

Kajaani University of Applied Sciences

Bachelor's Degree in Tourism (2017)

In the Tourism degree, students complete a university of applied sciences Bachelor degree qualification in Hospitality Management. The formal qualification is Bachelor of Hospitality Management (KAMK). The studies are worth 210 credits and take 3.5 years to complete. There are 20 places in the degree, which consists of basic studies, professional studies, optional professional studies, free-choice studies, practical training and a thesis. The Tourism degree involves close cooperation with the sports and leisure management degree.

The aim of the degree is that students become experts capable of multidisciplinary cooperation in tourism. The overriding themes of the degree are the development of creativity, responsible tourism entrepreneurship, international competence and self-knowledge as well as adventure in tourism product development. Students will conduct close co-operation within a variety of learning assignments with tourism businesses and operators.

At the beginning, the studies will focus on basic skills and knowledge accumulation and then applying acquired skills and knowledge. You will study customer-driven and holistic product development and marketing as well as getting to know different cultures for the purposes of international tourism. Tourism consists of many different components, such as accommodation, catering, transport and program services as well as meeting and conference services. The final part of the studies emphasises putting what you have learnt into practice, also within the context of different smart solutions.

The degree enables you to choose your desired major (specialist) subjects in order to deepen your expertise within different areas of tourism, e.g.

Adventure Tourism

You will learn how to identify essential summer and winter nature and sports tourism activities in Finland, as well as to understand the key requirements of implementing them. You will master the basic physical skills of different forms of outdoor exercise and how to provide customers with unique and authentic once-in-a-life-time experiences.

Wellbeing tourism

Well-being tourism enables you to recognize and understand the significance of wellbeing and wellness services as part of tourism. You will be able to apply different types of exercise and therapies to enhance the wellbeing of people with different backgrounds as well as producing suitable tourism service packages based on such exercise and therapies.

Code	Name	Credits
ATA17S-1000	BASICS OF ACTIVITY TOURISM	15
AS00BA92	<i>Principles of Tourism</i>	5
AS00BA93	<i>Principles of Sports</i>	5
AM00BG86	<i>Tourism English</i>	2
YY00BD88	<i>Intercultural Communication</i>	3
ATA17S-1001	BASIC TOURISM SKILLS AND ATTITUDES	15
AT00BH23	<i>Study Skills</i>	5
AT00BH25	<i>Creativity and Big Thinking in Tourism</i>	4
AT00BH26	<i>Customer Contacts</i>	3
YY00BG72	<i>Introduction to Business Operations</i>	3
ATA17S-1002	CUSTOMER SERVICE IN TOURISM	10

AT00BH27	<i>Accommodation Services</i>	5
AT00BH28	<i>Food Services in Tourism</i>	5
ATA17S-1003	RESPONSIBLE TOURISM BUSINESS	10
AT00BH29	<i>Tourism Operational Environments</i>	5
AM00BG94	<i>Business Communication Skills</i>	5
ATA17S-1004	WORKING IN TOURISM	10
AT00BH30	<i>Finnish Language and Work Life (international students)</i>	5
YY00BG73	<i>Project Management</i>	3
AT00BH31	<i>Phenomenon-based Project</i>	2
AT00BJ06	<i>Working in Tourism (Finnish students)</i>	5
ATA17S-1005	EVENT AND TOURISM PRODUCTS DEVELOPMENT	10
AT00BH32	<i>Event Management</i>	5
AT00BH33	<i>Tourism Product Development</i>	5
ATA17S-1006	CUSTOMER-ORIENTED TOURISM BUSINESS	15
AT00BH34	<i>Tourism Marketing</i>	5
AT00BH35	<i>Tourism Business Operations</i>	5
AT00BH36	<i>Tourism Transportation, Sales and Reservation Services</i>	5
ATA17S-1007	INTERNATIONAL SERVICES ENVIRONMENT	10
AT00BH37	<i>Strategic Planning and Internationalisation in Tourism</i>	5
AT00BH38	<i>Swedish (only Finnish students)</i>	5
AT00BJ07	<i>Finnish (only international students)</i>	5
ATA17S-1008	PROFITABLE TOURISM BUSINESS	10
AT00BH39	<i>Profitable Tourism Company</i>	5
AT00BH40	<i>Tourism Services Sales Processes</i>	5
ATA17S-1009	LEADERSHIP AND MANAGEMENT IN THE TOURISM	10
AT00BH41	<i>Responsible Leadership in Tourism</i>	5
AT00BH42	<i>Tourism Legislation</i>	5
ATA17S-1010	RESEARCH AND DEVELOPMENT ACTIVITIES	5
SSPR003	<i>R&D Studies</i>	5
ATA17S-1011	OPTIONAL PROFESSIONAL STUDIES 35	35
ATA17S-1012	WELLBEING TOURISM	0
ATA17S-1013	PRINCIPLES OF WELLBEING TOURISM	10
AM00BH09	<i>Framework for Sustainable Wellbeing Tourism</i>	5
AM00BH10	<i>Wellbeing Tourism Project I</i>	5
ATA17S-1014	SMART SOLUTIONS IN WELLBEING TOURISM	15
AM00BH11	<i>Food and Accommodation in Wellbeing Tourism</i>	5
AM00BH12	<i>Wellbeing Sports and Smart Technology</i>	5
AM00BH13	<i>International Wellbeing Tourism</i>	5
ATA17S-1015	EXPERIENTIAL CONCEPTS OF WELLBEING TOURISM	10
AM00BH14	<i>Nature Based Wellbeing Programme Services</i>	5
AM00BH15	<i>Wellbeing Tourism Project II</i>	5
ATA17S-1016	ADVENTURE TOURISM	35

ATA17S-1017	PRINCIPLES OF ADVENTURE TOURISM	10
AM00BH16	Framework for Sustainable Adventure Tourism	5
AM00BH17	Adventure Tourism Project I	5
ATA17S-1018	EXPERIENTIAL CONCEPTS OF ADVENTURE TOURISM	15
AM00BH18	Memorable Winter Experiences	5
AM00BH19	Authentic and Unique Wilderness Services	5
AM00BH20	International Adventure Tourism	5
ATA17S-1019	SMART SOLUTIONS IN ADVENTURE TOURISM	10
AM00BH21	Outdoors Adventure Experience	5
AM00BH22	Adventure Tourism Project II	5
ATA17S-1025	INTERNATIONAL STUDIES ABROAD 5-15 cr	0
ATA17S-1027	ENTREPRENEURSHIP AND COMPANY START-UP	0
ATA17S-1026	ENTREPRENEURSHIP IN PRACTICE (Youth Entrepreneurship Start up 10 cr + 5 cr)	0
ATA17S-1020	PRACTICAL TRAINING	30
AT00BH43	Practical Training 1	12
AT00BH44	Practical Training 2	18
ATA17S-1021	THESIS	15
AT00BH45	Thesis	15
ATA17S-1022	FREE-CHOICE STUDIES	10
AM00BD06	Bar Manager Qualification	5
MMWA018	History of Tourism	3
MPWY001	Introduction to Wines	3
MTW009	Destination Marketing	3
MMWA102	Swedish / Bygg upp din svenska	3
MMWA103	Build up your English	3
MHAA002	Foreign Language	5

ATA17S-1000 BASICS OF ACTIVITY TOURISM: 15 op

Learning outcomes

On completing this module, the students will be able to describe the central elements of tourism and wellbeing sports and exercise. They will be able to understand the connection between tourism and sports and can identify professional ethical principles. The students will be able to perceive the significance of tourism and sports to society and can identify professional ethical principles. They can also identify the learning and instruction process and can lead a teaching and instruction session. The students will master the key English vocabulary of their field and can communicate in English in guiding or instruction contexts.

AS00BA92 Principles of Tourism: 5 op

Learning outcomes

Students will comprehend the nature of the tourism system. Upon completion of this course students

will be able to define and classify basic tourism concepts. The course provides appreciation of the components of tourism demand as well as tourist consumer behaviour. Furthermore students will be able to name various tourism players and their economic, environmental and socio-cultural impact.

Contents

Introduction of a tourism system

Definitions and classifications

Consumer behaviour and tourism demand

Economic, environmental, socio-cultural impact of tourism

Attractions, accommodation, destinations

Introduction of sustainable tourism

Assessment criteria

Excellent (5)

Students can describe and critically compare the components and relations of a tourism system. They will be able to define basic terms and apply fundamental classifications of tourism. Students will be able to analyse tourism theories of consumer buying behaviour, travel motivation and tourism demand. Students can examine and critically question the relation of various players of the tourism industry and their economic, environmental and socio-cultural impact. Students can differentiate the relation and role of attractions, accommodation and destination in the tourism system. Management issues of each sphere can be analysed by students as well as concrete and relevant examples named.

