

BACHELORS DEGREE IN HOSPITALITY MANAGEMENT

The field of Tourism, Catering and Domestic Services offers a Degree Programme in Tourism delivered in Finnish and in English (Degree Programme in Tourism). The Degree Programme in Tourism delivered in Finnish has two alternative majors: Activity Tourism and Tourism Service Production and Development.

Head of School: Heli Itkonen
 Head of Degree Programme: Mervi Väisänen
 Study Secretary: Eila Happonen

The Degree Programme in Tourism

The Degree Programme in Tourism leads to a University of Applied Sciences' Bachelors Degree qualification in Hospitality Management. The name of the qualification is Restonomi (AMK) in Finnish, in English Bachelor of Hospitality Management. The degree programme is worth 210 credits and it should take 3.5 years to complete with a maximum completion time of 4.5 years. There are 40 study places on this degree programme. The degree programme comprises basic studies, professional studies, free-choice studies, practical training, and thesis. During their professional studies, students select their major from two options – Activity Tourism and Tourism Service Production and Development. The Activity Tourism major will be delivered in cooperation with the degree programme in Sports and Leisure Management.

General objectives

Hospitality Management graduates will possess expertise in co-operation and work within a variety of fields. The underlying theme of the programme is the development of creativity, entrepreneurship, international competences and self-awareness. Students will gain practical experience during their assignments that are carried out in close collaboration with tourism and hospitality businesses and operators.

In order to develop tourism, graduates must also possess knowledge of production and distribution channels and skills in product development, marketing, finances and leadership. Tourism services consist of many different parts such as accommodation, food, transport, programme, conference and congress management services.

In the Activity Tourism major students will gain comprehensive knowledge of different forms of exercise-centred activity and nature tourism, wellness tourism as well as how to manage and organize different kinds of events and meetings. Students will deepen their know-how by planning, carrying out and assessing tourism products. Students completing the Activity Tourism major will complete their studies with students from the Sports and Leisure Management degree programme also completing this major.

Those majoring in Tourism Service Production and Development will become competent in the versatile and interesting field of tourism service production and development. They will learn to work in different environments and to take into account the opportunities provided by local culture in the planning of different services for Finnish and international customers alike. Students will also become proficient in organising events while learning to take into account business feasibility and profitability in the planning of different services.

The objectives of the degree programme include the following work based objectives i.e. competences:

Subject specific competences	Description of the competence
Degree programme in Tourism	

Service-mindedness	<p>understands that hospitality is one of the central values and success factors of the sector.</p> <p>can provide healthy, safe and profitable services which promote customers' wellbeing.</p> <p>can take aesthetic and ethical perspectives into account when providing services (premises, service products, communication).</p> <p>is familiar with the principles of consumer behaviour and can make use of them in developing services.</p>
Service systems	<p>can plan, produce and develop services to suit the needs of the operating environment.</p> <p>can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work)</p> <p>can develop services using product development and commodification methods</p> <p>is aware of the safety requirements for the sector and can apply them to his/her own work.</p>
Service management	<p>knows and understands company strategies and can make use of them in managing service operations.</p> <p>can plan, implement and evaluate his/her own and the department's daily supervisory management activities.</p> <p>can organise a work community and make use of the skills of individuals, teams and communities.</p>
Business know-how	<p>can analyse customerships from the point of view of service development.</p> <p>understands the main concepts of business and has internalised the principles of a commercial approach.</p> <p>can predict the effect of alternative operating methods on financial results and competitiveness.</p> <p>can apply the principles of entrepreneurship, both as an entrepreneur and as an employee.</p> <p>can operate in, make use of and develop various kinds of networks.</p>
Tourism service environments	<p>can develop service environments and networks related to leisure and business travel.</p> <p>understands the significance of internationalisation, globalisation and different cultures for services and their development.</p> <p>can work in various international operating environments.</p> <p>can benefit from applying the characteristics of national cultures in developing tourism.</p> <p>can develop regional strengths and improve regional influence in tourism.</p>

