

Implementation plan Finished

Study unit	Discovering Tourism (A9337), 5.0
Implementation	CCA1521: 2/2015-2016 (01.02.2016 - 31.05.2016)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	30.11.2015 08:00 - 07.12.2015
Main timing for implementation	According to student's own schedule
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Salomaa Marjaana (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	Virtually
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 1 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	30.06.2016 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: • define tourism as a part of the global economy • analyse the tourism sector
Previous studies	
Learning objectives	
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.] 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>
Tutoring and communication	Optima, email
Other arrangements	This virtual implementation is meant for students of adult education groups like MKA15KA, who are not attending weekday lectures in their studies. Implementation with lectures for all study groups will be in autumn. Virtual course, active working affects the final evaluation.