Good (3-4)

Students can describe the components and relations of a simple tourism system. They will be able to define basic terms and apply fundamental classifications of tourism. Students will be able to discuss basic tourism theories of consumer buying behaviour, travel motivation and tourism demand. Students can explain the relation of various players of the tourism industry and their economic, environmental and socio-cultural impact. Students can describe the relation and role of attractions, accommodation and destination in the tourism system. Basic management issues of each sphere can be identified by students as well as concrete and relevant examples named.

Satisfactory (1-2)

Students can name basic components of a simple tourism system. They will be able to define basic terms of tourism. Students will be able to list basic tourism theories of consumer buying behaviour, travel motivation and tourism demand. Students can name various players of the tourism industry and their economic, environmental and socio-cultural impact. Students can describe the relation and role of attractions, accommodation and destination in the tourism system.

AS00BA93 Principles of Sports: 5 op

Learning outcomes

Students will be able to recognise central learning concepts and methods. They will be able to plan, implement, and assess teaching and instruction situations. They can explain how the theoretical base of health promotion has developed, being able to define the central concepts of health promotion. They will recognise the main content areas of health promotion, being able to analyse the main factors that pose a threat to the health and well-being of different age groups. They can describe the principle foundations of healthy exercise, recognising the significance of a way of life involving plenty of exercise to health and well-being.

Contents

Learning concepts and methods
Learning and instruction
Theory of health and well-being
Principles of health promoting exercise

Assessment criteria

Excellent (5)

Students select the instruction method to be used for an instruction and teaching session with expertise. They are able to plan, implement and assess how the objectives of a group exercise instruction and classroom teaching session are achieved. The students work proactively in a professional and goal-oriented manner in teaching and instruction situations. Students are able to critically evaluate and analyse the importance of an exercise-based way of life. Students are able to interpret and apply the key concepts and content of health and welfare, as well as the impact mechanisms, recommendations and amounts of health promoting exercise. Students are able to analyse fitness measurements. They work well in groups promoting and developing the group's activities.

Good (3-4)

The students can name, describe and justify learning concepts and teaching methods. They select apt procedures for instructing groups and for the classroom teaching session and can assess their implementation. The students work independently and responsibly in learning and instruction situations. They are able to justify and evaluate the exercise based way of life. The students can name, describe and justify the key concepts and content of health and welfare, as well as the impact mechanisms and recommendations of health promoting exercise and forms of exercise and sports. Students can carry out and justify health fitness measurements. They can work as a team to achieve the group's objectives.

Satisfactory (1-2)

The students are able to name and describe learning concepts and teaching methods. They are able to design and implement a group exercise instruction as well as a classroom teaching session. They work in an appropriate manner in learning and instruction situations recognising the importance of an exercise-based way of life. The students are able to name and describe the key concepts and content of health and welfare, as well as the impacts, recommendations and amounts of health promoting exercise and different forms of health-promoting exercise. The students are able to conduct fitness measurements and can work as a member a group.

AM00BG86 Tourism English: 2 op

Learning outcomes

Students will be able to explain the main concepts of tourism in English, deal with a foreign guest in tourism customer service situations and present a Finnish tourism region.

Contents

Basic concepts of tourism in English
Customer service situations
Tourist resort operations
Finland's tourism areas

Prerequisites

Proficiency test

European framework for language assessment B2

Assessment criteria

Excellent (5)

- communicates fluently on topics relating to the industry using specialist terminology accurately and proficiently
- reacts quickly and in an appropriate manner
- communicates in a style that is suitable for the specific situation
- writes fluently and uses versatile structures practically without any errors
- pronounces and articulates clearly and understandably
- understands the main contents as well as details in a professional text
- communicates fluently in customer service situations, finds a solution to a problem and can forward it to the customer proficiently
- searches and looks up information in various sources

Good (3-4)

- communicates moderately well on topics relating to the industry using the special terminology to some extent
- reacts mostly in an appropriate manner
- uses in most situations a style that is suitable for the situation
- writes relatively well and uses structures correctly in most cases.
- Is able to put right incorrect expressions that might lead to misunderstandings.
- pronounces and articulates rather clearly despite some deficiencies
- understands the main contents as well some details in a professional text
- communicates moderately well in customer service situations, and, in most cases, finds a solution to a problem and can forward it to the customer
- searches and looks up information in a couple of sources

Satisfactory (1-2)

- can manage in straightforward discussions using some of the special terminology of the industry
- usually reacts in some way
- is to some extent aware of the style requirements in different kinds of texts
- writes in a way that is at least somehow understandable
- understands the main message of a speech given in a normal tempo and related to a familiar context
- pronounces understandably but articulation is often unclear
- can, in most customer service situations, forward the message to the customer by using the very basic professional vocabulary; communication on problem solving may form an exception
- uses sources that are most easily available
- uses simple structures and in case uses some advanced structures makes several errors

YY00BD88 Intercultural Communication: 3 op

Learning outcomes

The students will be able to define the concepts pertaining to culture and communication and can identify the dimensions that are used to compare cultures. They will become aware of the impact of culture on communication and give examples of and identify differences in communication due to culture. They will be able to describe the process of adapting to a new culture and will recognise the

factors that impact this process.

Contents

Language, culture and communication

Dimensions of culture

When cultures meet

Assessment criteria

Pass/Fail

The students can compare cultures and describe differences between cultures at the culture general level using different variables. They are aware of the impact of their own cultural background on communication and can assess their own intercultural communication competence development.

ATA17S-1001 BASIC TOURISM SKILLS AND ATTITUDES: 15 op

Learning outcomes

The students will understand the importance of university of applied sciences studies in terms of their own career development and will focus on making their personal study plans and developing their study skills. They will understand tourism as a business in which creativity, an innovative approach, the ability to immerse oneself, and to work with customers in a variety of situations, are required for success.

AT00BH23 Study Skills: 5 op

Learning outcomes

The students will be able to explain the basic principles and rules of study at a university of applied sciences and can find student services. They will be able to plan their own study path using the hospitality management curriculum, generic and field-specific competences, and the provided guidance. The students will be able to use Office 365 cloud services, the Moodle learning environment, as well as the main programmes, and document templates needed during their studies. The students will be able to explain the main principles of academic writing and can apply these principles in practice.

Contents

University studies and guidance services

Study path planning

Office 365 cloud services, Skype, Moodle, other key programmes

Principles of academic writing and document templates

Assessment criteria

Pass/Fail

Pass/Fail

Pass: The students prepare for and participate in the group sessions and the arrival and personal progress review discussions according to instructions. The students know how to use Office 365 cloud services, Skype and Moodle, as well as other key software. The students are able to write an essay and report according to the principles of academic writing using available templates.

Fail: The students fail to participate in the group sessions and their arrival and personal progress review discussions. They do not know how to use Office 365 cloud services, Skype or Moodle and other available software and electronic templates. They are unable to apply the principles of academic writing.

AT00BH25 Creativity and Big Thinking in Tourism: 4 op

Learning outcomes

The students will adopt the principles of thinking and acting beyond the box and throwing themselves into the new. They will be able to identify and find their strengths and internal motivation. The students will be able to explain how to recognise and use the global opportunities of tourism while understanding the importance of memorable experiences and narratives as the cornerstones of creating a meaningful tourism product.

Contents

An entrepreneurial approach, intrinsic motivation and own strengths, think big and the opportunities of global tourism, identifying and using opportunities, creativity and innovation, start-up entrepreneurship, the elements of memorable experiences, story-telling and different cultures.

Further information

Implemented in part with the Finnish Tourism group.

Assessment criteria

Pass/Fail

Pass/Fail

Pass: The students can recognise their own strengths and carry out exercises in throwing themselves into tasks. They are able to appropriately apply tourism models, while understanding tourism as a business and producing a viable product development idea. The students are able to list the elements of memorable experiences/adventure and can apply them in practice. They are able to work independently and responsibly in different learning and operational environments and in groups to achieve common goals.

AT00BH26 Customer Contacts: 3 op

Learning outcomes

The students will be able to develop their skills in dealing with customers in different work based customer service situations. They will learn to perceive the customer service path from the point of view of the customer. The students will understand the significance of sales as a part of customer service.

Contents

How the service system is structured
Customer service: sales, guiding and advising
Planning a customer-oriented service process
Customer service blueprinting and service design basics

Further information

Implemented in part at the Kainuu Christmas Market
Implemented in part with the Finnish Tourism group.