Annual Themes – Description of Progress in Studies

1st year – Observer of tourism

- conversant with basic concepts
- knowledge of those active in tourism and hospitality
- conversant with basic customer service skills

2nd and 3rd year – Implements and is a competent tourism service provider

- knows the central content of knowledge and research related to the field of tourism
- is able to interface with customers and within different tourism operator environments
- possess the most crucial working methods
- develops as an information retriever and team member

4th year – Developer of tourism or food services

- ability to apply the latest knowledge to develop the field of tourism and tourism products

DEGREE PROGRAMME IN TOURISM 210 CR

BASIC STUDIES	60 cr
Introduction to Tourism Services	25 cr
Business Competence 1	11 cr
Communication and Interaction Competence 1	24 cr
PROFESSIONAL STUDIES	90 cr
A. Activity Tourism Major	40 cr
B. Tourism Service Production and Development	40 cr
Business Competence 2	37 cr
Communication and Interaction Competence 2	13 cr
PRACTICAL TRAINING	30 cr
THESIS	15 cr
FREE-CHOICE STUDIES	15 cr

DEGREE PROGRAMME IN TOURISM COURSES

Basic Studies 60 cr

Basics of Tourism Services	25 cr
Introduction to Tourism	4 cr
Tourism Geography of Finland and the World	3 cr
The Accommodation Business	3 cr
Tourism Programme Services	3 cr
Introduction to Food Services and Nutrition	3 cr
Serving and Bar Services	3 cr
Hygiene and Sanitation	3 cr
Safety and First Aid	3 cr
Business Competence 1	11 cr
Business Activities in the Tourism and Hospitality Sector	4 cr
Introduction to Marketing and Customer Service	4 cr
Business Mathematics	3 cr
Communication and Interaction Competence 1	24 cr
Finnish Language and Communication	6 cr
Svenska inom turismen 1	3 cr
Basics of Tourism English	3 cr
Interactive English	4 cr
IT and eCommunication	5 cr
Personal Development Programme	3cr

PROFESSIONAL STUDIES 90 CR

Activity Tourism Major	40 cr
Basics of Activity Tourism	5 cr
Activity Tourism	3 cr
Sustainable Tourism	3cr
Forms of Activity Tourism	10 cr
Summer Activities	4 cr
Winter Activities	4cr
Adventure and Experience in Tourism	2 cr
Forms of Wellness Tourism	10 cr
Wellness Tourism and its Commodification	5 cr
Wellness in Tourism Service Products	5cr
Local Culture and Food as a Part of Wellness Tourism	5 cr
Food as a Part of Wellness	2 cr
Finnish Culture and Local Competence	3 cr
Activity Tourism Product Development and Business Competence	5 cr
Activity Tourism Product Development and Business Competence	5 cr

Project Studies Project Studies	5 cr 5 cr
Tourism Service Production and Development Major	40 cr
Cultural Competence Finnish Culture and Local Competence World Cultures Adventures in Food Culture	9 cr 3 cr 3 cr 3 cr
Events Management and Project Activities Events and Project Activities	9 cr 9 cr
Planning and Producing Tourism Services Tourism Service Product Development and Commodification Strategic Planning in Tourism Tour Operating Sustainable Tourism Food Services in Tourism Accommodation Services Tourism Transport Services	22 cr 4 cr 3 cr 3 cr 3 cr 3 cr 3 cr 3 cr
Common Professional Studies	
Business Competence 2 Contract and Corporate Law Marketing Communication Negotiative Selling Marketing Tourist Services Introduction to Accounting Management Accounting Leading a Service Company Planning and Developing a Business E Commerce in Tourism Research and Development Activities	37 cr 3 cr 3 cr 3 cr 3 cr 4 cr 5 cr 5 cr 3 cr 3 cr 5 cr
Communication and Interaction Competence 2 Svenska inom turismen 2 Business Communication Skills English Tourism Professionals Academic Writing	13 cr 3 cr 3 cr 4 cr 3 cr
Practical Training Practical Training	30 cr 30 cr
Thesis Thesis	10 cr 10 cr
Free-Choice Studies Free-Choice Studies	15 cr 15 cr

COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MMPE0Z) THE PRINCIPLES OF TOURISM SERVICES 25 cr

(MMPE001) Principles of Tourism

Credits: 4 cr Timing: 1st yr

Learning Objectives: Students will know the history and current situation of tourism, while understanding tourism as a phenomenon and its effects on the environment.

