

Implementation plan Finished

Study unit	Discovering Tourism (A9337), 5.0
Implementation	CCA1611: 1/2016-2017 (20.10.2016 - 18.12.2016)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA16SY Others : TOA16SY
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: No
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 Language: English Virtuality: 1 cr Integration of R&D: 1 cr
Implementation class	LbD based on regional RDI project
Focus areas	Service business
Evaluation at the latest	22.11.2016 Storing of graded material ends.: 23.12.2017
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	
Previous studies, more information	No previous tourism studies required
Learning objectives	
Contents	- travel and tourism sector in Finland - tourism organizations (Visit Finland, 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.) - Profitable tourism product
Study material	Literature 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> Databases for articles: - ebrary - ProQuest Central - ScienceDirect (Elsevier) - EBSCOhost - Emerald Journals (very good selection of journals)
Tutoring and communication	Optima, lectures, team guidance
Evaluation criteria and methods	- Active attendance: Lectures, visitors, visit - Project (group work) - Self- and group evaluation Implementation parts:

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	• Active attendance: Lectures, visitors, visit • Project (group work)
Project (name)	Outdoors Uusimaa
R&D methods	Customer profilesNetscoutingBenchmarkingDocument analysis
Work strain	• 56 hours of lectures • 79 hours of independed student / group work
Other arrangements	First meeting 20.10. 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 in Optima when the course begins

Learning events

Date	o'clock/at h	at h	Subject	Content	Status	Teachers
20.10.2016	9.00	6	Introduction	Mandatory start for the course 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.		