

SCHOOL OF TOURISM

DEGREE PROGRAMME IN TOURISM

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Objective of the Degree programme

The objective of the Degree Programme in Tourism is to provide both Finnish and international students with a high quality, practical yet academic training in tourism management. The programme emphasises the development of skills needed in managing activity and nature tourism services. In addition, a wide range of related subjects such as marketing, financing, accommodation services, business activities, product development and human resource management are also covered. Language studies also play a major role. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Hospitality Management**.

Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing:

- A programme that is both responsive and flexible to the needs of students
- A programme that is both challenging yet supportive
- A truly international atmosphere, achieved through the Kajaani UAS' extensive links with partner colleges abroad
- Co-operation with a network of local businesses and other tourism interest groups
- Professional highly qualified staff with experience in the tourism sector

Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied; depending on the subject they may include: lectures, field trips, outings, seminars, individual tutorials, workshops, case study, group work, project work, research and video conferencing.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from various partner institutions in Europe, plus business professionals drawn from firms who are involved in international business and who maintain contacts with Kajaani University of Applied Sciences. Through the use of various tutorial approaches, sessions are designed to ensure that students can fully exercise their creative potential and that critical learning is facilitated. This is why interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Tourism.

Competences

Degree programme in tourism covers five main competences which are:

Subject specific competences Degree programme in Tourism	Description of the competence The Student
Service-mindedness	<ul style="list-style-type: none"> ▪ understands that hospitality is one of the central values and success factors of the sector. ▪ can provide healthy, safe and profitable services which promote customers' wellbeing. ▪ can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications). ▪ is familiar with the principles of consumer behaviour and can make use of them in developing services.
Service systems	<ul style="list-style-type: none"> ▪ can plan, produce and develop services to suit the needs of the operating environment. ▪ can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work) ▪ can develop services using product development and commodification methods ▪ is aware of the safety requirements for the sector and can apply them to his/her own work.
Service management	<ul style="list-style-type: none"> ▪ knows and understands company strategies and can make use of them in managing service operations. ▪ can plan, implement and evaluate his/her own and the department's daily supervisory management activities. ▪ can organise a work community and make use of the skills of individuals, teams and communities.
Business know-how	<ul style="list-style-type: none"> ▪ can analyse customer relationships from the point of view of service development. ▪ understands the main concepts of business and has internalised the principles of a commercial approach. ▪ can predict the effect of alternative operating methods on financial results and competitiveness. ▪ can apply the principles of entrepreneurship, both as an entrepreneur and as an employee. ▪ can operate in, make use of and develop various kinds of networks.
Service environments for tourism	<ul style="list-style-type: none"> ▪ can develop service environments and networks related to leisure and business travel. ▪ understands the significance of internationalisation, globalisation and different cultures for services and their development. ▪ can work in various international operating environments. ▪ can benefit from applying the characteristics of national cultures in developing tourism. ▪ can develop regional strengths and improve regional influence in tourism.

Annual Themes – Study Progress Description

Each study year has its own theme which describes the main focus of the courses.

1st year – Observer of Tourism	<ul style="list-style-type: none"> ▪ The student has the basic information needed to understand the fundamental process of tourism, its structures, and impact on society in economic, social and ecological terms. ▪ The student gains knowledge of the theoretical models applied in tourism. ▪ The students will gain the necessary computer skills and methodological tools needed for data collection, analysis and reporting.
2nd and 3rd year – Applicator	<ul style="list-style-type: none"> ▪ In 2nd and 3rd year the student will deepen both the theoretical and practical knowledge needed to function in tourism.
4th year - Developer of Tourism	<ul style="list-style-type: none"> ▪ In the 4th year the student has competences to develop and analyse tourism products and services. The student is able to develop business activities by implementing the latest findings in the field.

Structure of the Programme

Basic Studies (75 cr)

Basic studies are compulsory studies and should be completed mainly during the first year of study. These courses include basic courses in tourism and business activities and methodological as well language studies.