Contents: History and basic concepts of tourism
Departure areas, routes and target destinations and factors affecting attraction and non-attraction in tourism
The economic significance of tourism in a region
Tourism and the environment
Current themes in tourism

Learning Methods: Lectures and assignments

Assessment Methods: Assignments, exam and practical training

Bibliography: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2008)
Further material as indicated by the teacher

(MMPE002) Tourism Geography of Finland and the World

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be able to form an overview of tourism areas and routes in Finland and the world, as well as the future of tourism.

Previous Learning: Principles of Tourism

Contents: Students will be able to form an overview of tourism areas and routes in Finland and the world, as well as the future of tourism.

Learning Methods: Lectures and assignments

Assessment Methods: Exam and assignments

Bibliography: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism Principles and Practice (2008)
Vuoristo & Vesterinen: Lumen ja suven maa (2009)
Other material will be given out during lessons

(MMPE003) The Accommodation Business

Bibliography: To be announced

Bibliography: Ensiaapuopas. 2006. SPR, Duodecim.
Consumer Rights Agency instructions for programme service providers
Turisti turvassa and other material associated with the tourism safety certificate
training course

Interest and compound interest calculation and application
Credit
Business functions

Learning Methods: Lectures and exercises

Assessment Methods: Exam and exercises

Bibliography: Karjalainen, L., Optimi -matematiikkaa talouselämän ammattilaisille, 2005

(MMPG0Z) COMMUNICATION AND INTERACTION SKILLS 1 24 cr

(MMPC001) Finnish Language and Communication

Credits: 6 cr Timing: 1st yr

Learning Objectives: Students will know how to express themselves in different communication situations while being aware of procedures used in meetings and negotiations. Students will also be proficient in writing in a manner appropriate to their chosen profession. They will also be conversant with the principles of academic writing and be able to produce business correspondence.

Contents: Stage fright
Use of voice
Speeches for academic and other situations
Giving and justifying your opinion
Different forms of corporate communication negotiations and meetings
Documents and reporting
Academic writing, references and sources
Punctuation and grammar
Document standards, basic business correspondence, emails
Email

Learning Methods: Contact teaching, assignments and practical exercises R&D course 2 cr

Assessment Methods: Exam, assignments and practical oral and written reporting. Written communication will be completed as a separate part of the course

Bibliography: Repo-Nuutinen: Viestintätaito
Kortetjärvi-Nurmi, Kuronen, Ollikainen: Yrityksen viestintä

(MMPC002) Swedish: Svenska inom turismen 1

Credits: 3 cr Timing: 1st yr

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 and Finland as an ideal tourist destination.

Previous Learning: Proficiency test

Contents: Grammar revision
Tourism speaking situations
Presenting a tourism company'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

(MMPG001) Basics of Tourism English

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will know how to deal with a foreign guest in a customer service situation and to apply for a work or practical training place abroad

Previous Learning: Proficiency test

Contents: Grammar review
University of applied sciences studies
Job application
Tourism company operations
Customer service

Learning Methods: Small group teaching

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

Bibliography: Handout

(MMPG002) Interactive English

Credits: 4 cr Timing: 1st yr

Learning Objectives: Students will have in depth oral, written and interaction skills in English for use in a multicultural environment.

