

# SCHOOL OF TOURISM

## DEGREE PROGRAMME IN TOURISM

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### Objective of the Degree programme

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

### Learning Environment

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

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

### Learning Strategies

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

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

## Competences

Degree programme in tourism covers five main competences which are:

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

### Annual Themes – Study Progress Description

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

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

## Structure of the Programme

### Basic Studies (75 cr)

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

### Professional Studies (75 cr)

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

### Free-choice Studies (15 cr)

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

### Practical Training (30 cr)

An essential part of studies is a five-month-long practical training period, which takes place during the 3rd study year in spring term. Practical training can be done either in Finland or a foreign country. Finnish students must complete either practical training or a semester of their studies abroad. Before starting practical training students must have a minimum of 75 credits. The purpose of practical training is to offer students the possibility to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in companies.

### Thesis and Maturity Test (15 cr)

The purpose of the thesis is to demonstrate students' ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. It is recommended that the thesis be completed in co-operation with a tourism company or in co-operation with other interest groups. Preparation of the thesis is usually accomplished towards the end of studies during the final year.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign

students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

### Foreign Studies

For Finnish students it is recommended that one of the 2nd year semesters is spent in a foreign university or university of applied sciences. Also international students can do part of their studies in exchange. Partner institutions and opportunities will be presented in information meetings, and more information is also available in the Kajaani UAS internet and intranet pages. Kajaani UAS' partner institutions in different countries offer studies in English or in other languages. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. Each student makes a personal study plan with the school's international coordinator for their period of foreign studies. Studies completed abroad are approved as part of the degree programme.

### Language Studies

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

#### Finnish Students

English	9 cr
Finnish	6 cr
Swedish	6 cr

#### Foreign Students

English	9 cr
Finnish	12 cr

## CREDIT STRUCTURE 210 CR

<b>BASIC STUDIES</b>	<b>75 cr</b>
Basics in Tourism	26 cr
Business Activities 1	17 cr
Methodological Studies 1	11 cr
Communication Studies	21 cr
<b>PROFESSIONAL STUDIES</b>	<b>75 cr</b>
Tourism Services	47 cr
Business Activities 2	21 cr
Methodological Studies 2	7 cr
<b>FREE-CHOICE STUDIES</b>	<b>15 cr</b>
<b>PRACTICAL TRAINING</b>	<b>30 cr</b>
<b>THESIS AND MATURITY TEST</b>	<b>15 cr</b>

## THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN TOURISM

### BASIC STUDIES

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

**PROFESSIONAL STUDIES**

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

# COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

## BASIC STUDIES

### (MTBA2Z) BASICS IN TOURISM 26 op

#### (MTBA001) Principles of Tourism

Credits:	6 cr	Timing:	1st yr
Objective:	Students will gain knowledge of the principles of tourism in Finland and abroad.		
Contents:	An introduction to tourism Consumer behaviour and tourism demand Models and patterns of tourism demand Classification of tourism Tourism attraction The Socio-cultural impact of tourism Ecology and tourism The future of tourism		
Learning Strategies:	Lectures and small group work		
Assessment:	Exam, continual assessment and exercises		
Bibliography:	Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2002) Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2003) Further reading/material will be provided by lecturer		

#### (MTBA002) Introduction to Nature and Activity Tourism

Credits:	5 cr	Timing:	1st yr
Objective:	Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.		
Contents:	Principles of nature and activity tourism Nature and activity tourism markets Tourism and nature conservation Legal issues Destinations and venues		
Learning Strategies:	Lectures and excursions. Visits to genuine activity sites will be included whenever possible.		
Bibliography:	Bell et al. 2007. Outdoor Recreation and Nature Tourism. Newsome,D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism Saarinen,J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local Contexts, Global Issues Standeven & De Knop. 1999. Sport Tourism Ritchie, B.W. & Adair,D.(eds.) 2004. Sport Tourism, Interrelationships, Impacts and		

Issues.

