other publication channel is also chosen in this phase.** Thereafter, you are to write the text or prepare the speech according to the instructions below.

Presenting the research results as text

You may present the results in a field-related periodical or organizational publication, a local paper, a newspaper, a blog, etc. Make sure you approach the issue from a specific perspective. The text must be consistent, logical, and, above all, non-technical. It must differ completely from a scientific abstract. The length of the text depends on the chosen publication channel.

After you and your supervisor have decided to proceed with textual presentation and selected the publication channel, you are to determine the result(s) you wish to present to a broad audience. Thereafter, you will write the text independently.

When writing to a periodical or newspaper aimed at a broad audience, you must use non-technical language and consider the needs of the whole readership or a specific group of readers. You are to avoid academic and abstract language. The sentences must be concise, containing three clauses at the most, and each paragraph should consist of 2–4 sentences. Using sentences and paragraphs of varying lengths animates the text. You are not supposed to summarise the entire content of the thesis. Just pick an interesting viewpoint or result as the main theme of the text.

Email the text to your main supervisor for approval within two weeks from being granted publication permission. The supervisor may require revisions until the text fulfils the assessment and learning objectives of a maturity test. You may also polish the text for publication with your main supervisor right after the maturity test has been passed. The supervisor notifies you and the Faculty Office about the study attainment no later than a week before the relevant Faculty Council meeting.

Examples of publication channels
- *[Finnish Journal of Tourism Research](.) and other scientific journals (where a maturity test text is mainly treated as a comment)*
- *Lapin Kansa ("From the Readers" page) and other newspapers*
- *Local papers*
- *Matkailulehti (Tourism Magazine, periodical for members of a Finnish tourist organisation)*

- *Magazines of tourist areas and resorts, e.g., Kuukkeli, Matkailulehti Ruka, Nietos, Saariselän Sanomat*
- *Organisational and fan magazines of various fields*
- *Blogs: [Matkailevat tutkijat](#), [Yhteisillä tulilla](#), blogs of research projects*
- *[Versus](#) web publication*
- *[Ilmiömedia](#)*

Guidelines on popularising scientific texts

- https://kielikompassi.jyu.fi/opetus/kirjoitus/kirjoituskurssi/tied_ref_popularisaa-tio.shtml
- http://www.biomi.org/biologia/tieteen-popularisointi/

Instructions on texts sent to the ”From the Readers” page of the Lapin Kansa newspaper

- The maximum number of characters is 4,000 (including punctuation)
- Use a short and to-the-point heading that catches readers' attention and tells about the content
- Discuss preferably one issue or viewpoint. Don't try to tell everything. What is the bottom line of the text? What do you want to tell your readers?
- The beginning and the end are important. Your text is wrapped up by them
- Introduce yourself briefly, for example, by saying, ”The author is a tourism research student at the University of Lapland and has written a thesis on…”
- If the text is related to a project, give the project info after the introduction
- The periodical has a right to edit the text and to set the publication date. They can also decide not to publish it at all.

Presenting the research results as a speech

You may present your research results, for instance, at an event or in an organisation related to your own field (perhaps the company that you studied). The speech must follow the same principles as an article: You are to choose a perspective, be consistent, and use non-technical language.

When you and your supervisor have decided to proceed with an oral presentation, you are to create a plan thereof and deliver it to the main supervisor. Having received the supervisor's approval, it is time for you to prepare the speech independently. After the speech, you are to report it to the supervisor in writing. The report must cover the following: the content of the speech, its date and venue, and an evaluation of its success. If a PowerPoint slide set or some other presentation method was used, it should be attached to the report.

The supervisor passes the test based on the report and notifies the Faculty Office about the study attainment.

Essay (the traditional maturity test)

The traditional maturity test is taken in the EXAM room or in Moodle's maturity test space by writing a 400-word essay on one of three thesis-related topics given by the main supervisor. The purpose is to verify your proficiency in the topic of your thesis and to assess your writing skills. The maturity test is evaluated by the main supervisor and by a language expert in case you have not taken the test as part of a bachelor's degree. Further instructions on the traditional maturity test are available on the university's [graduation pages](#).