Previous Learning: Basics of Tourism English

Contents: Discussion practice
Presentation of a tourist area
Process writing

Learning Methods: Small group teaching

Assessment Methods: Oral presentations, written assignments, continual assessment

Bibliography: Handout

(MMPG003) Information Technology and E-communication

Credits: 5 cr Timing: 1st yr

Learning Objectives: Students will know the main features of presentation graphics, word processing and

spreadsheet calculation and how to use them for their work. Students will also be able to use the most common electronic communication tools.

Contents:	Secure data processing Basics of PowerPoint, Word and Excel Using social media for study and work
Learning Methods:	Lectures and exercises
Assessment Methods:	Exams, exercises and practice
Bibliography:	Lammi, Outi. Excel 2007. Lammi, Outi. Power Point 2007. Lammi Outi. Word 2007. Leino, Antti. Dialogin aika. Markkinoinnin ja viestinnän digitaaliset mahdollisuudet, 2009. Other material will be announced by the teacher

(MMPD003) Personal Development Programme

Credits:	3 cr	Timing:	1st - 4th yr
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Learning Objectives: Students will gain insight into the UAS and the field they have chosen to study, as well as learning to use student services. They will also learn how to plan their studies, evaluate what they have learnt as well as gaining the tools to monitor their own professional development. The programme also covers how to accomplish online studies.

Contents:	Studying at a UAS Study skills and learning environment Student services Tutor groups Study planning Professional development Moving on to working life
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Learning Methods: Lectures, group work, planning and personal progress review discussions and online learning

Assessment Methods: Participation and accomplishment of all assignments

Bibliography: Study guide, e material and study handouts

OPTIONAL PROFESSIONAL STUDIES

ACTIVITY TOURISM SPECIALIZATION OPTION

(MMAR0Z) PRINCIPLES OF ACTIVITY TOURISM 5 cr

(MMAR001) Activity Tourism

Credits:	2 cr	Timing:	2nd yr
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Learning Objectives: Students will know the different forms of activity tourism today and future trends in this field as well as being able to perceive activity tourism as a part of the tourism sector. Students will also understand the significance of quality in terms of a tourism company's competitive advantage.

Contents: Forms of activity tourism
The activity tourist
Supply and demand in activity tourism
Quality control and quality control systems

Learning Methods: Lectures, group assignments

Assessment Methods: assignments and exam

Bibliography: to be announced

(MMAR002) 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.

Contents: Sustainable tourism approaches
Environmental effects of tourism
Socio-cultural effects of tourism
Tourism companies and environmental systems and labels
The responsible tourist
Alternative-usual mass tourism
Ecotourism

Learning Methods: Online studies, independent studies

Assessment Methods: Learning diary, assignments, online discussion forum

Bibliography: Weaver, D. (2006). Sustainable tourism: Theory and Practice, Elsevier
Butterworth-Heinemann
Further material as indicated by the teacher

(MMAR1Z) FORMS OF ACTIVITY TOURISM 10 cr

(MMAR101) Summer Activities

Credits: 4 cr **Timing:** 2nd yr

Learning Objectives: Students will know the main concepts of summer activities and the structures associated with supply and demand. They will be able to plan and implement summer tourism products.

Contents: Nature and recreational tourism products and destinations
Planning summer activity products
Organising a summer activity trip
Instruction of group

Learning Methods: Contact teaching, introduction to activities, study and company visits

Assessment Methods: Coursework, assignments and exam

Bibliography: To be announced

(MMAR102) Winter Activities

Credits: 4 cr Timing: 2nd yr

Learning Objectives: Students will know the main concepts of winter activities, being able to recognise the structures associated with supply and demand. They will be able to plan and implement a winter tourism product.

Contents: Nature and recreational tourism products and destinations
Planning winter activity products
Organising a winter activity trip
Instructing the activities
Instructing a group

Learning Methods: Contact teaching, introduction to activities, study and company visits

Assessment Methods: Coursework, assignments and exam

Bibliography: To be announced

(MMAR103) Adventures and Experiences in Tourism

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

Learning Objectives: Students will be proficient in adventure education, being able to apply adventure education methods in tourism.