Assessment criteria

Pass/Fail

Pass/Fail

Pass: The students are able to work in customer service in a customer and goal-oriented manner and independently with a developmental approach to their work. They are able to explain the customer service path and can evaluate it from the customer's point of view. The students are able

to conduct sales discussions in different customer service situations.

Fail: The students are unable to work in service situations and are unable to understand the service system as a whole.

YY00BG72 Introduction to Business Operations: 3 op

Learning outcomes

The students will adopt an entrepreneurial attitude, learn to understand fundamental business concepts and processes and the significance of business operations in society. The students will also be able to describe the basic functions of a company and understand the basics of running a profitable business.

Contents

The significance of business operations in society

External and internal entrepreneurship

Business concept and idea

Basic business model and processes

Stakeholders and networking

Company forms

Marketing and customer oriented working methods

Business profitability

Prerequisites

The course assumes no prior knowledge of business.

Assessment criteria

Excellent (5)

Excellent (5)

The students are able to use business concepts extensively and combine them.

The students are able to analyse, compare, and critically assess their own business competence and business practices using acquired knowledge. They can work as a group advancing and developing the group's activities.

Good (3-4)

The students are able to describe and give reasons for business and entrepreneurial practices. They are able to work independently according to existing knowledge and guidelines and can apply business methods and models in business operations. The students are able to work as group to achieve common goals and to justify their activities according to professional ethical principles.

Satisfactory (1-2)

The students are able to define and use fundamental business concepts in accordance with professional ethical principles.

ATA17S-1002 CUSTOMER SERVICE IN TOURISM: 10 op

AT00BH27 Accommodation Services: 5 op

Learning outcomes

The students will be able to describe accommodation operations in Finland and worldwide and

explain the different forms of accommodation. They will understand the internal and external operational environment of accommodation operations and will master the main duties and tasks associated with working in the accommodation business.

Contents

The history of accommodation as a business
Forms of accommodation business
The operational environments of accommodation
Housekeeping
Digital business and marketing
Reservation/booking software and systems
Yield Management

Assessment criteria

Excellent (5)

The students are able to extensively describe and analyse the main features and phases of the history of accommodation in Finland and worldwide to this day. They are able to explain in depth different forms of accommodation while being able to analyse the accommodation operational environment. They are able to use hotel reservation software independently and extensively and have extensively mastered the comprehensive principles of housekeeping. The students are able to work as members of a group to further and develop the work of the team and they are able to apply theoretical knowledge in practice.

Good (3-4)

The students are able to describe in depth the main features and phases of the history of accommodation in Finland and worldwide to this day. They are able to explain extensively different forms of accommodation and describe the accommodation operational environment. They are able to use hotel reservation software independently and have mastered the principles of housekeeping well. The students are able to work as members of a group to achieve common goals and they are able to justify their work according to professional ethical principles.

Satisfactory (1-2)

The students are able to describe to a satisfactory degree, the main features and phases of the history of accommodation in Finland and worldwide to this day. They are able to explain to some degree, the different forms of accommodation and describe the accommodation operational environment. They are able to use the main functions of hotel reservation software and have satisfactorily mastered the principles of housekeeping. The students are able to work as members of a group taking others into account and they are able to work according to professional ethical principles.

AT00BH28 Food Services in Tourism: 5 op

Learning outcomes

The students will be able to explain why food is an important tourist service and can identify the key meal services offered in tourism. They will be able to take customers' food service needs into account and can explain the requirements and legislative demands of food service production.

Contents

Food services in tourism strategies
The kitchen environment

Meal and coffee services

Alcohol service pass (0.5 credits of independent study)

Hygiene pass (0.5 credits of independent study)

Assessment criteria

Excellent (5)

The students are able to extensively use the key concepts of food services and can combine basic knowledge of catering, nutrition, table service, serving alcohol, and food safety. They are able to work independently, responsibly, flexibly and with initiative in various learning environments and can choose and use tools as required. The students are able to work as members of a group to further and develop the work of the team according to common rules.

Good (3-4)

The students are able to use systematically the key concepts of food services and can explain and give reasons for basic knowledge of catering, nutrition, table service, serving alcohol, and food safety. They are able to work responsibly with initiative in various learning environments and can choose and use tools appropriately. The students are able to work as members of a group to achieve common goals and according to common rules.

Satisfactory (1-2)

The students are able to use the key concepts of food services appropriately and can present their basic knowledge of catering, nutrition, table service, serving alcohol, and food safety. They are able to work responsibly with supervision in various learning environments and can choose and use tools appropriately under supervision. The students are able to work as members of a group according to common rules.

ATA17S-1003 RESPONSIBLE TOURISM BUSINESS: 10 op

AT00BH29 Tourism Operational Environments: 5 op

Learning outcomes

The students are able to describe the differences between tourism regions in Finland and how pull factors (attractions) differ in various parts of the country. Using research material, they will be able to describe how foreign tourists spend their time in Finland and where tourists go abroad. The students will be able to define and outline the tourism programme service sector and can link it to a tourism cluster. They will be able to identify nature tourism (key summer activities: hiking, Nordic walking, cycling, horse riding, wildlife, canoeing, and fishing; key winter activities: skiing, snowshoeing, winter fishing), sport tourism (active and passive), culture tourism (empowerment and resources offered by culture) and wellbeing tourism (wellbeing tourism in the field of health tourism) programme services. The students will be able to determine and define the special features of nature, sports, and culture and wellbeing tourism programme services. They will be able to define and describe which nature, sports, culture and wellbeing tourism programme service modes of service are suitable for Kainuu and Koillismaa (North East Finland).

Contents

Finland as a tourist destination

Tourism regions in Finland their key pull factors

International tourism into Finland and from Finland abroad

The world tourism region

Tourism of the future

The structure of the tourism programme service business sector

Programme service markets and their development

Nature, sports, and culture and wellbeing and adventure tourism programme services.

Event tourism

Assessment criteria

Excellent (5)

The students can extensively and comprehensively identify the tourism regions of Finland and their key differences and can extensively describe how Finland is divided into tourism regions and the pull factors of these regions. They are able to extensively describe and analyse tourist behaviour using research. The students are able to connect the tourism programme service sector to form a tourism cluster. The students are able to determine which nature, sports, culture and wellbeing tourism programme service modes of service are suitable for Kainuu and Koillismaa (North East Finland). The students are able to work as members of a group to further and develop the work of the team and can critically apply professional ethical principles in their work.

Good (3-4)

The students can identify well the tourism regions of Finland and their key differences and can describe in detail how Finland is divided into tourism regions and the pull factors of these regions. They are able to describe and analyse tourist behaviour well using research. The students are able to define and describe the programme service sector. The students are able to define and describe the special features of nature, sports, culture, adventure and wellbeing tourism programme services. The students are able to work as members of a group to achieve common goals and they are able to justify their work according to professional ethical principles.

Satisfactory (1-2)

The students can identify the tourism regions of Finland and their key differences and can describe to a shallow degree how Finland is divided into tourism regions and the pull factors of these regions. They are able to describe and analyse to a satisfactory degree tourist behaviour using research. The students are able to classify nature tourism (key summer activities: hiking, Nordic walking, cycling, horse riding, wildlife, canoeing, and fishing; key winter activities: skiing, snowshoeing, winter fishing), sports and exercise tourism (active and passive), adventure tourism (different levels of adventure), culture tourism (empowerment and resources offered by culture) and wellbeing tourism (wellbeing tourism in the field of health tourism) programme services. The students are able to work as members of a group taking others into account and they are able to work according to professional ethical principles.

AM00BG94 Business Communication Skills: 5 op

Learning outcomes

The students will be able to communicate orally and in writing in tourism and general business related situations using a variety of communication tools and customer service channels. They will be able to apply for employment and a practical training place abroad.

Contents

Tourism business vocabulary

Business communication (inquiry, request for quotation, offer, confirmation of order)

Tourism company communication (reservations, confirmations, cancellations, changes, complaints)

Payment transactions

Meetings and negotiations and related documentation
Job and practical training place application (CV, cover letter)

Prerequisites

Tourism English

Further information

Implemented in part with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are able to communicate fluently issues pertaining to their field of study orally and in writing. They are able to pronounce English clearly. They are able to react quickly and appropriately. The students understand the main content and details of texts concerning their field of study and can analyse them. They are able to use grammatical structures correctly and fluently in their texts. The students are able to write well-crafted business letters using business expressions and phrases naturally. They are able to put forward arguments, make proposals and counter-proposals with ease and can compile written summaries (memos, minutes) of meetings and negotiations.

