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 Happo

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	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, communication).
	is familiar with the principles of consumer behaviour and can make use of them in developing services.
Service systems	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	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	can analyse customerships 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.
Tourism service environments	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 – 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

$2^{nd} \ and \ 3^{rd} \ year-Implements \ and \ is \ a \ competent \ tourism \ service \ provider$

- 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

DEGREEE 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	
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	
Serving and Bar Services	
Hygiene and Sanitation	
Safety and First Aid	
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	
Communication and Interaction Competence 1	
Finnish Language and Communication	6 cr
Svenska inom turismen 1	
Basics of Tourism English	
Interactive English	
IT and eCommunication	5 cr
Personal Development Programme	3cr

PROFESSIONAL STUDIES 90 CR

Activity Tourism Major	
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	
Activity Tourism Product Development and Business Competence	5 cr

Project Studies	5 cr
Project Studies	5 cr
3	
Tourism Service Production and Development	40 cr
Major	
1,14,101	
Cultural Competence	9 cr
Finnish Culture and Local Competence	3 cr
World Cultures	3 cr
Adventures in Food Culture	3 cr
Events Management and Project Activities	9 cr
Events and Project Activities	9 cr
Planning and Producing Tourism Services	22 cr
Tourism Service Product Development and Commodification	4 cr
Strategic Planning in Tourism	3 cr
Tour Operating Sustainable Tourism	3 cr
Food Services in Tourism	3 cr 3 cr
Accommodation Services	3 cr
Tourism Transport Services	3 cr
Tourishi Transport Services	3 (1
Common Professional Studies	
Business Competence 2	37 cr
Contract and Corporate Law	3 cr
Marketing Communication	3 cr
Negotiative Selling	3 cr
Marketing Tourist Services	3 cr
Introduction to Accounting	4 cr
Management Accounting	5 cr
Leading a Service Company	5 cr
Planning and Developing a Business	3 cr
E Commerce in Tourism	3 cr 5 cr
Research and Development Activities	
Communication and Interaction Competence 2	13 cr
Svenska inom turismen 2	3 cr
Business Communication Skills	3 cr
English Tourism Professionals	4 cr
Academic Writing	3 cr
Academic Writing Proportion Transing	
Practical Training	30 cr
Practical Training	30 cr
Thereig	10 cr
Thesis	
Thesis	10 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

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will know how to compare different forms of accommodation, being able

to perceive the internal and external operational environment of an accommodation

company.

Contents: The history of accommodation in Finland and around the world

Accommodation services in Finland

The external and internal operational environment of accommodation provision

Learning Methods: Lectures and group assignments

Assessment Methods:

Exam, assignments and practical training

Bibliography: Asunta, Brännare-Sorsa, Kairamo, Matero: Majoitus- ja matkailupalvelu (2005)

Other material will be given out and announced during lectures.

(MMPE004) Tourism Programme Services

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students recognise programme services as part of tourism, being able to explain the

structure of the programme service sector and to combine nature, exercise, wellness

and culture services as part of activity tourism programme services.

Contents: Tourism programme services - structure of sector

Markets and their development

Programme service production and methods

Success factors, problems and development needs in the sector

Future trends

Activities as part of programme services

Learning Methods: Lectures, small group assignments, company visits

Assessment

Methods:

Assignments and exam

Bibliography: Verhelä, P. ja Lackman, P. 2003, Matkailun ohjelmapalvelut, WSOY Porvoo

(MMPM004) Introduction to Food Services and Nutrition

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will understand the significance of food as an important part of tourism

services and the various requirements that tourists have concerning food.

Contents: Occupational safety and ergonomics in kitchen work

Meal types Nutrition Special diets

Learning Methods: Lectures, exercises and food preparation in the teaching kitchen

Assessment

Exam, assignments and practical training

Methods:

Bibliography: To be announced

(MMPE005) Serving and Bar Services

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be proficient in the basics of serving and licensing laws.

Contents: Serving food and drinks

Waiter and waitressing sales work

Licensing and bar service

Serving and bar service self-monitoring

Learning Methods: Lectures and assignments

Assessment

Exam, learning assignments and practical training

Methods:

Bibliography: Mykkänen & Ursin.2007. Tarjoilukirja. Restamark.

Anniskelulainsäädäntö, www.valvira.fi

(MMPE006) Hygiene and Sanitation

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will grasp the importance of hygiene and sanitation in tourism and will

know how to function in order to minimise hygiene risks.