Contents: Adventure activities
Basics of adventure education
Instructing and group dynamics

Learning Methods: Lectures and assignments

Assessment Methods: Active participation and assignments

Bibliography: To be announced

(MMAR2Z) FORMS OF WELLNESS TOURISM 10 cr

(MMAR201) Wellness Tourism and its Commoditization

Credits: 5 cr Timing: 2nd yr

Learning Objectives: Students will know the basics of wellness tourism and its services, being able to recognise and describe the features of wellness tourism and to commodify wellness services.

Contents: Concepts of wellness tourism
Special features of wellness tourism products

Forms of wellness tourism and its products
Commoditisation and pricing of wellness services

Learning Methods: Contact teaching and assignments based on real working life

Assessment
Methods: Exam and assignments

Bibliography: Suontausta, H. & Tyni, M. 2005. Wellness matkailu - hyvinvointi matkailun tuotekehityksessä.
Further material as indicated by the teacher

(MMAR202) Wellness Consultation in Tourism Service Products

Credits: 5 cr Timing: 2nd - 3rd yr

Learning Objectives: Students will know how to instruct customers to adopt health promoting habits and the effects on health of different forms of exercise.

Previous Learning: Basics of Health Promoting Exercise

Contents: Exercise instruction methods
Fitness tests and compiling exercise programmes

Learning Methods: Lectures and supervised exercises

Bibliography: As indicated by the teacher

(MMAR3Z) LOCAL CULTURE AND CUISINE AS A PART OF WELLNESS TOURISM 5 cr

(MMAR301) Food and Wellness

Credits: 2 cr Timing: 2nd yr

Learning Objectives: Students will understand the significance of food as a part of wellness tourism.

Contents: Nutrition and health
Healthy diet

Learning Methods: Lectures, assignments

Assessment
Methods: Assignment

Bibliography: To be announced

(MMAR302) Finnish Culture and Local Competence

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will possess a basic knowledge of the Finnish way of life and culture, being able to apply culture and local knowledge in tourism.

Contents: The background to Finnishness

National and local culture
 Significant events, people, places and phenomena
 The 'local' in tourism product development

Learning Methods: Mainly delivered online

Assessment Methods: Online assignments, presentation of product development assignment and exam

Bibliography: Online material and appropriate source literature

(MMAR4Z) DEVELOPING ACTIVITY TOURISM PRODUCTS AND BUSINESS COMPETENCE 5 cr

(MMAR401) Developing Activity Tourism Products and Business Competence

Credits: 5 cr Timing: 2nd - 3rd yr

Learning Objectives: Students will know how to analyse the tourism company development requirements, how to apply creative models in teams, and assess the feasibility and risks of their ideas. Students will be proficient in the commoditisation process, being able to build exciting, ethically sustainable service packages that fulfil customers' quality demands.

Contents: Product development
 Segment selection and needs analysis
 Operational environment
 Quality
 Pricing
 Product safety (law)
 Profitability
 Product description

Learning Methods: Blended

Assessment Methods: Exam and assignments

Bibliography: To be announced

TOURISM SERVICES PRODUCTION AND DEVELOPMENT SPECIALISATION OPTION cr

(MMAR6Z) CULTURAL COMPETENCE 9 cr

(MMAR302) Finnish Culture and Local Competence

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will possess a basic knowledge of the Finnish way of life and culture, being able to apply culture and local knowledge in tourism.

Contents: The background to Finnishness
National and local culture
Significant events, people, places and phenomena
The 'local' in tourism product development

Learning Methods: Mainly delivered online

Assessment Methods: Online assignments, presentation of product development assignment and exam

Bibliography: Online material and appropriate source literature

(MMAE003) World Cultures

Credits: 3 cr **Timing:** 3rd yr

Learning Objectives: Students will be conversant with world cultures and subcultures, cultural regions and key cultural syndromes. The course provides the opportunity 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. Teaching language is English.

Assessment Methods: Individual assignment and group work.