Good (3-4)

The students are able to communicate issues pertaining to their field to an understandable and satisfactory degree. They are able to pronounce English so as to be understood easily. They are able to react appropriately though not necessarily very quickly. The students understand the main content and details of texts concerning their field of study and can analyse them to some extent. They are able to use grammatical structures in their written outputs but these contain some errors. The students are able to write fairly good business letters using some business expressions. They are able to put forward arguments to some extent, make proposals in meetings and negotiations and can compile brief, basic written summaries (memos, minutes) of meetings and negotiations.

Satisfactory (1-2)

The students are able to communicate in writing and some extent, orally. Their pronunciation is weak and not easy to understand. The students react slowly and sometimes in an inappropriate manner. They only understand the very basic outline of texts. They are able to produce written outputs but these contain many errors. The students are able to write basic short letters but they lack business phrases and expressions, or the students have used very few of them. The students are able to put forward arguments and make proposals weakly but are able to write a brief minutes or memo (a couple of lines).

ATA17S-1004 WORKING IN TOURISM: 10 op

Learning outcomes

The students will be familiar with the basic tasks and principles of project work in tourism. They will be able to apply basic knowledge of tourism and working life practices to work tasks and can operate as members of a project group according to the principles of project work.

AT00BH30 Finnish Language and Work Life (international students): 5 op

Learning outcomes

The students will be able to apply for a work placement supporting their career development. The students will observe different duties in the work place and assess the knowledge, competences and

attitude they require in relation to their own competence and interests. The students will be able to work as members of a team in accommodation, food and programme service customer service situations.

Contents

Work placement application
Carrying out basic duties
Work placement report

International students additionally:
Finnish work life characteristics
Finnish language at the workplace

Further information

Work placement

Assessment criteria

Pass/Fail

Pass: The students succeed in applying for a work placement. They are able to complete basic practical duties in a team according to the rules safety requirements of the work place taking others into consideration. The students will observe the tourism industry for the purposes of planning their studies. They provide a time-sheet report of their working hours and duties and a written work placement report in accordance with given instructions. The students are able to assess their acquired skills and knowledge according to the competences of the degree.

Fail: The students fail to apply for a work placement or to report on the work placement according to instructions.

YY00BG73 Project Management: 3 op

Learning outcomes

The student will adopt the modern way of goal-oriented working used both in business and administration. The student is able to plan and implement a Project, use Project Tools and Collaboration Tools.

Contents

The Project Management Framework
Global Business and intercultural Projects
Project Communication Management
Project Risk Management
Project Documentation and Project Management Tools

Assessment criteria

Excellent (5)

The students demonstrate knowledge of the project context and the project environment. The students demonstrate knowledge of the principles of effective communication, leadership, motivation, negotiation and conflict management and problem solving. The students are able to manage research, development and innovation projects and masters the methods of research and development work.

Good (3-4)

The students demonstrate knowledge of the project context and the project environment. The

students can demonstrate knowledge of the principles of effective communication, leadership, motivation, negotiation and conflict management and problem solving. The students demonstrate the ability to manage small international projects.

Satisfactory (1-2)

The students demonstrate knowledge of the project context and the project environment.

AT00BH31 Phenomenon-based Project: 2 op

Learning outcomes

The students will be able to work in various current tourism and service based projects or schemes. They will be able to assess their learning via current phenomena related to the field of tourism.

Contents

Project work
Project documentation

Further information

Possible to gain all or part of the credits through work (work studification)

Assessment criteria

Pass/Fail

Pass: The students participate in working an agreed number of hours for a project/scheme. They are able to assess their own competence in relation to current phenomena and work independently and responsibly in duties and tasks assigned to the project/scheme.

Fail: The students fail to complete the required amount of project hours and to report on them as required.

AT00BJ06 Working in Tourism (Finnish students): 5 op

Learning outcomes

The students will be able to apply for a work placement supporting their career development. The students will observe different duties in the work place and assess the knowledge, competences and attitude they require in relation to their own competence and interests. The students will be able to work as members of a team in accommodation, food and programme service customer service situations.

Contents

Work placement application
Carrying out basic duties
Work placement report

Assessment criteria

Pass/Fail

Pass: The students succeed in applying for a work placement. They are able to complete basic practical duties in a team according to the rules safety requirements of the work place taking others into consideration. The students will observe the tourism industry for the purposes of planning their studies. They provide a time-sheet report of their working hours and duties and a written work placement report in accordance with given instructions. The students are able to assess their acquired skills and knowledge according to the competences of the degree.

Fail: The students fail to apply for a work placement or to report on the work placement according to

instructions.

ATA17S-1005 EVENT AND TOURISM PRODUCTS DEVELOPMENT: 10 op

Learning outcomes

This module will provide students with proficiency in product development processes and applying product development models from a customer perspective. The students will master the principles of organizing and coordinating events and they will be familiar with event typology.

AT00BH32 Event Management: 5 op

Learning outcomes

The students will perceive how events are integrated into tourism and their regional significance. They will be familiar with different types of events. The students will gain an understanding of why events are instrumental from the perspective of the event manager and can apply this knowledge in practice. They will be able to plan functions linked to organising an event taking into account the opportunities provided by versatile operational environments. They will gain the knowledge and skills to adopt an active role in organising an event.

Contents

Event management theory
Event typology and types of events
Operational and strategic dimensions of events
Event management or responsible role in an event

Further information

This course is partly delivered online and partly integrated into events

Assessment criteria

Pass/Fail

Pass: The students are able to plan event related functions taking into account the opportunities provided by versatile operational environments. They are able to take on an active role in implementing the event and can follow the rules and guidelines of reliable and responsible event management. The students are capable of intercultural interaction and cooperation with the various stakeholders involved in the event (staff, customers, cooperation partners).

AT00BH33 Tourism Product Development: 5 op

Learning outcomes

The students will be able to apply the principles of product development conducted with a commissioning party.

Contents

Tourism product development process, Lean project management, service design
Product development implementation and reporting

Assessment criteria

Excellent (5)

The students are able to implement, critically reflect upon and report on the implementation of a tourism product in cooperation with customers and taking into account the special features of tourism

and the course methods.

Good (3-4)

The students are able to implement, reflect upon and report on the principles of implementing a tourism product. They know the basis of customer-oriented product development, but actual implementation produces mixed results. The students know the methods in use during the course.

Satisfactory (1-2)

The students know the principles of implementing a tourism product. They know the basis of customer-oriented product development, but are not able to put them into practice. The students know the methods in use during the course.

ATA17S-1006 CUSTOMER-ORIENTED TOURISM BUSINESS: 15 op

Learning outcomes

The students will know the principles of implementing and applying the operations and marketing planning of a customer-oriented tourism company taking into account the special features of tourism.

AT00BH34 Tourism Marketing: 5 op

Learning outcomes

The students will gain in depth knowledge of the special features of tourism marketing taking into account the basic principles of marketing planning. They will know various marketing competition methods and will possess an awareness of the importance of customer perspective and orientation as the points of departure of marketing and selling. The students will be able to acquire and apply customer information and use marketing competition methods.

Contents

Tourism marketing, marketing planning, service marketing, digital marketing, brand, marketing channels, joint marketing.

Further information

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are proficient in carrying out customer-oriented tourism marketing design taking into account the special features of the tourism industry.

Good (3-4)

The students are proficient in carrying out tourism marketing design which is to some extent customer-oriented and displays to some extent knowledge of the special features of the tourism industry.

Satisfactory (1-2)

The students are proficient in the basics of tourism marketing and they are aware of customer-orientation. They are able to implement a marketing plan according to the minimum requirements of the industry.

AT00BH35 Tourism Business Operations: 5 op

Learning outcomes

The students will be proficient in the principles of leading and managing the operations of a tourism company and they will display knowledge of the special features of tourism as a business.

Contents

Tourism company: phenomenon, in practice, business basics, business processes, principles of leadership and management, profitability, profitable business operations. In order to pass this course, the students must conduct a business analysis, case studies or other equivalent tasks.

Further information

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are proficient in the principles of managing the business operations of a tourism company and they display knowledge of the special features of tourism as a business. The students are able to analyse the operations of a tourism company.

Good (3-4)

The students are proficient in the principles of managing the business operations of a tourism company and they display knowledge of the special features of tourism as a business. The students know the principles of how to analyse the operations of a tourism company.

Satisfactory (1-2)

The students are familiar with the principles of managing the business operations of a tourism company and the special features of tourism as a business. The students are familiar with the principles of how to analyse the operations of a tourism company.

AT00BH36 Tourism Transportation, Sales and Reservation Services: 5 op

Learning outcomes

The students will have an in depth understanding of the importance of passenger transport in the tourism cluster, also from the perspective of tourism service accessibility. They will gain proficiency in key sales and reservation services currently used in the tourism industry, including the principles of digital business operations.