Professional Studies (75 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of tourism. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in tourism.

Free-choice Studies (15 cr)

The studies include a minimum of 15 credits of free-choice studies. Free-choice studies are included in professional studies. The aim is to provide the student with the opportunity to deepen and widen knowledge related to his or her own professional field. These can be chosen from the degree programme or from another degree programmes in the same school or from another university of applied sciences, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

Practical Training (30 cr)

An essential part of studies is a five-month-long practical training period, which takes place during spring semester of the 3rd study year. Practical training can be done either in Finland or a foreign country. Before starting practical training students must have a minimum of 115 credits. The purpose of practical training is to offer students the possibility to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in companies.

Thesis and Maturity Test (15 cr)

The purpose of the thesis is to demonstrate students' ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. It is recommended that the thesis be completed in co-operation with a tourism company or in co-operation with other interest groups. Preparation of the thesis is accomplished towards the end of the student's studies; a minimum of 150 credits must be accomplished before starting work on the thesis.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

Foreign Studies

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required, that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students without prior international experience will be given priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found on Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

Language Studies

The Degree Programme in Tourism includes 21 credits of compulsory language studies. Language studies should comprise at least studies in Finnish and English. Finnish students also have two compulsory Swedish courses. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level of the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies). Foreign language courses offered at this level are French, Spanish, Italian, Russian, Swedish and German. It is recommended that foreign students concentrate on studying Finnish language during the first study year and start another new language during the second year.

Finnish Students

English	9 cr
Finnish	6 cr
Swedish	6 cr

Foreign Students

English	9 cr
Finnish	12 cr

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THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN TOURISM (2010)

BASIC STUDIES

MTBA2Z	BASICS IN TOURISM	26 CR
MTBA001	Principles of Tourism	6 cr
MTBA002	Introduction to Nature and Activity Tourism	5 cr
MTBA003	Tourism Product Development I	3 cr
MTBA005	Safety and First Aid	3 cr
MTBA006	Food Hygiene	3 cr
MTBA009	Serving	1.5 cr
MTBA010	Bar Services	1.5 cr
MTBA011	Hospitality Management	3 cr
MTBO3Z	BUSINESS ACTIVITIES 1	17 CR
MTBO004	Introduction to Marketing	4 cr
MTBO005	Introduction to Business Operations	3 cr
MTBO003	Introduction to Management Accounting	5 cr
MTBO006	Introduction to Management	5 cr
MTBC4Z	COMMUNICATION STUDIES	21 CR
	<i>Common courses:</i>	
MTBC004	Basics of Tourism English	3 cr
MTBC008	Academic Writing	3 cr
MTBC005	Business Communication Skills	3 cr
	<i>Finnish students:</i>	
MTBC001	Oral Communication and Meeting Skills (in Finnish)	3 cr
MTBC002	Written Communication and Business Letters (in Finnish)	3 cr
MTBC003	Svenska inom turismen 1	3 cr
MTBC009	Svenska inom turismen 2	3 cr
	<i>Foreign Students:</i>	
MTBC006	Finnish for Foreigners 1	6 cr
MTBC007	Finnish for Foreigners 2	3 cr
MTBC010	Finnish Conversation	3 cr
MTBM4Z	METHODOLOGICAL STUDIES 1	11 CR
MTBM001	Business Mathematics	3 cr
MTBM002	Office Applications	5 cr
MTBM003	Personal Development Programme	3 cr