Bibliography: Material provided by lecturer

(MMAM007) Food Culture Adventures

Credits: 3 cr **Timing:** 2nd yr

Learning Objectives: Students will be able to describe and explain food and drink culture in different countries and eras for use in tourism.

Contents: Food in the history of mankind
Finnish food culture
Recent food culture history
World cuisine
Planning and implementing a food based experience

Learning Methods: Lectures, exercises and work in the learning kitchen.

Assessment Methods: Assignments

Bibliography: To be announced

(MMAR8Z) PLANNING AND IMPLEMENTING TOURISM SERVICES 22 cr

(MMAR801) Tourism Service Planning and Commoditization

Credits: 4 cr Timing: 3rd yr

Learning Objectives: Students will know the significance of the product as a competitive advantage based on the needs and expectations of the customer. They will be able to plan, describe and price products and product combinations and to assess the profitability of company product solutions on a yearly basis.

Previous Learning: Marketing Tourism Services

Contents: The concepts of products and experience
The product development process
Customer target groups and markets
Tourism service quality and quality systems
Pricing and payback logic of a service product

Learning Methods: Blended

Assessment Methods: Assignments, compilation of a company's annual product plan

Bibliography: Komppula R. & Boxberg M. 2002. Matkailuyrityksen tuotekehitys. Edita. Helsinki. .
Kotler P., Bowen J., Makens J. 2006. Marketing for Hospitality and Tourism. Pearson Education Inc. Upper Saddle River, NJ, USA. Sopivin osin.
Borg P., Kivi E& Partti M. 2002. Elämyksestä elinkeinoksi. WSOY. Juva
Other material to be agreed at the beginning of the course

(MMAF002) Strategic Planning in Tourism

Credits: 3 cr Timing: 3rd or 4th yr

Learning Objectives: Students will be proficient in international, national and regional tourism planning while gaining an overview of the role of tourism in the regional economy. The course covers the interactive nature of regional development and strategic planning procedures.

Previous Learning: Introduction to Tourism Tourism Geography of Finland and the World

Contents: International, national and regional strategic planning in tourism.
Tourism strategies and their creation
Recognising regional development requirements and different forms of development work in the tourism and hospitality business.

Learning Methods: Lectures, group work and visiting experts

Assessment Methods: Exam and assignments

Learning Methods: Lectures, company visits, assignments

Assessment
Methods: Assignment

Bibliography: To be announced

(MMAR902) Accommodation Services

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will know how to carry out accommodation reservation procedures and the check-in/check-out process. Students will also be proficient in profitability monitoring and pricing. They will also have knowledge of accommodation safety and responsible tourism.

Previous Learning: Accommodation Business

Contents: Marketing accommodation
Accommodation reservation procedures
The Check-in, living and check-out process
Profitability, pricing, monitoring and leadership
Safety
Responsible tourism

Learning Methods: Lectures, assignments and company visits

Assessment
Methods: Exam and assignments

Bibliography: Asunta, Brannare-Sorsa, Kairamo, Matero: Majoitus- ja matkailupalvelu
Further literature will be announced

(MMAR903) Transport Services in Tourism

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will understand the significance of tourist transportation in tourism clusters and will be able to perceive the necessity of transport services to guarantee the availability of tourism services.

Previous Learning: Tourism Basics

Contents: Forms of transport and tourist flow
The significance of tourist transport to the destination
Air transport
Land transport
Water transport

Learning Methods: Blended

Assessment
Methods: Assignments and exam

Bibliography: To be announced

Communication and interaction in a sales negotiation
 Phases of a sales negotiation
 Effective sales and developing sales work
 Planning and organising sales

Learning Methods: Contact teaching and assignments

Assessment Methods: Activeness and participation, set assignments

Bibliography: Havunen, R. Uusi näkökulma asiakkaaseen - oivaltamisen kautta tuloksiin, Edita 2000.
 Chitwood, R: Huipputasoin myyntitaito. Asiakaslähtöisen myyntityön 7 vaihetta, Oy Rastor Ab.
 Further material as indicated by the teacher

(MMAL004) Marketing of Tourism Services

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will know the basic competition methods of tourism service marketing, being able to assess them in practice.

