

Implementation plan Finished

Study unit	Discovering Tourism (A9337), 5.0
Implementation	CCA1511: 1/2015-2016 (31.08.2015 - 24.10.2015)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	18.05.2015 08:00 - 31.05.2015
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), 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: 3 cr
Implementation class	LbD based on regional RDI project
Focus areas	Service business
Evaluation at the latest	23.11.2015 Storing of graded material ends.: 23.12.2016
Exam days	
Having completed the study unit the student is able to	The student is able to: - define tourism as a part of the global economy - analyse the tourism sector
Previous studies	
Contents	- travel and tourism sector in Finland - tourism organizations (MEK, UNWTO etc.) - characteristics of tourism in different regions in Finland, services, actors, attractions etc. - subsectors in tourism (business travel, tourism, fishing tourism, nature tourism, Christmas tourism etc.)
Study material	For example: Tourism : principles, practices, philosophies/ Robert W. McIntosh, Charles R. Goeldner, J.R. Brent Ritchie Tourism : Principles and Practice / Chris Cooper...[et al.]
Tutoring and communication	Optima, lectures, team guidance
Evaluation criteria and methods	Evaluation: - Active attendance: Lectures, visitors, visit - Development project (group work) - Self- and group evaluation
Project (name)	Visit Espoo: Espoo Waterfront Walkway
Work strain	Implementation parts: - Active attendance: Lectures, visitors, visit - Development project (group work) Work strain: 56 hours of lectures 79 hours of independent student / group work
Other arrangements	Please prepare to attend to all lectures in schedule. The exact schedule will be confirmed when the course begins.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
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02.09.2015	9:00	7	Orintation	9.00 Orientation, key conseptsGroups, assingment11.00 Lunch break12.00 Meeting the business partnerAll further schedules and information will be updated to Optima	Check Asio	
09.09.2015				Key conceptsIndustry		
16.09.2015				Demand: Case accessible tourismGuest lecturer: Leena Kuosmanen		
23.09.2015				Supply: Case Cruise tourismGuest lecturer: Leena Kuosmanen		
30.09.2015				Supply meeting demand & special interest tourism assignment in pairs(Espoo campus dev.day)		
07.10.2015				Quality: Case guided toursGuest Lecturer: Merja Pollok		
14.10.2015				Destination & marketingSupply meeting demand		
21.10.2015				Presentations		