Contents: Hygiene competence

Self-monitoring

Learning Methods: Lectures and assignments

Assessment Methods:

Exam and practical training

Bibliography: To be announced

(MMPA006) Safety and First Aid

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be able to operate in first aid situations and assess and evaluate safety

factors in conjunction with quality.

Contents: First aid in different situations

Being prepared for fire extinguishing

Safety in tourism services

Accomplishing the tourism safety certificate (card)

Learning Methods: Lectures, assignments and discussion

Assessment

Quizzes, first aid practice, extinguishing practice and exam

Methods:

Bibliography: Ensiapuopas. 2006. SPR, Duodecim.

Consumer Rights Agency instructions for programme service providers

Turisti turvassa and other material associated with the tourism safety certificate

training course

(MMPF0Z) BUSINESS COMPETENCE 1 11 cr

(MMPB001) Business Activities in the Tourism and Hospitality Sector

Credits: 4 cr Timing: 1st yr

Learning Objectives: Students will be conversant with the basic concepts of running a business and

economic thinking. They will also gain insight into the operational processes and

environments involved in tourism and hospitality.

Contents: Basic concepts of business operations

The functional processes of a business

External, internal and individual enterprise thinking Interest groups and stakeholders in tourism and hospitality Networking / partnership and collaborative thinking

Learning Methods: Lectures and group assignments and practical training

Assessment

Exam and assignments

Methods:

Bibliography:

Kinkki S., Isokangas J. Yrityksen perustoiminnot (2006)

(MMPB002) Introduction to Marketing and Customer Service

Credits: 4 cr Timing: 1st yr

Learning Objectives: Students will be conversant with basic marketing concepts while understanding the

operational significance and special features of service company marketing. They

will also be aware of customer service in terms of competitive advantage.

Contents: Customer oriented marketing thinking Basic concepts of marketing

Marketing competition methods

Introduction to consumer behaviour and how to produce services

Information, skills, attitudes and operational models for customer service situations

Learning Methods: Lectures, contact teaching and assignments

Assessment Methods:

Assignments, exam and practical training

Bibliography:

Kotler, P. Principles of Marketing; Lahtinen & Isoviita. Asiakaspalvelun ja

markkinoinnin perusteet.

(MMPD002) Business Mathematics

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be conversant with the required basic mathematics skills required in

business.

Previous Learning: Proficiency test

Contents: Revision of basic mathematics and improving mathematical proficiency

Profit margins and VAT

Indexes, Currencies

Interest and compound interest calculation and application

Credit

Business functions

Learning Methods: Lectures and exercises

Assessment

Exam and exercises

Methods:

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 communcation

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 Exam, assignments and practical oral and written reporting. Written communication

Methods: 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

Jokisalo-Minni: Flexservice Bibliography:

(MMPG001) **Basics of Tourism English**

Credits: Timing: 3 cr 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

Continual assessment, oral presentation, written assignments and exam

Methods:

Bibliography: Handout

(MMPG002) **Interactive English**

4 cr Credits: 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

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

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

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

assignments and exam

Methods:

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 lables

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, Elesvier

Butterworth-Heinenmann

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

Coursework, assignments and exam

Methods:

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 albe 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

Coursework, assignments and exam

Methods:

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

Active participation and assignments

Methods:

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 ad its products

Commoditisation and pricing of wellness services

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

Assessment

Exam and assignments

Methods:

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

Assignment

Methods:

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 or

(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

Online assignments, presentation of product development assignment and exam

Methods:

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

Assignments

Methods:

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 Assignments, compilation of a company's annual product plan

Methods:

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

Exam and assignments

Methods:

Bibliography: Handouts. Further literature to be announced. Current articles relevant to the field of

study

(MMAE002) Organising Tours

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

Learning Objectives: Students will be conversant with the basic principles and operational models of tour

operating while being able to perceive networks linked with tour operating.

Previous Learning: Introduction to Tourism

Contents: The principles and rules of tour operating

Operational environments

Learning Methods: Blended

Assessment Methods:

To be announced

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 lables

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, Elesvier

Butterworth-Heinenmann

Further material as indicated by the teacher

(MMAR901) Tourism Food Services

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will know different food service providers and be able to assess whether

they are suitable to tourism services.