### **(MTBA003) Tourism Product Development I**

Credits:	3 cr	Timing:	1st - 2nd yr
Objective:	Students will understand the functions and aspects of initial and ongoing product development as a basic part profitable tourism business development.		
Contents:	Tourism products and features Planning and development process Pricing		
Learning Strategies:	Lectures. Group work. Study visits		
Assessment:	Exam and portfolio including individual and group assignments		
Bibliography:	Kotler P., Bowen J. and Makens J. 1999. Marketing for Hospitality and Tourism Additional study materials will be agreed during course orientation		

### **(MTBA005) Safety and First Aid**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will know what to do in a situation requiring them to provide first aid and they will also be able to check for and assess risks. The course is divided into a safety and a first aid part.		
Contents:	First aid: Red Cross of Finland emergency aid qualification EA (first aid) 1 and EA (first aid) 2, extinguishing fires Safety: Safety at work, risk assessment and risk management in program services		
Learning Strategies:	Lectures, course and group work, exercises		
Assessment:	Test, first aid practice, fire extinguishing practice. Students will have the opportunity to pass the Finnish Red Cross EA (first aid) 1 and EA (first aid) 2 qualifications.		
Bibliography:	Reading list and handouts provided by lecturer. The Finnish Consumer Agency's Guidelines for the promotion of safety in Program Services, Publication series 11/2003 Finnish Consumer Agency		

### **(MTBA006) Food Hygiene**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will understand the importance of hygiene for safe food services and travelling		
Contents:	Food microbiology Food poisoning Hygiene practices Personal hygiene Cleaning In-house control		



Legislation relating to food hygiene

Learning Strategies: Lectures, discussions, individual and group exercises

Assessment: Exam and exercises

Bibliography: Reading list/material provided by lecturer

## **(MTBA009) Serving**

Credits: 1.5 cr                      Timing: 1st yr

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

Contents: Basic serving methods and techniques

Learning Strategies: Lectures and serving in the learning restaurant

Assessment: Exam

Bibliography: To be announced

## **(MTBA010) Bar Services**

Credits: 1.5 cr                      Timing: 2nd yr

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

Contents: Alcohol legislation

Learning Strategies: Lectures, individual and group work

Assessment: Exam

Bibliography: To be announced

## **(MTBA011) Hospitality Management**

Credits: 3 cr                      Timing: 1st yr

Objective: Students can distinguish between different types of accommodation. The course focuses on the basic organisation of lodging properties and managing hotel operations. Furthermore students get to know additional hospitality organisations like cruise lines.

Contents: Structure and types of accommodations  
Hotel classifications  
Hotel ownership and management  
Hotel operations management  
Cruise lines  
Hotel reservation system

Learning Strategies: Lectures, group work, presentations, company visits

Assessment: Exam, exercises, workshops, introduction to hotel reservation system (Hotellinx)

Contents:	General terms and aims in management accounting
	Profitability calculations
	Cost-volume-profit analysis
	Pricing calculations

Short-term calculations, planning and controlling methods  
 Long-term calculations: investments  
 Budgeting  
 Activity Based Costing

Learning Strategies: Lectures, exercises, management accounting software

Assessment: Exercises and exams

Bibliography: To be announced

## **(MTBO006) Introduction to Management**

Credits: 5 cr                      Timing: 1st yr

Objective: The course introduces the student to organization and management from an individual, group and organisational perspective, with the focus on human behavior and organizational structures and processes.

Contents: Foundations of management  
 Cognitive processes of organizational behavior  
 Dynamics of organizational behavior  
 Organization design, change and innovation  
 Managing and leading for high performance

Learning Strategies: Lectures, case studies, and exercises

Assessment: Case studies, exercises and exam

Bibliography: Hill and MacShane, Principles of Management  
 Pettinger, Introduction to Management; Luthans, Organizational Behavior

## **(MTBC4Z) COMMUNICATION STUDIES 21 op**

### **(MTBC004) Basics of Tourism English**

Credits: 3 cr                      Timing: 1st yr

Objective: To practice and improve both basic oral and written communication. The course introduces basic tourism vocabulary through a wide range of settings and situations in the English-speaking world.