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PROFESSIONAL STUDIES

MTPT6Z	TOURISM SERVICES	47 CR
MTBA004	Project Management	6 cr
MTPT001	Management of Nature and Activity Services	4 cr
MTPT016	Transportation and tourism	4 cr
MTPT003	Sustainable Tourism	3 cr
MTPT005	Adventure Tourism	3 cr
MTPT017	Guiding Skills	3 cr
MTPT007	Event Management	3 cr
MTPT018	World cultures	3 cr
MTPT009	Food and Culture	4 cr
MTPT010	Intercultural Communication	3 cr
MTPT011	Tourism Planning and Policy	5 cr
MTPT012	Tourism Product Development 2	3 cr
MTPT015	Tourism Economics	3 cr
MTPO7Z	BUSINESS ACTIVITIES 2	21 CR
MTPO001	Marketing of Tourism Services	3 cr
MTPO002	Marketing Communications	3 cr
MTPO009	Financial Accounting	4 cr
MTPO008	Human Resource Management	3 cr
MTPO005	Law Studies	5 cr
MTPO007	Strategic Management	3 cr
MTPM8Z	METHODOLOGICAL STUDIES 2	7 CR
MTPM003	Applied Research Methods	4 cr
MTPM004	Statistics	3 cr
FREE-CHOICE STUDIES		15 CR
PRACTICAL TRAINING		30 CR
THESIS		15 CR

COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MTBA2Z) BASICS IN TOURISM 26 cr

(MTBA001) Principles of Tourism

Credits: 6 cr Timing: 1st yr

Learning Objectives: Students will gain knowledge of the principles of tourism in Finland and abroad

Contents: An introduction to tourism:
Consumer behaviour and tourism demand
Models and patterns of tourism demand
Classification of tourism
Tourism attractions
The Socio-cultural impact of tourism
Ecology and tourism
The future of tourism

Learning Methods: Lectures, small group work, workshop

Assessment Methods: Exam, course work, assignments, continual assessment and exercises

Bibliography: Course book: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2008)
Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2006)
Further reading/material will be provided by lecturer

(MTBA002) Introduction to Nature and Activity Tourism

Credits: 5 cr Timing: 1st yr

Learning Objectives: Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.

Contents: Principles of nature and sport tourism
Nature and sport tourism in Finland
Markets and demand
Tourism and nature conservation
Legal issues
Destinations and venues
Wildlife tourism
Facility site management
Map reading

Learning Methods: Lectures, group work, excursions. Visits to genuine activity sites will be included whenever possible.

Assessment Methods: Exam, assignments, course work and presentations

- Bibliography:** Bell et al. 2007. Outdoor Recreation and Nature Tourism.
 Newsome,D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism
 Saarinen,J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local
 Contexts, Global Issues
 Standeven & De Knop. 1999. Sport Tourism
 Ritchie, B.W. & Adair,D.(eds.) 2004. Sport Tourism, Interrelationships, Impacts and
 Issues.
 Further material provided by lecturer

(MTBA003) Tourism Product Development I

Credits: 3 cr **Timing:** 1st - 2nd yr

Learning Objectives: Students will understand the functions and aspects of initial and ongoing product development as a basic part of profitable tourism business development.

Contents: Tourism products and features
 Planning and development process
 Pricing

Learning Methods: Lectures, Group work, Study visits

Assessment Methods: Portfolio including a learning diary and group assignments

Bibliography: Kotler P., Bowen J. and Makens J. 1999. Marketing for Hospitality and Tourism
 Additonal study materials will be agreed during course orientation

(MTBA005) Safety and First Aid

Credits: 3 cr **Timing:** 1st yr

Learning Objectives: Students will know what to do in a situation requiring them to provide first aid and they will also be able to check for and assess risks in tourism programming. The course is divided into a safety and a first aid part.