Contents: Food service providers

Food service quality factors Food service sourcing

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

Exam and assignments

Methods:

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 signficance 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

Assignments and exam

Methods:

Bibliography: To be announced

(MMAS1Z) BUSINESS COMPETENCE 2 37 cr

(MMAL010) Contract and Commercial Law

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will know the basic principles of contract law and will be proficient in the

most common business contracts.

Contents: General contract law regulations

How contracts are made and invalidity

Representation Company forms Tourism law

Learning Methods: Online course and blended methods

Assessment Methods:

Online assignments

Bibliography:

To be announced

(MAAD002) Marketing Communications

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students will know marketing communication methods, while understanding the

significance and effects of marketing communication. Students will be proficient in the different planning phases of marketing communication and will know how to

apply them.

Previous Learning: Basics of Marketing and Customer Serviced

Contents: Integrated marketing communication

Advertising PR work Sales promotion

Marketing communication plan

Learning Methods: Lectures and assignments

Assessment

Exercises and assignments

Methods:

Bibliography: To be announced

(MMAS101) Negotiative Selling

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

Learning Objectives: Students will grasp the significance of customer psychology in profitable sales. They

will be able to analyse sales negotiations and reflect upon their own actions in the negotiation situation. Students will be proficient in the progression of different phases of the sales process as well as in the planning and leading of different areas

of sales work.

Contents: Sales psychology

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 Activenes

Activeness and participation, set assignments

Methods:

Bibliography: Havunen, R. Uusi näkökulma asiakkaaseen - oivaltamisen kautta tuloksiin, Edita

2000.

Chitwood, R: Huipputason 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 servive marketing

Image and brand concpts 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

Assignments and exam

Methods:

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 descision 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 Methods:

Exam and assignments

Bibliography:

Selander K.- Valli R., Hinnoittelu 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

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

Learning Objectives: Students will know the stages and aims of strategic planning, being able to

understand how changes in the operational environment affect operational planning and development in a tourism company. Students will know how to compile a

business plan.

Contents: Corporate strategic plannin process

Business idea, values, vision

Business ideas and clarifying the business idea

Analyses Calculations Business plan

Learning Methods: Lectures and assignments

Assessment Methods:

Business Plan

Bibliography:

To be announced

(MMAS103) E-commerce in Tourism

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

Learning Objectives: Students will grasp the significance of IT in the tourism industry and of the Internet

as an operational environment for a tourism company. They will be proficient in

services and applications appropriate to the tourism industry.

Previous Learning: Tourism Basics, Marketing and Customer Service Basics

Contents: The role of IT and its uses in different areas of the tourism industry.

Learning Methods: Lectures Exercises Online studies

Assessment

Methods:

Learning assignments

Bibliography: To be announced

(MMAS104) Research and Development Operations

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

Learning Objectives: Students will know the process of a research based development assignment and the

central methods used in such an assignments. Students will know the basics of

research: quantitative and qualitative research methods.

Contents: Development thinking

Development methods

Introduction to research methods Stages of the research process Introduction to statistical methods

Learning Methods: Lectures, assignments

Assessment

Assignments and exam

Methods:

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 Continual as

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, usign 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

Continual assessment, oral presentation, written exercises and written exam

Methods:

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

Continual assessment, oral presentation, written assignments and written exam

Methods:

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

Bibliography:

Thesis

Methods:

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

Active participation, assignment

Methods:

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 virtutal 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: Minstry of the Interior training material

Visiting experts. Practical exercises.

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

Assessment

Exam and exercises

Methods:

Bibliography: Ministry of the Interior training handout

(MPWA003) Bakery and Confectionery Products

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

Learning Objectives: Students will be able to prepare the most common bakery and confectionary

products.

Contents: Finnish and international food and bakery product culture

Different product groups

The special ingredients used in bakeries and confectionery products

Learning Methods: lectures, work in the learning kitchen and study visits

Assessment

Assignments

Methods:

Bibliography: To be announced

(MMWA067) Food as a Source of Well-being

Credits: 3 cr Timing: 2nd - 4th yr

Learning Objectives: Students will be aware of how food affects a person's well-being and will be able to

assess the challenges and risks associated with food from the viewpoints of different

customer groups.

Contents: Finnish food habits and health

Health promoting food

Food selections

The challenges for food services

Learning Methods: Independent study

Assessment Methods:

Essay and book exam

Bibliography: Material as indicated by the teacher

(MMWA068) Is Food Culture?

