

## Implementation plan Finished

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|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study unit                                             | Discovering Tourism (A9337), 5.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Implementation                                         | CCA1721: 2/2017-2018 (18.01.2018 - 22.03.2018)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Type                                                   | TOURISM SERVICE DEVELOPER (A817)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Groups                                                 | Primary: CCA17SY Others :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Involved in the project                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Lecturers                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Number of participants                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Enrolment period                                       | 27.11.2017 08:00 - 08.12.2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Main timing for implementation                         | As intensive week(s)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Applicability                                          | <b>For exchange students:</b> No <b>For elective studies:</b> No <b>Open UAS student:</b> No <b>Suitable for virtual UAS:</b> 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, Project/venture/R&D <b>Language:</b> English <b>Virtuality:</b> 0 cr <b>Integration of R&amp;D:</b> 0 cr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Implementation class                                   | LbD based on local project or development task                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Focus areas                                            | Service business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Evaluation at the latest                               | 12.04.2018 <b>Storing of graded material ends.:</b> 15.06.2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Exam days                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Having completed the study unit the student is able to | The student is able to: <ul style="list-style-type: none"> <li>define tourism as a part of the global economy</li> <li>analyse the tourism sector</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Previous studies                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Previous studies, more information                     | No previous tourism studies required                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Learning objectives                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Contents                                               | <ul style="list-style-type: none"> <li>travel and tourism sector in Finland</li> <li>tourism organizations (Visit Finland, UNWTO etc.)</li> <li>characteristics of tourism in different regions in Finland, services, actors, attractions etc.</li> <li>subsectors in tourism (business travel, tourism, fishing tourism, nature tourism, Christmas tourism etc.)</li> <li>Profitable tourism product</li> </ul>                                                                                                                                                                                                                                                      |
| 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: <ul style="list-style-type: none"> <li>ebrary</li> <li>ProQuest Central</li> <li>ScienceDirect (Elsevier)</li> <li>EBSCOhost</li> </ul> Emerald Journals (very good selection of journals) |
| Tutoring and communication                             | Optima, lectures, team guidance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Evaluation criteria and methods                        | Implementation parts: <ul style="list-style-type: none"> <li>Active attendance: Lectures, visitors, visit 10%</li> <li>Online exam 20%</li> <li>Development project (group work) 70%</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | Evaluation: <ul style="list-style-type: none"> <li>• Active attendance: Lectures, visitors, visit</li> <li>• Online exam</li> <li>• Development project (group work)</li> <li>• Self- and group evaluation</li> </ul>                                                                                                                                                                                                                     |
| <b>Project (name)</b>     | Resto 2018                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>R&amp;D methods</b>    | NetscoutingBenchmarkingDocument analysisLbD                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Work strain</b>        | <ul style="list-style-type: none"> <li>• 56 hours of lectures</li> <li>• 79 hours of independent student / group work</li> </ul>                                                                                                                                                                                                                                                                                                          |
| <b>Other arrangements</b> | <b>First meeting 18.1. 9.00 is mandatory for attending the course.</b> 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. <b>Please prepare to attend to all lectures in schedule since this is an intensive course. Working in Resto2018 based on assignment is mandatory, so you must be present on week 12 (19-23.3.2018)</b> |

### Learning events

| Date       | o'clock/at h | Subject      | Content                                  | Status | Teachers |
|------------|--------------|--------------|------------------------------------------|--------|----------|
| 18.01.2018 | 9.00         | Introduction | Introduction, case, groups, key concepts |        |          |
| 19.03.2018 |              | Resto 2018   |                                          |        |          |
| 20.03.2018 |              | Resto 2018   |                                          |        |          |
| 21.03.2018 |              | Resto 2018   |                                          |        |          |
| 22.03.2018 |              | Resto 2018   |                                          |        |          |
| 23.03.2018 |              | Resto 2018   |                                          |        |          |