Contents: First aid: Red Cross of Finland emergency aid qualification EA (first aid) 1 and EA (first aid) 2
 Safety: Risk assessment and risk management in program services, fire safety, safety at work, extinguishing fires

Learning Methods: Lectures, course and group work, exercises

Assessment Methods: Test, first aid practice, fire extinguishing practice. Students will have the opportunity to pass the Finnish Red Cross EA (first aid) 1 and EA (first aid) 2 qualifications.
 Course work

Bibliography: Reading list and handouts provided by lecturer.
 The Finnish Consumer Agency's Guidelines for the promotion of safety in Program Services, Publication series 11/2003 Finnish Consumer Agency

(MTBA006) Food Hygiene

Credits: 3 cr **Timing:** 1st yr

Learning Objectives: Students will understand the importance of hygiene for safe food services and

travelling

Contents: Food microbiology
Food poisoning
Hygiene practices
Personal hygiene
Cleaning
In-house control
Legislation relating to food hygiene

Learning Methods: Lectures, discussions, individual and group exercises

Assessment
Methods: Exam and exercises

Bibliography: Reading list/material provided by lecturer

(MTBA009) Serving

Credits: 1.5 cr Timing: 1st yr

Learning Objectives: Students will become proficient in the basic principles of serving.

Contents: Basic serving methods and techniques

Learning Methods: Lectures and serving in the learning restaurant

Assessment
Methods: Exam

Bibliography: To be announced

(MTBA010) Bar Services

Credits: 1.5 cr Timing: 2nd yr

Learning Objectives: Students will becoming proficient in the law concerning the sale of alcoholic beverages.

Contents: Alcohol legislation

Learning Methods: Lectures, individual and group work

Assessment
Methods: Exam

Bibliography: To be announced

(MTBA011) Hospitality Management

Credits: 3 cr Timing: 1st yr

Learning Objectives: The aim of the course is to raise awareness of the hospitality industry's versatility. Students can distinguish between different types of accommodation and get to know various other hospitality organisations like cruise lines.

Contents:	Structure and types of accommodations Hotel classifications Hotel ownership and management Hotel operations management Hotel reservation system Cruise lines Recreation and leisure organisations
Learning Methods:	Lectures, independent studies, group work, workshops, presentations, company visits
Assessment Methods:	Exam, assignments, course work, presentations
Bibliography:	Ninemeier, Perdue, 2008. Discovering hospitality and tourism. Pearson Education, New Jersey. Further material provided by lecturer

(MTBO3Z) BUSINESS ACTIVITIES 1 17 cr

(MTBO004) Introduction to Marketing

Credits:	4 cr	Timing:	1st yr
Learning Objectives:	The student will understand what marketing is, what is the role of different parts of the marketing mix. The student will understand the fundamentals of modern marketing thinking, the societal level of marketing and customer focus.		
Contents:	Marketing with key concepts, marketing mix; product, price, place, promotion. Customer focus. Marketing in tourism.		
Learning Methods:	Lectures, group work, class discussions		
Assessment Methods:	Exam, written assignment and group work		
Bibliography:	1) Kotler & all. Marketing - an introduction 2) Kotler, Bowen & Makens. Marketing for Hospitality and Tourism		

(MTBO005) Introduction to Business Operations

Credits:	3 cr	Timing:	1st yr
Learning Objectives:	Students will be able to have a holistic view of business. Understand, in general, all business aspects, and connections between business functions.		
Contents:	Business concepts, business environment, Interest groups, legal forms of ownership, management, overview of business functions (operations, human resources, Marketing, Finance, accounting), money and financial markets.		
Learning Methods:	Lectures, group work, case studies and exercises		
Assessment Methods:	Active participation, Final examination		
Bibliography:	Nickels, McHugh, Understanding Business (8th edition)		

Personnel and functions of a tourism company
 Customer service (bookings, advice on destinations etc.)
 Negotiations
 Application writing
 Report writing

Learning Methods: Small group sessions incl. pair and group work, oral, written and listening tasks

Assessment Methods: Continual assessment, oral presentation on a tourism company or product, writing a job application, exam

Bibliography: Handouts

(MTBC008) Academic Writing

Credits: 3 cr Timing: 1st yr

Learning Objectives: The student improves his/her professional writing skills

Contents: Grammar surgery
 Punctuation
 Coherence
 Style and appropriateness
 Reporting
 Summarising
 Table of contents
 Quoting, reference list

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

(MTBC005) Business Communication Skills

Credits: 3 cr Timing: 1st yr

Learning Objectives: To learn to communicate orally and in writing in tourism using different communication channels

Contents: Communication in a tourism company (reservations, confirmations, cancellations, changes)
 Routine correspondence
 Payment and collection letters
 Negotiations

Learning Methods: Small group sessions

Assessment Methods: Oral and written tasks, written exam

Bibliography: To be announced

(MTBC001) Oral Communication and Meeting Skills

Credits:	3 cr	Timing:	1st yr (for Finnish speaking students)
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Learning Objectives: Students will learn to express themselves and to operate in a goal oriented manner in different communication situations. The course also covers different negotiation and meeting procedures.

Contents: Analysing different forms of oral communication performances
 Stage-fright
 Use of voice
 Academic and speeches for specific situations
 Influence and justification
 Different forms of group communication
 Negotiation and meeting techniques
 Documents

Learning Methods: Classroom teaching, exercises

Assessment Exam and assignments
 Methods:

Bibliography: Repo-Nuutinen: Viestintätaito

(MTBC002) Written Communication and Business Letters

Credits:	3 cr	Timing:	1st yr (for Finnish speaking students)
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Learning Objectives: Students will learn to write in a manner appropriate to their chosen profession and be able to compile standard business letters.

Contents: The principles of written communication
 An introduction to language maintenance
 Process writing and document standards
 Basic business letters
 E-mail communication

Learning Methods: Contact teaching, assignments

Assessment Exam and assignments
 Methods:

Bibliography: Kortetjärvi-Nurmi, Kuronen, Ollikainen, Yrityksen viestintä

(MTBC003) Svenska inom turismen 1

Credits:	3 cr	Timing:	1st yr
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Learning Objectives: Students develop their spoken and written skills so that they can cope in tourism and hospitality customer service situations, and present a company and its services and facilities

Previous Learning: Participation in proficiency test

Contents: Grammar revision
 Presenting a tourism company's and a restaurant's operations and staff
 Tourism and hospitality customer service and sales situations

Learning Methods: Small group teaching

Assessment Methods: Continual assessment and oral presentation and written exams

Bibliography: Jokisalo-Minni: Flexservice

(MTBC009) Svenska inom turismen 2

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will be able to cope with spoken and written communicative tasks in tourism and hospitality related situations using the Swedish language. This course covers routine correspondence and negotiation skills

Previous Learning: Svenska inom turismen I

Contents: Enquiries
Offers
Orders
Confirmations
Cancellations and alterations
Payment transactions
Dealing with complaints
Tourist programmes
Negotiations
Job applications
Goodwill correspondence

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentation, written tasks and exam

Bibliography: Handout

(MTBC006) Finnish for Foreigners 1

Credits: 6 cr Timing: 1 st yr

Learning Objectives: To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.

Contents: Pronunciation, syllable division and other general language points
Greeting and introductions
Language skills, working, living, studying
Numerals: time, prices, banking
Asking simple questions and understanding instructions
Travelling
Food, making orders at a restaurant
Shopping
The school system
Basic geography of Finland
Finnish cuisine

Learning Methods: Communicative and practical approach and group work

Assessment Methods: Class work and written or/and oral exam

Bibliography: Hämäläinen, Aletaan
Facts about Finland
Kenttälä, Kieli käyttöön

(MTBC007) Finnish for Foreigners 2

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To improve communication skills in the Finnish language

Previous Learning: Finnish for Foreigners 1

Contents: This course builds on the knowledge gained in Finnish for Foreigners 1.

Learning Methods: Small group sessions

Assessment Methods: Coursework, active participation, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut jatkotaso 1
Hämäläinen, Jatketään

(MTBC010) Finnish Conversation

Credits: 3 cr Timing: 3 rd yr

Learning Objectives: To improve students' oral communication skills in the Finnish language.