Credits: 3 cr Timing: 2nd - 4th yr

Learning Objectives: Students will gain an overview of food history in Finland and recognise the

challenges for food culture that development has brought about.

Contents: The history of Finnish food

Future viewpoints

Ethics

Learning Methods: Independent study

Assessment

Essay and book exam

Methods:

Bibliography: Material as indicated by the teacher

(MMWA044) Beers and Ciders

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

Learning Objectives: Students will get to know different types of beer and cider from different countries

and they will know how to evaluate their features and use.

Contents: Production techniques

Legislation

Types of beer and cider The structure of beer and cider Serving and tasting technique

Learning Methods: Lectures and small group work

Assessment

Assignments

Methods:

Bibliography: Handout

(MPWA002) Festive and Game Specialities

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

Learning Objectives: Students will know which raw materials are suitable for festive occasions and will

be able to prepare festive meals from them.

Contents: Handling raw materials and their preparation methods

Finnish festive traditions

Learning Methods: Lectures and practical work in the learning kitchen

Assessment

Assignments

Methods:

Bibliography: To be announced

(MPWA004) Vegetarian Dishes

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

Learning Objectives: Students will know how to describe different kinds of vegetarian dishes and how to

plan and prepare them.

Contents: Vegetarian diets

Preparing vegetarian dishes

Product awareness

Learning Methods: Lectures, assignments and food preparation in the learning kitchen

Assessment

assignments

Methods:

Bibliography: To be announced

(MMWA011) Wildlife Watching

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

Learning Objectives: This course provides a glimse of wildlife watching as a form of tourism,

concentrating on large predator and bird watching in order to build product

packages.

Previous Learning: Introduction to Tourism

Contents: Knowledge and identification of species

Large predator watching

Bird watching Legal issues

Organising watching sessions

International trends

Learning Methods: Lectures, small group teaching, study visits

Assessment

Participation, practice tasks, report

Methods:

Bibliography: To be announced

(MMWA008) Hunting and Fishing Tourism

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

Learning Objectives: Students will learn about fishing and hunting tourism.

Previous Learning: Introduction to Tourism

Contents: Forms of fishing and hunting tourism, trends, legislation, hunting qualification.

Learning Methods: Lecture and exercises, participation in hunting and fishing events

Assessment

Parcipation and assignments

Methods:

Bibliography: To be announced

(MMWA079) Nature and Wilderness Cuisine

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

Learning Objectives: Students will know how to prepare nature-based and wilderness meals in a variety of

terrains.

Contents: Raw materials and their preparation

Preparation methods in the field

Equipment and tools Serving in field conditions

Self-monitoring

Learning Methods: Lectures and food preparation in field conditions

Assessment

Assignments

Methods:

Bibliography: To be announced

(MMWA080) Foodstuff and Beverage Skills

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

Learning Objectives: Students will know how to determine and name the most common beverages and

foods and assess their potential for use.

Contents: Recognising and using foods

Alcohol-free, mildly alcoholic and strong alcoholic drinks

Learning Methods: Independent study

Assessment Learning assignments, portfolio and exam

Methods:

Bibliography: Hemmi, Häkkinen & Lahdenkauppi. 2008. Avec -asiakaspalvelua ravintolassa.

WSOY. Soveltuvin osin.

Lampi, Luoma & Seppänen. Elintarvikkeet ja ruoanvalmistus. WSOY.

Ijäs & Välimäki. Tunne elintarvikkeet. Otava.

(MMWA081) Introduction to Health Promoting Exercise

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will know the basics and recommendations of health promoting exercise

and the most common ways of measuring fitness. Students will be proficient in different forms of health promoting exercise and will be able to use this competence

as tourism service providers.

Contents: Introduction to health promoting exercises

Forms of health promoting exercise and fitness testing

Learning Methods: Lectures and supervised exercises

Assessment Coursework portfolio

Methods:

Bibliography: Fogelhom, M.& Vuori, I. (toim.) 2004. Terveysliikunta. Duodecim.

Scientific articles

(MPWY001) Introduction to Wines

Credits: 3 cr Timing: 2nd - 4th yr

Learning Objectives: Students will be albe to recognise European and New World wine producing areas

and grape types.

Contents: Wine producing areas

The most common types of grape

The structure of wine

Serving and tasting technique International wine vocabulary

Learning Methods: Lectures and wine assessment using the senses

Assessment Exam and assignments

Methods:

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

Practical training, reporting and participation in online discussions.

Methods: