

Implementation plan Finished

Study unit	Discovering Tourism (A9337), 5.0
Implementation	CCA1712: 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	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), Miinalainen Petri (Other teacher)
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	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, email
Evaluation criteria and methods	Virtual course, active working affects the final evaluation. Evaluation: - Report fulfils the assingment criteria - Report retuned by given deadline - Report follows the thesis istructions (template, sources etc.)

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R&D methods	NetscoutingBenchmarkingDocument analysis
Work strain	Implementation parts for 135j student work: • Seven (7) individual assignments
Other arrangements	This virtual implementation is meant for students of blended learning (monimuoto) groups like MKA16KA, who are not attending weekday lectures in their studies. Implementation with lectures for all study groups is CCA1711. First meeting 9.10. 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 since this is an intensive course.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
09.10.2017	15.15	Introduction	First meeting on week 41 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.		