

Implementation plan Finished

Study unit	Discovering Tourism (A9337), 5.0
Implementation	CCA1711: 1/2017-2018 (23.10.2017 - 22.12.2017)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA17SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	15.05.2017 08:00 - 20.08.2017
Main timing for implementation	As intensive week(s)
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Salomaa Marjaana (Teacher in charge), Miinalainen Petri (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	22.01.2018 Storing of graded material ends.: 22.12.2018
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	Implementation parts: - Active attendance: Lectures, visitors, visit 10% - Online exam 20% - Development project (group work) 70%

Implementation plan Finished

	Evaluation: • Active attendance: Lectures, visitors, visit • Online exam • Development project (group work) • Self- and group evaluation
Project (name)	Resto 2018
R&D methods	NetscoutingBenchmarkingDocument analysisCustomer profiles
Work strain	• 56 hours of lectures • 79 hours of independent student / group work
Other arrangements	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 since this is an intensive course.

Learning events

Date	o'clock/at h	6	Subject	Content	Status	Teachers
23.10.2017	9.00	6	Introduction	Introduction, case, groups, key concepts	see Asio	