Previous Learning: Introduction to Marketing and Customer Service

Contents: Special features of tourism service marketing
 Image and brand concepts in tourism
 Pricing and special features of tourism services
 Tourism distribution channels
 Special features of domestic and foreign marketing

Learning Methods: Lectures and assignments

Assessment Methods: Assignments and exam

Bibliography: Albanese, P., Boedeker, M., Matkailumarkkinointi
 Puustinen A., Rouhiaianen U. Matkailumarkkinoinnin teorioita ja työkaluja
 Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, as appropriate
 Further literature and supplementary material to be announced

(MMAL009) Introduction to Accounting

Credits: 4 cr Timing: 2nd yr

Learning Objectives: Students will know how to do basic double entry book-keeping and financial statements. They will know how to assess a company's financial situation on the basis of its result calculation and balance.

Contents: Corporate financial operations and accounting
 Bookkeeping and financial statements
 The basics of VAT
 Introduction to financial statement analysis

Learning Methods: Lectures, exercises and online studies

Assessment Exam and exercises

Methods:

Bibliography: Jormakka R. - Koivusalo K. - Lappalainen J. - Niskanen M., Laskentatoimi

(MMAL005) Management Accounting

Credits: 5 cr Timing: 3rd yr

Learning Objectives: Students will understand how accounting supports management decision making and how to do and use financial and profitability calculations and use them in decision making.

Contents: Company economic processes and operational planning
Pricing calculation
VAT in the tourism and hospitality industry
Profitability calculations
Budgeting
Activity-based accounting

Learning Methods: Lectures, exercises and online studies

Assessment Exam and assignments
Methods:

Bibliography: Selander K.- Valli R., Hinnointelu ja kannattavuus matkailu- ja ravitsemisalalla
Jormakka R. - Koivusalo K. - Lappalainen J. - Niskanen M., Laskentatoimi

(MMAL007) Leading a Service Company

Credits: 5 cr Timing: 2nd yr

Learning Objectives: Students will have an overview of leadership and an understanding of the activities carried out by different people in an organisation. Students will know the procedures used to regulate staff resources, to ensure competence and skills needed in the business and to maintain job motivation.

Contents: The roles and tasks of a leader
Leadership models
Organisational structures
The individual in an organisation
Groups and teams in an organisation
Organisation culture
Human resource planning and recruitment
Job orientation and instruction
Organising and shaping work
Staff development
Incentives

Learning Methods: Lectures and assignments

Assessment Assignments and exam
Methods:

Bibliography: to be announced

(MMAS102) Planning and Developing a Business

Assessment Methods:	Assignments and exam
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Bibliography: Assignments and exam

(MMAS2Z) COMMUNICATION AND INTERACTION COMPETENCE 2 13 cr

(MMAN001) Swedish: Svenska inom turismen 2

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will be capable of dealing with tourism written and spoken communication situations. They will be proficient in dealing with tourism routine correspondence and they will practise negotiating in a variety of business situations.

Previous Learning: Svenska inom turismen 1

Contents: Business communication
Tourism programmes
Negotiations
Job application

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, written exam and oral presentation

Bibliography: Study handout

(MPAA002) Business Communication Skills

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will be able to communicate orally and in writing as required in tourism situations, using different communication tools

Previous Learning: Basics of Tourism English, Interactive English

Contents: Tourism company communication
(reservations, confirmations, cancellations, alterations, complaints)
Payment transactions
Negotiations

Learning Methods: Small group teaching

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

Bibliography: Handout

(MMAS201) English for Tourism Professionals

Credits: 4 cr Timing: 3rd yr

Learning Objectives: Students will be able to discuss current affairs in tourism and to plan and present a tourism product.