Contents: Grammar surgery  
 Report writing  
 Application writing  
 Customer service  
 Personnel and functions of a tourist company  
 How to give a presentation  
 Negotiations

Learning Strategies: Pair work, group work, oral and written tasks

Assessment: Continual assessment, oral presentation, written exam

Bibliography: To be announced

**(MTBC008) Academic Writing**

Credits: 3 cr Timing: 1st yr

Objective: To improve students' professional writing skills

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

Learning Strategies: Small group sessions

Assessment: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

**(MTBC005) Business Communication Skills**

Credits: 3 cr Timing: 1st yr

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

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

Learning Strategies: Small group sessions

Assessment: Oral and written tasks, written exam

Bibliography: To be announced

**(MTBC001) Oral Communication and Meeting Skills**

Credits: 3 cr Timing: 1st yr (for Finnish speaking students)

Objective: Students will learn to express themselves and to operate in a goal oriented manner in different communication situations. The course also covers different negotiations and meetings procedures.

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

Learning Strategies: Classroom teaching, exercises

Assessment: Exam and assignments

Bibliography: Repo-Nuutinen: Viestintätaito

## **(MTBC002) Written Communication and Business Letters**

Credits: 3 cr                      Timing: 1st yr (for Finnish speaking students)

Objective: Students will learn to write in a manner appropriate to their chosen profession and be able to compile standard business letters.

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

Learning Strategies: Contact teaching, assignments

Assessment: Exam and assignments

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

## **(MTBC003) Svenska inom turismen 1**

Credits: 3 cr                      Timing: 1st yr

Objective: Students will develop their language skills to be able to cope in tourism and catering customer service situations and to present a company and its services and facilities as well as the special features of Finnish cuisine in Swedish. Students will also be able to present Finland as a tourist destination and discuss current affairs to a certain extent using the Swedish language

Prerequisite: Participation in proficiency test

Contents: Everyday spoken Swedish  
Hotel and restaurant customer service  
Finnish food culture and gastronomic terminology  
The differences between Finnish Swedish and Swedish Swedish  
Finland in Swedish  
Current affairs

Learning Strategies: Small group teaching

Assessment: Continual assessment and written and oral exam

Bibliography: Handout provided by lecturer

## **(MTBC009) Svenska inom turismen 2**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will be able to cope with spoken and written communicative tasks in

tourism and hospitality related situations using the Swedish language. This course covers routine correspondence, negotiation skills and nordic business culture.

Prerequisite: Svenska inom turismen I

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

Learning Strategies: Small group teaching

Assessment: Small group teaching

Bibliography: Handout

## **(MTBC006) Finnish for Foreigners 1**

Credits: 6 cr                      Timing: 1 st yr

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

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

Learning Strategies: Communicative and practical approach and group work

Assessment: Class work and written or/and oral exam

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

## **(MTBC007) Finnish for Foreigners 2**

Credits: 3 cr                      Timing: 2nd yr

Objective: To improve communication skills in the Finnish language

Prerequisite: Finnish for Foreigners 1

Contents:	This course builds on the knowledge gained in Finnish for Foreigners 1.
Learning Strategies:	Small group sessions
Assessment:	Coursework, active participation, written and oral tests
Bibliography:	Kangasniemi, Suomen kielen tikapuut jatkotaso 1 Hämäläinen, Jatketaan

### **(MTBC010) Finnish Conversation**

Credits:	3 cr	Timing:	3 rd yr
Objective:	To improve students' oral communication skills in the Finnish language.		
Prerequisite:	Finnish for Foreigners 1-2		
Contents:	Discourses - different vocational subjects		
Learning Strategies:	To be announced		
Assessment:	Active participation in class activities		
Bibliography:	To be announced		

