

Implementation plan Finished

Study unit	Planning and Development in Tourism (A9183), 10.0
Implementation	CCA1621: 2/2016-2017 (12.01.2017 - 31.05.2017)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA16SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2016 08:00 - 09.12.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Salomaa Marjaana (Teacher in charge), 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 regional RDI project
Focus areas	Service business
Evaluation at the latest	20.06.2017 Storing of graded material ends.: 20.06.2018
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, tourism marketing or other tourism studies recommended. Suitable for Hospitality Management exchange students.
Learning objectives	• Future and trends in tourism • Strategic planning • Developing profitable 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)	Outdoors Uusimaa
Other arrangements	Please note that MATKA Nordic Travel Fair is mandatory for students attending lectures. Students attend MATKA2017 fair between Friday 20th - Sunday 22nd and do the assignment for the course based on material available at the fair. Laurea offers ticket to the fair. 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. Lectures on Thursdays: Week 2-11 all day, from

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	week 12 on afternoons. 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
12.01.2017	9.00	Introduction	First meeting is mandatory		
19.01.2017		No lectures	Students attend MATKA2017 fair between Friday 20th - Sunday 22nd and do the assignment for the course based on material available at the fair. Laurea offers ticket to the fair.		
23.03.2017	12.30		From week 12 on, lectures 12.30-15.00		