Contents

The significance of transport in terms of accessibility
Forms of transport: airplane, boat, train, road transport
Tourism service distribution systems and practitioners
Digital tourism business operations
The benefits of using social media

Further information

Implemented in part/completely with the Finnish Tourism group.
Provided partly online.

ATA17S-1007 INTERNATIONAL SERVICES ENVIRONMENT: 10 op

AT00BH37 Strategic Planning and Internationalisation in Tourism: 5 op

Learning outcomes

The students will be able to describe and explain in detail, the main features of the strategic planning process in tourism, and also their related key concepts and strategic actors. They will be able to explain the relevance of Finnish (Ministry of Economic Affairs and Employment & Finpro/VisitFinland) and regional strategies in domestic and international tourism development and how these strategies affect the operations and development of tourism businesses. The students will be able to explain forecasting competence and proactive thinking and the importance of such activity in strategic planning in the tourism industry. They will know the key methods and concepts of future studies. The students will be able to explain and justify the significance of project work in developing tourism.

Contents

Cultural competence
International tourism and its impact on the tourism business in Finland
Using Finnish culture and nature in tourism services
Applying the principles of sustainable and responsible tourism
Future studies in tourism and the basic concepts of future studies
Tourism project work

Further information

Implemented in part/completely with the Finnish Tourism group.

AT00BH38 Swedish (only Finnish students): 5 op

Learning outcomes

The Finnish students take part in the Svenska i affärslivet 5 cr.

The students will be able to use Swedish in tourism related contexts. They will be able to retrieve current information on tourism published in Swedish and use such information to present activity and nature tourism services and companies in Swedish. The students will be able to discuss their studies, education and themselves, for example, to apply for a job. They will be able to do customer service work using the telephone or in face to face customer contacts. They will be able to use Swedish for completing reservations, presenting service products or e.g. a hotel or destination, receiving and dealing with complaints. The students will be able to write business correspondence in Swedish, such as inquiries, offers, complaints and replies to complaints. They will become familiar with the features of Swedish culture.

Contents

Job application, CV
Studying and education
Telephone phrases
Tourism vocabulary
Oral presentation: tourism destination, product, service or company
Customer service situations: at reception and by telephone
Presentation of accommodation services, programme service or tourist destination
Features of Swedish culture
Business correspondence

Further information

European framework for language assessment B1

Assessment criteria

Excellent (5)

The students are able to use their versatile Swedish fluently in tourism situations and can use grammar structures effortlessly as required. They are able to pronounce Swedish naturally. The students are able to find topical information about tourism in Swedish from various media and can analyse, apply and use what they have read. They are able to describe activity and nature tourism services and companies in a variety of ways. Their conversation is spontaneous and in addition to the message they are able to use a polite and interesting style. They can discuss their education, work experience and themselves extensively while being able to work in a spontaneous and natural manner in face to face and telephone customer service. The students are familiar with business correspondence documents, their features and phrases and they are able to compile versatile and accurate documents for business purposes. The students know the features of Swedish culture and take them into account when communicating.

Good (3-4)

The students use Swedish in tourism situations demonstrating their knowledge of basic grammar and pronunciation rules in unstructured speech. They use appropriate grammar and can find and use topical information about tourism in Swedish from different media and can present what they have read after preparation. The students are able to describe the most common features of activity and nature tourism services and tourism companies. The students have basic conversation skills and can convey their message so that misunderstandings do not occur. The students are able to talk about themselves and their education extensively and positively. The students are able to use Swedish fluently in basic customer service situations using the telephone and face to face. The students are familiar with business correspondence documents and their content and can compile them. They are able to identify the features of Swedish culture.

Satisfactory (1-2)

The students are able to use Swedish in tourism situations at a general level and can use very basic grammar structures and they know the basic rules of pronunciation. They are able to identify the basic content of topical issues in tourism via different media and with the help of a dictionary. The students are able to discuss basic issues related to activity and nature tourism at a rudimentary level and can express basic information about themselves and their studies positively and briefly. The students can work in telephone and face to face customer service using basic phrases. They are able to identify business correspondence documents and compile a basic letter using support material. The students are aware of the features of Swedish culture.

AT00BJ07 Finnish (only international students): 5 op

Learning outcomes

International students take part in this course: Finnish for Foreigners

ATA17S-1008 PROFITABLE TOURISM BUSINESS: 10 op

AT00BH39 Profitable Tourism Company: 5 op

Learning outcomes

The students will be able to compile and use accounting skills, as well as financial and profitability calculations to support business management and leadership decision-making. The students will be proficient in measuring, analysing, reporting and monitoring business results.

Contents

Financial management and bookkeeping
Financial statement and reporting analysis
Evaluating return on investments
Profitability planning in different tourism and nutrition companies
Balanced scorecard
Measuring and analysing financial results

Further information

Implemented in part/completely with the Finnish Tourism Group.

Assessment criteria

Excellent (5)

The students are able to plan profitable business operations using accounting methods. They can independently use financial monitoring techniques and models, assessing them critically and can work to develop a group or team and create team spirit.

Good (3-4)

The students are able to apply accounting methods for use in planning and managing profitability and can use them independently in their work. They participate actively to achieve common goals in groups and teams.

Satisfactory (1-2)

The students know the accounting methods used in profitability planning and management and can use them under supervision. They participate in group activities.

AT00BH40 Tourism Services Sales Processes: 5 op

Learning outcomes

The students will be proficient in planning and implementing tourism service sales processes in practice to gain the best results for a tourism company.

Contents

Tourism service sales processes, channels, target groups, selling, sales management, sales results

Assessment criteria

Excellent (5)

The students are able to carry out and assess the planning and implementation of a tourism company's customer-oriented sales processes. They are able to apply these processes as part of the company's operations in practice.

Good (3-4)

The students are familiar with the basics of planning and implementing a tourism company's customer-oriented sales processes. They are able to apply these processes as part of the company's operations.

Satisfactory (1-2)

The students are familiar with the basics of planning and implementing a tourism company's customer-oriented sales processes.

ATA17S-1009 LEADERSHIP AND MANAGEMENT IN THE TOURISM: 10 op

AT00BH41 Responsible Leadership in Tourism: 5 op

Learning outcomes

The students will be proficient in applying the principles of responsible management of a tourism company.

Contents

Ethical activity, responsible business operations, sustainable development, ecological perspectives, good leadership

Further information

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are proficient in the practical application of principles of responsible management of a tourism company and in assessing their own learning and work.

Good (3-4)

The students are familiar with the principles of responsible management of a tourism company and can apply them in the operations of a tourism company.

Satisfactory (1-2)

The students are aware of the principles of responsible management of a tourism company.

AT00BH42 Tourism Legislation: 5 op

Learning outcomes

The students will be proficient in applying the key acts and laws that govern activity in the tourism industry and they will be aware of the importance of good business practices in tourism. They will be able to search for further information on this topic and apply legal norms pertaining to the rules and regulations enforced in a tourism company.

Contents

Contract and trade law

The main lessons of contract law

How a contract is made

Representation

Tourism law

Package tour law

Further information

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students possess expertise in fundamental legislation regulating tourism and are aware of the significance of good business practices in tourism. They are able to work as part of a team developing its work to attain common goals using professional ethics critically.

Good (3-4)

The students possess a sound knowledge of fundamental legislation regulating tourism and are aware of the significance of good business practices in tourism. They are able to search for and select further information on a topic independently and to apply legal norms pertaining to the rules and regulations enforced in a tourism company. They are able to take other group members into account to attain common goals justifying their actions according to professional ethical principles.

Satisfactory (1-2)

The students possess a satisfactory knowledge of fundamental legislation regulating tourism and are aware of the significance of good business practices in tourism. They are able to search for and select further information on a topic with supervision and to apply legal norms pertaining to the rules and regulations enforced in a tourism company. They are able to take other group members into account to a satisfactory degree, working according to professional ethical principles.

ATA17S-1010 RESEARCH AND DEVELOPMENT ACTIVITIES: 5 op

Learning outcomes

The students will gain the skills and knowledge needed to implement work based research and development projects.

SSPR003 R&D Studies: 5 op

Learning outcomes

Students will have the basic skills required to improve their expertise enabling them to conduct various research and development projects, while understanding the significance that such projects have in terms of developing professional competence. In addition students will be able to critically assess data produced by research and development work.

Contents

Background to research and development operations
Qualitative research process
Quantitative research process
Commercialisation process
Analysis and interpretation of research material

Assessment criteria

Excellent (5)

The students use research and development concepts expertly and extensively, being able to analyse and critically assess existing research. They are able to analyse, compare, combine and select knowledge and present alternative practices in research and development processes. (The students are able to analyse, reflect upon and critically assess their own competence). They work independently, responsibly, and with initiative. They can work in groups to promote and develop the group's activities in order to achieve common goals. They are able to critically apply ethical

principles in everything that they do.