### **(MTBM4Z) METHODOLOGICAL STUDIES 1 11 op**

#### **(MTBM001) Business Mathematics**

Credits:	3 cr	Timing:	1st yr
Objective:	To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life		
Contents:	Review of basic mathematical operations needed in business mathematics Percentage calculation and its economic applications Index Currency calculation Simple interest calculation and its applications Compound interest Credit Economic functions		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and exercises		
Bibliography:	Pulkkinen P, Holopainen M.,Keinänen K., Business Mathematics (2006)		

#### **(MTBM002) Office Applications**

Credits:	5 cr	Timing:	1st yr
Objective:	The student will be able to use a microcomputer as a common tool in everyday working life.		

Contents:	E-mail Internet Hardware and operating systems Presentation graphics Word processing Spreadsheets
Learning Strategies:	Practical exercises and individual use of computer
Assessment:	Exam and practical exercises
Bibliography:	Material provided by the lecturer

### **(MTBM003) Personal Development Programme**

Credits:	3 cr	Timing:	1st yr
Objective:	The aim of this programme is to provide students with the tools, which will ensure a successful commencement of their studies leading to success in future careers, by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The program aims to facilitate the individual development of students.		
Contents:	Initial assessment week (Boot Camp) Personal SWOT Learning styles Introduction to Reflective Practice Creative thinking/Problem solving Presentation Skills		
Learning Strategies:	Lectures. Activities. Individual tutorials. Practical Work		
Assessment:	Portfolio - Course work of completed tasks throughout the program		
Bibliography:	Selected readings, handouts related to subject areas.		

## **PROFESSIONAL STUDIES**

### **(MTPT6Z) TOURISM SERVICES 47 op**

#### **(MTPT019) Project Management**

Credits:	6 cr	Timing:	2nd yr
Objective:	Introduction to project work and management.		
Contents:	Basics of project management Project planning Practical work in projects Project documentation		
Learning Strategies:	Lectures, project work, reporting		
Assessment:	Continual assessment and project work		
Bibliography:	Reading/material will be provided by lecturer		



Project Management Institute 2004, A guide to the project management body of knowledge. 3rd Ed., Pennsylvania.

### **(MTPT001) Management of Nature and Activity Services 1**

Credits:	4 cr	Timing:	2nd yr
Objective:	Students will understand the scope and evolution of nature and activity tourism management. This course will also provide students with a wide range of skills and knowledge which is needed when planning and managing services in nature and activity tourism.		
Contents:	Nature familiarization Outdoor skills Outdoor environment Outdoor equipment Sport tourism Program planning Land management Parks and wildlife management Impacts of nature and activity tourism		
Learning Strategies:	Lectures and excursions, visits to companies and sites. There will be a field trip to important nature tourism destination in Finland.		
Assessment:	Active participation in lectures, excursions, field trips, group work, written reports, and oral presentations.		
Bibliography:	Reading list/material provided by lecturer		

### **(MTPT016) Transportation and Tourism**

Credits:	4 cr	Timing:	3rd yr
Objective:	The students will understand the role of transportation in tourism		
Contents:	Tourism/transport relationship Transport networks and flows Ground transport Marine transport Air transport Management of Transport flows Future trends in transport and tourism		
Bibliography:	Duval 2007. Tourism and Transport Hanlon 2007. Global airlines Wensveen 2008. Air Transportation		

### **(MTPT003) Sustainable Tourism**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.		
Contents:	Sustainable tourism and organisations		

Tourism management implications - economic, environmental and sociocultural issues.

Alternative tourism

Conventional mass tourism

Strategic roles: opportunities and obstacles within facilitation sectors

Role of attractions within sustainability

Quality control - Eco labels, codes of conduct and certification of accreditation.

Destinations and spatial strategies - zoning and redevelopment.

Strategies for visitor management.

Environmental costs and benefits.

Learning Strategies: Lectures, group work, oral and written course work

Assessment: Active participation in lectures, exam and assignments

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

## **(MTPT005) Adventure Tourism**

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

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

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

Learning Strategies: Lectures, excursions, group exercises, workshops, site visits to companies.

Assessment: Active participation in lectures, excursions, site visits, group exercises and workshops, written report and group presentation

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

## **(MTPT017) Guiding Skills**

Credits: 3 cr                      Timing: 2nd yr

Objective: To provide students with the skills needed in guiding business.

Contents: Adventure education  
Experiences  
Elements of guiding  
Culture tours  
Historical tours  
Wildlife & safaris  
Concept of socio-cultural animation

## **(MTPT007) Event Management**

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

Objective: The event management course provides an in depth overview of events and related

industries. This course covers a wide range of events e.g. sporting, cultural, arts and entertainment etc. and congresses and fairs.

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

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

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

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

### **(MTPT018) World Cultures**

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

Objective: Students will be familiar with different cultures and they will understand the importance of cultures within the tourism industry.

Contents: Culture and cultural geography  
Key concepts of culture  
Cultural regions and tourism

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

Assessment: Individual assignment and group work.

Bibliography: Material provided by lecturer

### **(MTPT009) Food and Culture**

Credits: 4 cr                      Timing: 1st or 2nd yr

Objective: Students will understand the significance of healthy food for wellbeing as well as gaining knowledge of the most common special diets. Students will be conversant with different food services in tourism.

Contents: Basics of nutrition  
Special diets  
Basics of food services  
Menu planning for different events

Learning Strategies: Lectures, discussions, individual and group exercises, kitchen work

Assessment: Exam and exercises

Bibliography: Reading list/material provided by lecturer

### **(MTPT010) Intercultural Communication**

Credits: 3 cr                      Timing: 2nd yr

Objective: The course aims to provide students with a theoretical and experimental framework

for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.

Contents: Inter-cultural communication  
Identity  
Language and culture  
Cultural values and communication  
Intercultural competence

Learning Strategies: Lectures, small group work and independent studies using Web CT.

Assessment: Continual assessment, presentation and independent assignment.

Bibliography: Lewis, R.D. When cultures collide, changing successfully across culture.  
Online Web CT material.

## **(MTPT011) Tourism Planning and Policy**

Credits: 5 cr                      Timing: 4th yr

Objective: This course provides an introduction to the concepts of tourism planning and policy globally and in Finland. Students will gain an understanding of the purpose of tourism as well as planning and investigating some broad approaches to planning and policy.

Contents: Policy  
Planning  
Economic impacts of tourism  
Urban, rural and natural areas in tourism planning  
Special interest tourism  
Environmental impacts of tourism  
Management policy and planning issues

Learning Strategies: Lectures and small group work

Assessment: Exam, continual assessment and exercises

Bibliography: Hall M.C, Jenkins, Kearsley G, Tourism, Planning and Policy (1997)  
Other materials provided by lecturer

## **(MTPT012) Tourism Product Development 2**

Credits: 3 cr                      Timing: 3rd yr

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

Prerequisite: Product Development 1. Marketing of Tourism Services.

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

Learning Strategies: Lectures Group works

Assessment: Portfolio including learning diary and group works. Developing a product line in small groups

Bibliography: Will be agreed in the beginning of the course

## **(MTPT015) Tourism Economics**

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

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

Prerequisite: Introduction to Business Activities

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

Learning Strategies: Lecture, course work

Assessment: Exam, report

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

## **(MTPO7Z) BUSINESS ACTIVITIES 2 21 op**

### **(MTPO001) Marketing of Tourism Services**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will understand the special features of marketing tourism services and the role of product, image and branding, price and distribution channels in tourism marketing.

Contents: Image & brand, pricing and distribution channel considerations.

Learning Strategies: Lectures, small group work

Assessment: Exam and portfolio including group assignments

Bibliography: Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism

### **(MTPO002) Marketing Communications**

Credits: 3 cr                      Timing: 3rd yr

Objective: Students will learn to evaluate and implement different promotion tools as part of an integrated marketing mix.

Prerequisite: Tourism Product Planning 1 Marketing of Tourism Services

Contents: Advertising  
PR  
SP  
Personal selling  
Next year's marketing Planning

**Bibliography:** Eugene McKenna & Nic Beech, Human Resource Management: A Concise analysis, Prentice Hall, 2002.  
Beardwell, I., Holden, L., Human Resource management: A Contemporary Perspective, Pitman Publishing, 1997.  
Hesselbein, F., Goldsmith, M., Beckhard, R. (ed.), The Leader Of The Future

Ainger, A., Kaura, R., Ennals, R., Business Success Through Human Centred Systems  
 Tyson, S., Jackson, T., The Essence Of Organisational Behaviour.

### **(MTPO005) Law Studies**

Credits:	5 cr	Timing:	2nd yr
Objective:	The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws.		
Contents:	Sources of law Law of obligations Contract law Business law Labour law Legislation in tourism		
Learning Strategies:	Lectures, exercises, case studies		
Assessment:	Exercises and exam		
Bibliography:	To be announced		

### **(MTPO007) Strategic Management**

Credits:	3 cr	Timing:	3rd yr
Objective:	This course is designed to develop students' understanding of the global business process. In addition, students will be introduced to both the framework and strategies of business operations, whilst considering competitiveness on a global level and forms of business cooperation across national boundaries, business practices and current trends in the global business arena.		
Prerequisite:	MTBO006: Introduction to Management course		
Contents:	Strategic analysis Strategic formulation Strategic implementation		
Learning Strategies:	Lectures, case studies, and exercises		
Assessment:	Case study, exercises and final exam		
Bibliography:	Dess, Lumpkin, Eisner, Strategic Management (text and cases)		

### **(MTPM8Z) METHODOLOGICAL STUDIES 2 7 op**

#### **(MTPM003) Applied Research Methods**

Credits:	4 cr	Timing:	3rd yr
Objective:	This course will provide students with a thorough understanding of research methods and their application in tourism processes, their relevance in business decision making and it also provides a basis for the study of relevant qualitative and		

quantitative analysis procedures.

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

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

Assessment: Research project

Bibliography: To be announced

## **(MTPM004) Statistics**

Credits: 3 cr                      Timing: 3rd yr

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

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

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

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

Assessment: Exam or / and exercises

Bibliography: To be announced

## **(MTW11Z) FREE-CHOICE STUDIES 15 op**

### **(MTW005) Russian Tourism**

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

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

Contents: Russian tourism destinations and attractions.  
A 5 day study trip to Russia, cost to students appr. 150 euros.

Learning Strategies: Course orientations and closing seminar in the class. Group assignments on agreed themes. A 5 day fact finding trip to St. Petersburg.



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

Prerequisite:	Applied Research Methods, Statistics
Contents:	Seminar presentations of chosen thesis subject and participation in seminars Assessment of other students' thesis and acting opponent for other students' work After the thesis topic has been accepted students will be nominated a thesis supervisor. Subject analysis and research plan after which thesis can be completed and then presented during the seminar. The maturity test is completed after the thesis has been presented.
Bibliography:	Reading list/handouts provided by lecturer

## **(MTH09Z) PRACTICAL TRAINING 30 op**

### **(MTH001) Practical Training**

Credits:	30 cr	Timing:	3rd yr
Objective:	Students will have the opportunity to familiarise themselves with the jobs and duties of their chosen field as well as learning to develop and assess their own work and working environment. Students should apply for training places themselves in a domestic or foreign company or public organisation.		
Contents:	Seminars before and after the practical training period. Practical training period in a tourism/hospitality company/public organisation Training reports and assignments More detailed instructions and forms are available in moodle that will be presented during the practical training seminars.		
Assessment:	Practical training period and reports		