Previous Learning: Finnish for Foreigners 1-2

Contents: Discourses - different vocational subjects

Learning Methods: To be announced

Assessment Methods: Active participation in class activities

Bibliography: To be announced

(MTBM4Z) METHODOLOGICAL STUDIES 1 11 cr

(MTBM001) Business Mathematics

Credits: 3 cr Timing: 1st yr

Learning Objectives: To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life

Contents: Review of the basic mathematical operations needed in business mathematics
Percentage calculation and its economic applications
Index numbers
Currency calculation
Simple interest calculation and its applications

Compound interest
Credit
Economic functions

Learning Methods: Lectures and exercises

Assessment Methods: Exam and exercises

Bibliography: Pulkkinen P, Holopainen M., Keinänen K., Business Mathematics (2006)

(MTBM002) Office Applications

Credits: 5 cr Timing: 1st yr

Learning Objectives: The student will be able to use a microcomputer as a common tool in everyday working life.

Contents: E-mail
Internet
Hardware and operating systems
Presentation graphics
Word processing
Spreadsheets

Learning Methods: Practical exercises and individual use of computer

Assessment Methods: Exam and practical exercises

Bibliography: Material provided by the lecturer

(MTBM003) Personal Development Programme

Credits: 3 cr Timing: 1st yr

Learning Objectives: The aim of this programme is to provide students with the tools, which will ensure a successful commencement of their studies leading to success in future careers, by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The program aims to facilitate the individual development of students.

Contents: Initial assessment week (Boot Camp)
Personal SWOT
Learning styles
Introduction to Reflective Practice
Creative thinking/Problem solving
Presentation Skills
Personal Branding

Learning Methods: Lectures, Activities, Individual tutorials, Practical Work

Assessment Methods: Portfolio - Course work of completed tasks throughout the program

Bibliography: Selected readings, handouts related to subject areas.

Learning Objectives: The students will understand the role of transportation in tourism

Contents: Tourism/transport relationship
 Transport networks and flows
 Ground transport
 Marine transport
 Air transport
 Management of Transport flows
 Future trends in transport and tourism

Learning Methods: Lectures and seminar

Assessment Methods: Essay, presentation, assignments

Bibliography: Duval 2007. Tourism and Transport
 Hanlon 2007. Global airlines
 Wensveen 2008. Air Transportation

(MTPT003) Sustainable Tourism

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.

Learning Methods: Online course

Bibliography: Weaver, D. (2006) Sustainable Tourism: Theory and Practice, Elsevier
 Butterworth-Heinenmann (online available)

(MTPT005) Adventure Tourism

Credits: 3 cr Timing: 2nd yr

Learning Objectives: The course provides the academic and practical knowledge needed in adventure tourism. There is a strong emphasis on experimental learning that includes topics such as team building skills and group leadership.

Contents: Management of adventure tourism
 Demand/supply of adventure tourism
 Experimental learning/Adventure education
 Adventure experience

Learning Methods: Lectures, excursions, group exercises, workshop

Assessment Methods: Active participation, assignments, presentation and group exercise

Bibliography: Swarbrooke, Beard, Leckie & Pomfret. 2003. Adventure tourism.
 Martin, Cashel, Wagstaff & Breunig. 2006. Outdoor leadership.

(MTPT017) Guiding Skills

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To provide students with the skills needed in the tourism guiding business.

Contents: Guide as mediator
Experiences
Elements of guiding
Culture tours
Historical tours
Wildlife & safaris
Concept of socio-cultural animation

Learning Methods: to be announced in the course plan

Assessment Methods: to be announced in the course plan

Bibliography: to be announced in the course plan

(MTPT007) Event Management

Credits: 3 cr Timing: 2nd - 3rd yr

Learning Objectives: The event management course provides an in depth overview of events and related industries. This course covers a wide range of events e.g. sporting, cultural, arts and entertainment etc. and congresses and fairs.

Contents: Diversity of events
Event tourism and event industry
Management of events
Event marketing

Learning Methods: Lectures, case-study exercises, group work

Assessment Methods: Practical observations and skill competence, individual and group presentations, Seminar paper on nominated topics

Bibliography: Watt, D.C.2001. Event Management in Leisure and Tourism

(MTPT018) World Cultures

Credits: 3 cr Timing: 2nd-3rd yr

Learning Objectives: The course introduces students to world cultures and subcultures, cultural regions, and key cultural syndromes. The course enables students to apply this knowledge in tourism.

Contents: Cultural diversity
Cultural geography
Cultures and Tourism
Key concepts of culture
Ethnic cultures

Learning Methods: Lectures, small group work, presentations and individual portfolio.

Assessment Methods: Individual assignment and group work.

Bibliography: Material provided by lecturer

Contents:

- Policy
- Planning
- Economic impacts of tourism
- Urban, rural and natural areas in tourism planning
- Special interest tourism

Environmental impacts of tourism
Management policy and planning issues

Learning Methods: Lectures and small group work

Assessment Methods: Exam, continual assessment and exercises

Bibliography: Hall M.C, Jenkins, Kearsley G, Tourism, Planning and Policy
Other materials provided by lecturer

(MTPT012) Tourism Product Development 2

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students will understand the role of developing product lines for improved profitability in tourism. Students will be able to plan, price and promote different types of tourism product lines.

Previous Learning: Product Development 1., Marketing of Tourism Services.

Contents: Tourism products and product lines, planning, pricing, distribution and promotion

Learning Methods: Lectures, group works

Assessment Methods: Exercises

Bibliography: Will be agreed in the beginning of the course

(MTPT015) Tourism Economics

Credits: 3 cr Timing: 2nd-3rd yr

Learning Objectives: The objective of the course is to provide an overview of economic analysis and how it is used in the context of tourism.

Previous Learning: Introduction to Business Activities

Contents: Applications of economic analysis to the tourism context
The microfoundations of tourism demand
The theory of tourism supply and its market structure
Basics of Macroeconomics

Learning Methods: Lecture, course work

Assessment Methods: Exam, report

Bibliography: Tribe, J. 2005. The economics of Recreation, Leisure and Tourism
Vanhove, N. 2005. The Economics of Tourism destinations

(MTPO7Z) BUSINESS ACTIVITIES 2 21 cr

(MTPO001) Marketing of Tourism Services

Bibliography: Material will be provided by lecturer.

Learning Objectives: This course is designed to develop students' understanding of the global business process. In addition, students will be introduced to both the framework and strategies of business operations, whilst considering competitiveness on a global

level and forms of business cooperation across national boundaries, business practices and current trends in the global business arena.

Previous Learning: Introduction to Management

Contents: Strategic analysis
Strategic formulation
Strategic implementation

Learning Methods: Lectures, case studies, presentations and research assignments

Assessment Methods: Attendance and Participation, Group Presentation and Final exam

Bibliography: Dess, Lumpkin, Eisner, Strategic Management (text and cases)

(MTPM8Z) METHODOLOGICAL STUDIES 2 7 cr

(MTPM003) Applied Research Methods

Credits: 4 cr Timing: 3rd yr

Learning Objectives: This course will provide students with a thorough understanding of research methods and their application in tourism processes, their relevance in business decision making and it also provides a basis for the study of relevant qualitative and quantitative analysis procedures.

Contents: The research process and central methods
The research problem and questionnaire design
Qualitative and action research
Overview of analysis procedures

Learning Methods: Lectures, case studies, exercises and research project

Assessment Methods: Research project

Bibliography: To be announced

(MTPM004) Statistics

Credits: 3 cr Timing: 3rd yr

Learning Objectives: The general aim of this course is to improve the student's understanding of theoretical research and practical problem solving, how to collect information and how systematic the collection of information should be as well as the use of primary and secondary data. On completing this course students will be able to use statistical parameters, the most common statistical methods, the foundation of hypotheses testing and interpretation of results.