Good (3-4)

The students use key research and development concepts consistently. They are able to describe the various research and development processes and justify related solutions. They can analyse an existing piece of research. The students are able to select appropriate practice for research and development work based on acquired knowledge. (The students are able to reflect upon and critically assess their own competence). They work independently and responsibly, being able to work in a group to obtain the group's common goals. The students are able to justify their work according to ethical principles.

Satisfactory (1-2)

The students are able to use key research and development concepts appropriately. They are able to describe the general process of research and development. They are able to summarise an existing piece of research. The students are able to plan the implementation of methods linked to a research process appropriately, though they may lack confidence in their work. They can use research and development methods under supervision. The students are able to work in a group, taking responsibility for their own actions and taking into account the other group members.

Pass/Fail

To be announced.

ATA17S-1011 OPTIONAL PROFESSIONAL STUDIES 35: 35 op

ATA17S-1012 WELLBEING TOURISM: 0 op

Learning outcomes

The main themes of wellbeing tourism studies are nature as a source of wellbeing and smart solutions (e.g. technology, nutrition) in wellbeing tourism. During the studies, you will learn to apply various forms of exercise, sports and treatments to promote the holistic wellbeing of people from different backgrounds. Food and accommodation are also key elements in wellbeing tourism products. These studies involve close cooperation between the disciplines of tourism and sports.

ATA17S-1013 PRINCIPLES OF WELLBEING TOURISM: 10 op

AM00BH09 Framework for Sustainable Wellbeing Tourism: 5 op

Learning outcomes

The students will be able to describe and explain the key concepts of wellbeing tourism as part of the wider field of health tourism. They will be able to identify wellbeing tourism networks. The students will be able to determine and define the main target groups and markets of wellbeing tourism in Finland and in a selected country of destination. They will be able to explain the pull factors of wellbeing tourism in Finland and they will possess in depth knowledge of key wellbeing tourism product themes and criteria.

Contents

Concepts, forms and special features of wellbeing tourism
Wellbeing lifestyle, tourist motivation

Target groups and wellbeing markets
Wellbeing tourism products
Operational environment
Wellbeing tourism strategies
Finrelax product recommendations and criteria
Themes and spearheads of regional wellbeing strategy

Further information

This course is delivered in English and it is an online course.

AM00BH10 Wellbeing Tourism Project I: 5 op

Learning outcomes

The students will be able to work with a commissioning party in implementing various wellbeing service packages fulfilling product recommendations and criteria. The students will be able to assess their own work according to field specific competences.

Contents

Wellbeing tourism event or product development project and/or work in a company or project.

Further information

Delivered in Finnish/English

Language of reporting: English

Language support: 0.5 credits

Implemented in part/completely with the Finnish Tourism group.

ATA17S-1014 SMART SOLUTIONS IN WELLBEING TOURISM: 15 op

AM00BH11 Food and Accommodation in Wellbeing Tourism: 5 op

Learning outcomes

The students will understand the significance of food and the opportunities of Finnish cuisine in producing and developing wellbeing tourism products. They will be able to produce wellbeing food services in different cooperation networks. The students will understand the importance of high-standard accommodation in wellbeing tourism and can select accommodation services fulfilling suitable criteria for combined products. The students will be able to develop accommodation services so that they support wellbeing tourism.

Contents

Healthy food

Local food

Organic food

Special diets

The fare of Finland's nature

Gathering and preparing food

Wellbeing accommodation services

Study trip

Further information

Delivered in Finnish/English

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are able to use food related key concepts extensively and with expertise. They are able to compare and select food services for wellbeing tourism products in a variety of ways and use them to develop such services creatively. The students are able to use appropriate food elements in a customer-oriented manner in different wellbeing tourism services. They are able to develop the standard of accommodation services to support wellbeing tourism.

Good (3-4)

The students are able to use food related key concepts extensively and with expertise. They are able to compare and select food services for wellbeing tourism products and use them to develop such services. The students are able to use food elements professionally in different wellbeing tourism services. They are able to develop accommodation services to support wellbeing tourism.

Satisfactory (1-2)

The students are able to use food related key concepts appropriately. They are able to select food services for wellbeing tourism products taking customers into account. The students are able to take wellbeing tourism quality requirements into account in accommodation services.

AM00BH12 Wellbeing Sports and Smart Technology: 5 op

Learning outcomes

The students will know the impacts and features of wellbeing sports and how to practise them. They will be able to apply different forms of exercise and sport to promote the holistic human wellbeing. The students will be able to demonstrate good ways of using Finnish technology in wellbeing services. They will be able to identify the key principles of occupational wellbeing and use technological solutions in wellbeing tourism solutions.

Contents

Wellbeing sports

Finnish wellbeing technology

Measuring wellbeing and technical applications

Occupational wellbeing services

The previously mentioned themes will be refined through the study of current topical issues and phenomena.

Further information

Delivered in Finnish/English

Implemented in part/completely with the Finnish Tourism group.

AM00BH13 International Wellbeing Tourism: 5 op

Learning outcomes

Students appraise the role of wellbeing tourism product development and improvement through practical tasks.

As internationalisation plays a vital part, students will conduct a research how wellbeing tourism is organised in different countries. On the other hand they will analyse the needs and motivation of international wellbeing tourists coming to Finland. Cultural differences and how to take them into consideration during the program planning process must be assessed.

Students will be able to illustrate the process of productising international wellbeing tourism programs.

Contents

Internationalisation

Needs and motivation of international wellbeing tourists

Cultural differences

Study trip

Previously mentioned themes will be processed and deepened using current topical issues.

Assessment criteria

Excellent (5)

Relative to the course objectives, the student is able to:

- apply extensively the concepts of the course subject with expertise and combine them according to the given situation/case.
- analyse, compare, combine and select information and present alternative practices.
- analyse, reflect upon and critically assess her/his own competence and the practices of the course subject using acquired knowledge.
- work independently, responsibly, with initiative and flexibly in all learning and operational environments.
- select and critically assess the techniques and models of the course subject and use them in her/his work.
- work in a customer and goal-oriented manner with a developmental approach to her/his work.
- work as a members of a group promoting and developing the work of the group taking work ethics critically into account.

Good (3-4)

Relative to the course objectives, the student is able to:

- systematically use the concepts of the course subject.
- name, describe and give reasons for main/basic knowledge of the course subject.
- select appropriate practices and techniques to work in the course subject.
- assess and reflect upon her/his own competence and the practices of the course subject.
- work independently and responsibly completing different tasks in all learning and operational environments.
- conduct her/himself in a customer and goal-oriented manner with a developmental approach to her/his work.
- work as members of a group to achieve the common goals of the group taking work ethics into account.

Satisfactory (1-2)

Relative to the course objectives, the student is able to:

- properly define main/basic concepts of the course subject.
- name and describe main/basic knowledge (e.g. definitions, professional terms, key players) of the course subject.
- work appropriately under guidance in different learning and operating environments.
- apply the techniques and concepts of the course subject appropriately in his/her work.
- conduct her/himself professionally in customer situations.
- work as member of a group taking others as well as work ethics into account.

ATA17S-1015 EXPERIENTIAL CONCEPTS OF WELLBEING TOURISM: 10 op**AM00BH14 Nature Based Wellbeing Programme Services: 5 op****Learning outcomes**

The students will experience the importance of wellbeing programme services based on Finnish nature through numerous excursions. The main elements to be taken into account are water, forest, silence, space, light and food. They will be able to discuss and critically apply different tools for creating wellbeing tourism experiences. Upon completion of this course, the students will be able to combine the previously mentioned elements to create experiential wellbeing programmes for tourists.

Contents

The impacts of nature on wellbeing, waterways in wellbeing tourism, wellbeing nature programmes, use of natural materials, experiencing the forest/nature by foot or other forms of exercise, food as a part of wellbeing products, study trips

Previously mentioned themes will be processed and deepened using current topical issues.

Further information

Delivered in Finnish/English

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria**Excellent (5)**

The students are able to apply extensively the subject concepts with expertise and combine them accordingly. They are able to analyse, compare, combine and select information and present alternative practices and to analyse, reflect upon and critically assess their competence and the practices presented during the course acquired knowledge. The students are able to work independently, responsibly, with initiative and flexibly in all learning and operational environments. They are able to select and critically assess the techniques and models of the topic and use them in their work. The students are able to work in a customer and goal-oriented manner with a developmental approach to their work. They are able to work as members of a group promoting and developing the work of the group critically taking professional ethics into account.