Previous Learning: Basics of Business English, Interactive English, Business Communication Skills

Contents: Current texts
Tourism product planning and presentation
Academic writing

Learning Methods: Small group teaching

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

Bibliography: Handout

(MAPH003) Academic Writing

Credits: 3 cr Timing: 3rd - 4th yr

Learning Objectives: Students will know how to write a cohesive, clear and analytical thesis, being able to use professional written language for different tasks. Students will know how to use sources in an appropriate and critical way.

Contents: How to compile a text
Scientific writing instructions
Proofreading

Learning Methods: Group work and work on own thesis

Assessment Methods: Thesis

Bibliography: Thesis instructions, handout.
Hirsjärvi, Remes & Sajavaara, Tutki ja kirjoita

(VAPAAZ) FREE-CHOICE STUDIES 15 cr

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging expertise.

(MMWA009) Adventure Education

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

Learning Objectives: Students will deepen their knowledge of adventure education enabling them to apply adventure education methods.

Previous Learning: Introduction to Tourism, Adventure Tourism

Contents: Group dynamics, maintaining the spirit of the group
The theory of adventure education
Adventure activities

Learning Methods: Lectures and exercises. Weekend camp

Assessment Methods: Active participation, assignment

Bibliography: To be announced

(MMWA059) Nature and Activity Tourism

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

Learning Objectives: To provide the skills to plan and carry out long-term nature and exercise tourism products

Previous Learning: Nature and Exercise Tourism 1

Contents: Planning, organising and implementing long-term nature and exercise tourism products.

Learning Methods: Lectures, Assignments, A hike

Bibliography: To be announced

(MMWA018) History of Tourism

Credits: 3 cr Timing: 1st - 4th yr

Learning Objectives: Students will be conversant with the history of tourism to the present day.

Previous Learning: Forms of Tourism or Introduction to Tourism

Contents: Different eras in tourism history.

Learning Methods: Independent web studies

Assessment Methods: Assignments as virtual studies

Bibliography: Kostiainen A., Ahtola J., Koivunen L., Korpela K ja Syrjämaa T. Matkailijan ihmeellinen maailma. Matkailun historia vanhalta ajalta omaan aikaamme (2004)
Further reading to be announced at the outset of the course

(MMWA013) Doorman Training Course

Credits: 3 cr Timing: 1st - 4th yr

Learning Objectives: This training course provides those who pass it with the opportunity to apply for a doorman/bouncer card.

Contents: Ministry of the Interior training material
Visiting experts. Practical exercises.

Learning Methods: 24 H / lectures + 16 H practical training and exercises

Assessment Methods: Exam and exercises

Bibliography: Ministry of the Interior training handout

Bibliography: Material as indicated by the teacher

(MMWA011) Wildlife Watching

Assessment Methods:	Exam and assignments
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Bibliography: Lahdenkauppi, M. ja Rinta-Huumo, A., Juomavalintoja ravintolassa
www.alko.fi
 Other material will announced at the beginning of the course

(MMOA0Z) THESIS 15 cr

(MMOA001) Thesis

Credits: 15 cr Timing: 3rd - 4th yr

Learning Objectives: Students will be able to examine an area related to their field in an in depth and critical way. Students will be able to participate in research and development activities and express themselves orally and through writing in a manner appropriate to their professional field.

Previous Learning: Introduction to Research and Development

Contents: Topic analysis
 Thesis plan
 Thesis
 Seminars
 Maturity test

Learning Methods: R&D course

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita
 Thesis instructions

(MMHA0Z) PRACTICAL TRAINING 30 cr

(MMHA001) Practical Training

Credits: 30 cr Timing: 3rd yr

Learning Objectives: Students will gain experience of work tasks related to their chosen professional field while learning to develop and assess their work and their work environment. Students must find their own practical training place in a company or public organisation abroad or in Finland.

Contents: Practical training seminars before and after the practical training period
 Practical training in a tourism, hospitality (food) or domestic services business
 Practical training reports and tasks and participation in discussion online.

Assessment Methods: Practical training, reporting and participation in online discussions.