

Implementation plan Finished

Study unit	Planning and Development in Tourism (A9183), 10.0
Implementation	CCA1521: 2/2015-2016 (15.01.2016 - 31.05.2016)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	14.12.2015 08:00 - 08.01.2016
Main timing for implementation	According to the project schedule
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Salomaa Marjaana (Teacher in charge), Heinonen Johanna (Other teacher), Kuosmanen Leena (Other teacher), Lassila Veera (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 5 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	21.06.2016 Storing of graded material ends.: 23.06.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: • analyse tourism research • apply future research methods in planning and developing tourism services • implement co-creation methods with network partners in development
Previous studies	
Previous studies, more information	Discovering tourism sector, tourism marketing or other tourism studies recommended.
Learning objectives	• Future and trends in tourism • Strategic planning • Developing tourism services • Managing tourism company • Networking • Destination management
Study material	Literature will be based on academic journals, such as <i>Annals of Tourism Research</i> , <i>International Journal of Hospitality Management</i> , <i>Tourism Management</i> , <i>International Journal of Contemporary Hospitality Management</i> Databases for articles: • ebrary • ProQuest Central • ScienceDirect (Elsevier) • EBSCOhost • Emerald Journals (very good selection of journals)
Tutoring and communication	Lectures, Optima
Project (name)	Suomenlinna and Helsinki archipelago as tourism destination
Other arrangements	Please note that MATKA Nordic Travel Fair on Friday January 22nd is mandatory for students attending lectures. More info later by email. First meeting is mandatory for attending the course. If you must be absent from the first meeting, report it in advance by email to teacher. Otherwise we take it that you are not attending this course at all. Please prepare to attend to all lectures in schedule. The exact schedule will be confirmed when the course begins.

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Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
15.01.2016	9.00	Introduction	IntroductionDevelopment assignment: Case Suomenlinna and Helsinki archipelagoGroups for development assignmentKey concepts in tourism First meeting is mandatory for attending the course.		
22.01.2016		MATKA 2016	Mandatory for all students: MATKA 2016 Nordic Travel Fair.Assignment: Benchmarking	Fair Center	