Good (3-4)

The students are able to systematically use the subject concepts. They are able to name, describe and give reasons for the key knowledge presented during the course. They are able to select appropriate practices and techniques for implementing the course content. The students are able to assess and reflect upon their competence and the practices of the course subject. They are able to work independently and responsibly completing different tasks in all learning and operational environments. They conduct themselves in a customer and goal-oriented manner with a developmental approach to their work. The students are able to work as members of a group to achieve common goals while taking professional ethics into account.

Satisfactory (1-2)

The students are able to properly define the basic concepts of the course subject. They are able to name and describe the key knowledge (e.g. definitions, professional terms, key players) of the course content. The students are able to work appropriately under supervision in different learning and operational environments. They are able to apply the techniques and concepts of the course subject appropriately in their work. The students are able to conduct themselves professionally in

customer situations. They are able to work as members of a group taking others as well as professional ethics into account.

AM00BH15 Wellbeing Tourism Project II: 5 op

Learning outcomes

The students are able to develop and implement experiential and ethically sustainable service packages that fulfil the customers' quality requirements and can assess the success of such packages using the field specific competences. They will be able to make use of natural and specifically local elements in wellbeing products and services.

Contents

Wellbeing event or product development project and/or work in a company or project.
Reflective report

Further information

Delivered in Finnish/English

Language of reporting: English

Language support: 0.5 credits

Implemented in part/completely with the Finnish Tourism group.

ATA17S-1016 ADVENTURE TOURISM: 35 op

Learning outcomes

Adventure tourism studies will enable you to recognise the most important summer and winter activities in nature and sports tourism in Finland and to understand their main requirements. You will master basic skills in various outdoor activities and learn to produce personalised and unique adventures for customers. The courses in this module are delivered simultaneously to students from the Finnish Tourism program and the International Tourism program. The courses are mainly taught in English, though the study material might be in Finnish or English. The structure of the courses will encourage international students and Finnish students to peer up and build learning groups. Finnish (for foreigners) as well as English language teachers will assist students throughout the whole module.

ATA17S-1017 PRINCIPLES OF ADVENTURE TOURISM: 10 op

AM00BH16 Framework for Sustainable Adventure Tourism: 5 op

Learning outcomes

What kind of adventure tourist are you? The course gives an answer to this question from different perspectives.

Students will gain academic knowledge needed in sustainable adventure tourism programs. Upon completion of this course students can outline key characteristics of adventure and are able to discuss important aspects of the experience creation process. Students know about aspects concerning the adventure tourism industry supply and demand side. The main elements of sustainable adventure tourism business operations will be introduced.

Furthermore, the course gives an overview about adventure education. Students will comprehend stages in group development and can apply different leadership styles.

Being an elementary skill in outdoor activities, students will be able to show basic map reading skills.

Contents

key characteristics of adventure
experience creation process
adventure tourism industry supply and demand side
elements of sustainable adventure
adventure tourism business operations
adventure education
elementary skills in outdoor activities

Previously mentioned themes will be processed and deepened using current topical issues.

Further information

study language: English
online course

AM00BH17 Adventure Tourism Project I: 5 op

Learning outcomes

The students will be able to work with customers in implementing various adventure tourism service packages fulfilling product recommendations and criteria. The students will be able to assess their own work according to field specific competences.

Contents

Adventure tourism event or product development project and/or work in a company or project.

Further information

Delivered in Finnish/English
Language of reporting: English
Language support: 0.5 credits
Implemented in part/completely with the Finnish Tourism group.

ATA17S-1018 EXPERIENTIAL CONCEPTS OF ADVENTURE TOURISM: 15 op

AM00BH18 Memorable Winter Experiences: 5 op

Learning outcomes

A landscape covered in a deep layer of fresh snow, endless frozen lakes, and vast pine tree forests on gently rolling hills - a landscape from a winter wonderland. This is your chance to make your story a reality: How is it possible to survive winter in the north of Finland – outside, with temperatures well below zero – and enjoy it? How can you create winter experiences for tourists? What winter activities can be offered and how do they feel? How will you deal with the associated challenges and risks? This course provides answers to these questions when the students will be instructed to organise and implement a winter activities study trip. They will have to demonstrate their organisational and guiding skills while comparing the business approaches of different programme service companies. In addition, you, the students, will have to assess and manage the risks of winter activities. Furthermore, the students will be able to apply the main elements of adventure education and set up suitable and secure team building tasks under winter conditions.

Contents

Winter nature and sports tourism products and destinations
Planning outdoor activity products

Organising a winter activity trip (study trips)
Instructing winter activities (group instruction and guiding)
Programme service companies

Previously mentioned themes will be processed and deepened using current topical issues.

Further information

Delivered in Finnish/English

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are able to apply extensively the subject concepts with expertise and combine them accordingly. They are able to analyse, compare, combine and select information and present alternative practices and to analyse, reflect upon and critically assess their competence and the practices presented during the course acquired knowledge. The students are able to work independently, responsibly, with initiative and flexibly in all learning and operational environments. They are able to select and critically assess the techniques and models of the topic and use them in their work. The students are able to work in a customer and goal-oriented manner with a developmental approach to their work. They are able to work as members of a group promoting and developing the work of the group critically taking professional ethics into account.

Good (3-4)

The students are able to systematically use the subject concepts. They are able to name, describe and give reasons for the key knowledge presented during the course. They are able to select appropriate practices and techniques for implementing the course content. The students are able to assess and reflect upon their competence and the practices of the course subject. They are able to work independently and responsibly completing different tasks in all learning and operational environments. They conduct themselves in a customer and goal-oriented manner with a developmental approach to their work. The students are able to work as members of a group to achieve common goals while taking professional ethics into account.

Satisfactory (1-2)

The students are able to properly define the basic concepts of the course subject. They are able to name and describe the key knowledge (e.g. definitions, professional terms, key players) of the course content. The students are able to work appropriately under supervision in different learning and operational environments. They are able to apply the techniques and concepts of the course subject appropriately in their work. The students are able to conduct themselves professionally in customer situations. They are able to work as members of a group taking others as well as professional ethics into account.

AM00BH19 Authentic and Unique Wilderness Services: 5 op

Learning outcomes

In order to understand the tourism experience creation process, the students will be able to identify the special features of this operating environment through different excursions (e.g. to national parks). They will be able to discuss and critically apply different tools for creating unique tourism experiences.

Contents

Experience tools e.g. experience pyramid, storytelling, and guides

Unique selling proposition (USP) (tools: e.g. nature resource analysis/local uniqueness, personal strength analysis/personal uniqueness, SWOT)

Nature elements in R&D

Natural environments e.g. national parks

Safety planning

Previously mentioned themes will be processed and deepened using current topical issues.

Further information

Delivered in Finnish/English

Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are able to apply extensively the subject concepts with expertise and combine them accordingly. They are able to analyse, compare, combine and select information and present alternative practices and to analyse, reflect upon and critically assess their competence and the practices presented during the course acquired knowledge. The students are able to work independently, responsibly, with initiative and flexibly in all learning and operational environments. They are able to select and critically assess the techniques and models of the topic and use them in their work. The students are able to work in a customer and goal-oriented manner with a developmental approach to their work. They are able to work as members of a group promoting and developing the work of the group critically taking professional ethics into account.

Good (3-4)

The students are able to systematically use the subject concepts. They are able to name, describe and give reasons for the key knowledge presented during the course. They are able to select appropriate practices and techniques for implementing the course content. The students are able to assess and reflect upon their competence and the practices of the course subject. They are able to work independently and responsibly completing different tasks in all learning and operational environments. They conduct themselves in a customer and goal-oriented manner with a developmental approach to their work. The students are able to work as members of a group to achieve common goals while taking professional ethics into account.

Satisfactory (1-2)

The students are able to properly define the basic concepts of the course subject. They are able to name and describe the key knowledge (e.g. definitions, professional terms, key players) of the course content. The students are able to work appropriately under supervision in different learning and operational environments. They are able to apply the techniques and concepts of the course subject appropriately in their work. The students are able to conduct themselves professionally in customer situations. They are able to work as members of a group taking others as well as professional ethics into account.

AM00BH20 International Adventure Tourism: 5 op

Learning outcomes

Students will appraise the role of outdoor tourism product development and improvement through practical tasks. As internationalisation plays a vital part, students will conduct research on how adventure tourism is organised in different countries. They will also analyse the needs and

motivation of international adventure tourists coming to Finland. Cultural differences and how to take them into consideration during the programme planning process will be assessed. The students will be able to illustrate the process of commercialising international adventure tourism programmes.