Previous Learning: Proficiency tests or recognised refresher course pass, Basics of Research

Contents: Uni-bidimensional distribution tables and statistical parameters
Graphical presentation of parameters
Dependency: correlation and regression analysis
Hypothesis testing and general tests
The use of data analysis by doing exercises with software packages

Learning Methods: Lectures, classroom practical exercises and the individual use of the SPSS -program

Assessment Methods: Exam or / and exercises

Bibliography: To be announced

(MTW11Z) FREE-CHOICE STUDIES 15 cr

(MTW005) Russian Tourism

Credits: 3 cr Timing: 2nd - 3rd yr

Learning Objectives: To gain a broad overview of tourist operations Finland and other countries to Russia.

Contents: Russian tourism destinations and attractions

Learning Methods: Course orientations and closing seminar in the class. Group assignments on agreed themes A 5 day fact finding trip to St. Petersburg. Cost of the trip on student's own expenses appr. 150 euros.

Assessment Methods: Portfolio containing learning diary and assignments

Bibliography: Reading list/material provided by lecturer

(MTW009) Destination Marketing

Credits: 3 cr Timing: 2nd-3rd yr

Learning Objectives: Becoming a recognized, desired destination is a demanding marketing challenge. During the course students will approach the marketing of countries, regions and places from different angles.

Contents: Marketing of countries, regions and places from theoretical and practical angles.

Bibliography: To be announced

(MTW040) Tour Operations

Credits: 3 cr Timing: 2nd - 3rd yr

Learning Objectives: Students will be conversant with tour operating and what it involves from the point of view of the consumer and service provider.

Contents: Theoretical back ground of tour operating
Destination Management
Tourism attraction factors and trends

Learning Methods: Lectures Tasks and exercises Field trip to Greece, Turkey or another significant holiday destination. Students must cover a part of the cost of the field trip themselves, amount will be announced later. Estimated cost of the trip for students 250-300 euros.

Assessment Methods:	A research report on a pre-agreed topic, completed in groups and presented during a seminar. Learning diary.
Bibliography:	To be announced

(MTT10Z) THESIS 15 cr

(MTT001) Thesis and Maturity Test

Credits:	15 cr	Timing:	3rd - 4th yr
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Learning Objectives: The thesis provides an opportunity to study a problem or scheme in depth and from a critical standpoint. It can be accomplished in the form of a piece of research, development project or applied research. The thesis must be of use in working life and it should promote the professional orientation of the students. Students will also participate in seminars where they will present their research topic and results as well as assessing other students' work. Students must also complete a maturity test.

Previous Learning: Applied Research Methods, Statistics

Contents: Seminar presentations of chosen thesis subject and participation in seminars
Assessment of other students' thesis and acting as opponent for other students' work
After the thesis topic has been accepted students will be nominated a thesis supervisor.
Compilation of subject analysis and research plan after which the thesis can be completed and then presented during the seminar. The maturity test is completed after the thesis has been presented.

Bibliography: Reading list/handouts provided by lecturer

(MTH09Z) PRACTICAL TRAINING 30 cr

(MTH001) Practical Training

Credits:	30 cr	Timing:	3rd yr
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Learning Objectives: Students will have the opportunity to familiarise themselves with the jobs and duties of their chosen field as well as learning to develop and assess their own work and working environment. Students should apply for training places themselves in a domestic or foreign company or public organisation.

Contents: Seminars before and after the practical training period.
Practical training period in a tourism/hospitality company/public organisation
Training reports and assignments
More detailed instructions and forms are available in moodle that will be presented during the practical training seminars.

Assessment Methods: Practical training, reports and documentation