Contents

Outdoor tourism product development
Business logic
Internationalisation of adventure tourism
International adventure tourists
Cultural differences
Study trips

The previously mentioned themes will be refined through the study of current topical issues and phenomena.

Further information

Delivered in Finnish/English
Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

Relative to the course objectives, the student is able to:

- apply extensively the concepts of the course subject with expertise and combine them according to the given situation/case.
- analyse, compare, combine and select information and present alternative practices.
- analyse, reflect upon and critically assess her/his own competence and the practices of the course subject using acquired knowledge.
- work independently, responsibly, with initiative and flexibly in all learning and operational environments.
- select and critically assess the techniques and models of the course subject and use them in her/his work.
- work in a customer and goal-oriented manner with a developmental approach to her/his work.
- work as a members of a group promoting and developing the work of the group taking work ethics critically into account.

Good (3-4)

Relative to the course objectives, the student is able to:

- systematically use the concepts of the course subject.
- name, describe and give reasons for main/basic knowledge of the course subject.
- select appropriate practices and techniques to work in the course subject.
- assess and reflect upon her/his own competence and the practices of the course subject.
- work independently and responsibly completing different tasks in all learning and operational environments.
- conduct her/himself in a customer and goal-oriented manner with a developmental approach to her/his work.
- work as members of a group to achieve the common goals of the group taking work ethics into account.

Satisfactory (1-2)

Relative to the course objectives, the student is able to:

- properly define main/basic concepts of the course subject.

- name and describe main/basic knowledge (e.g. definitions, professional terms, key players) of the course subject.
- work appropriately under guidance in different learning and operating environments.
- apply the techniques and concepts of the course subject appropriately in his/her work.
- conduct her/himself professionally in customer situations.
- work as member of a group taking others as well as work ethics into account.

ATA17S-1019 SMART SOLUTIONS IN ADVENTURE TOURISM: 10 op

AM00BH21 Outdoors Adventure Experience: 5 op

Learning outcomes

The students will experience the importance of nature and outdoor activities as a tourist attraction by carrying out numerous excursions. They will demonstrate a customer oriented approach to commercialising outdoor adventure. They will be able to plan and grade hiking, biking and canoeing trails/routes according to the needs and skills of different customer groups. The students will be able to take advantage of smart technologies/solutions during outdoor activities.

Contents

Outdoor activities (e.g. hiking, canoeing)
Rope activities
Outdoor mobile applications
Route (hiking) planning
Product development and evaluation

The previously mentioned themes will be refined through the study of current topical issues and phenomena.

Further information

Delivered in Finnish/English
Implemented in part/completely with the Finnish Tourism group.

Assessment criteria

Excellent (5)

The students are able to apply extensively the subject concepts with expertise and combine them accordingly. They are able to analyse, compare, combine and select information and present alternative practices and to analyse, reflect upon and critically assess their competence and the practices presented during the course acquired knowledge. The students are able to work independently, responsibly, with initiative and flexibly in all learning and operational environments. They are able to select and critically assess the techniques and models of the topic and use them in their work. The students are able to work in a customer and goal-oriented manner with a developmental approach to their work. They are able to work as members of a group promoting and developing the work of the group critically taking professional ethics into account.

Good (3-4)

The students are able to systematically use the subject concepts. They are able to name, describe and give reasons for the key knowledge presented during the course. They are able to select appropriate practices and techniques for implementing the course content. The students are able to assess and reflect upon their competence and the practices of the course subject. They are able to work independently and responsibly completing different tasks in all learning and operational

environments. They conduct themselves in a customer and goal-oriented manner with a developmental approach to their work. The students are able to work as members of a group to achieve common goals while taking professional ethics into account.

Satisfactory (1-2)

The students are able to properly define the basic concepts of the course subject. They are able to name and describe the key knowledge (e.g. definitions, professional terms, key players) of the course content. The students are able to work appropriately under supervision in different learning and operational environments. They are able to apply the techniques and concepts of the course subject appropriately in their work. The students are able to conduct themselves professionally in customer situations. They are able to work as members of a group taking others as well as professional ethics into account.

AM00BH22 Adventure Tourism Project II: 5 op**Learning outcomes**

The students are able to plan, implement, and assess safe adventure tourism products for different types of customer under various conditions, using field-specific competences.

Contents

Adventure tourism event or product development project and/or work in a company or project.

Further information

Delivered in Finnish/English

Language of reporting: English

Language support: 0.5 credits

Implemented in part/completely with the Finnish Tourism group.

ATA17S-1025 INTERNATIONAL STUDIES ABROAD 5-15 cr: 0 op**Learning outcomes**

Studies completed abroad during a period of international exchange can be accredited as part of professional studies. Thus, the student can replace one professional studies module with studies completed at a KAMK partner university. The content of this module should match the students' personal interests and individual professional objectives and it is planned in cooperation with the KAMK international coordinator. The objective of this module is to facilitate individual professional development and also to promote internationalization.

ATA17S-1027 ENTREPRENEURSHIP AND COMPANY START-UP: 0 op**Learning outcomes**

The students will deepen and widen their business competence by selecting choosing courses that will support the development of their own business ideas. Business competence can also be developed by project based learning or by gaining credits through work in a company (work studification).

ATA17S-1026 ENTREPRENEURSHIP IN PRACTICE (Youth Entrepreneurship Start up 10 cr + 5 cr): 0 op

ATA17S-1020 PRACTICAL TRAINING: 30 op

AT00BH43 Practical Training 1: 12 op

AT00BH44 Practical Training 2: 18 op

ATA17S-1021 THESIS: 15 op

Learning outcomes

The students will deepen their professional competence in R&D activities and practical specialist tasks by using research based knowledge for reasoning and by working according to the general ethical rules of research. The module is completed in the form of R&D studies.

AT00BH45 Thesis: 15 op

Learning outcomes

The students will deepen their professional competence in R&D activities and practical specialist tasks by using research based knowledge for reasoning and by working according to the general ethical rules of research. The module is completed in the form of R&D studies.

ATA17S-1022 FREE-CHOICE STUDIES: 10 op

Learning outcomes

The student will select at least 10 credits of studies either from their own field of study, from another field of study in their own university of applied sciences, from another university of applied sciences or university. The aim of free-choice studies is to create a wide range of comprehensive expertise.

AM00BD06 Bar Manager Qualification: 5 op

Learning outcomes

Students will be able to apply licensing legislation when serving alcohol.

Contents

Licensing laws
Retail of alcoholic beverages
Self-monitoring in alcohol retail

Assessment criteria

Pass/Fail

To be announced

MMWA018 History of Tourism: 3 op

Learning outcomes

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

Contents

Different eras of the tourism history.

Prerequisites

Introduction to Tourism

Assessment criteria

Pass/Fail

To be announced

MPWY001 Introduction to Wines: 3 op

Learning outcomes

Students will be able 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

Assessment criteria

Pass/Fail

To be announced

MTW009 Destination Marketing: 3 op

Learning outcomes

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.

Assessment criteria

Pass/Fail

To be announced

MMWA102 Swedish / Bygg upp din svenska: 3 op

Learning outcomes

Students will be proficient in basic Swedish grammar and develop their spoken and written skills for working life communication and interaction situations.

Contents

Basic Swedish grammar

Prerequisites

Proficiency test, European framework language level B1

Assessment criteria

Excellent (5)

The student can use a variety of grammar structures demonstrating a high degree of accuracy. They are able to produce written text fluently using an appropriate style and with a minimal amount of errors.

Good (3-4)

The students use grammatical structures and demonstrate a fair degree of accuracy and can correct their language mistakes if they cause misunderstanding. They can produce fairly clear and fluent written texts.

Satisfactory (1-2)

The students can use simple grammatical structures.
They can write texts that can more or less be understood.

Pass/Fail

To be announced

MMWA103 Build up your English: 3 op

Learning outcomes

Students will be proficient in basic English grammar and will develop their spoken and written English skills for working life communication and interaction situations.

Contents

Basic English grammar

Prerequisites

European framework language level B2

Assessment criteria

Excellent (5)

The student can use a variety of grammar structures demonstrating a high degree of accuracy. They are able to produce written text fluently using an appropriate style and with a minimal amount of errors.

Good (3-4)

The students use grammatical structures and demonstrate a fair degree of accuracy and can correct their language mistakes if they cause misunderstanding. They can produce fairly clear and fluent written texts.

Satisfactory (1-2)

The students can use simple grammatical structures.
They can write texts that can more or less be understood.

MHAA002 Foreign Language: 5 op

Learning outcomes

Students must complete studies in a foreign language of 1 - 5 credits. The selection of languages changes each year and is found within the free-choice studies for all the fields of education.