

OPS2015 MATKA / PÄIVÄTOTEUTUS: ERIKOISTUMISALAT

Erikoistumisalaopinnot

1. vuosi

Johdanto matkailuun liiketoimintana (9 op)

Osaaminen

- Tuntee matkailun globaalina teollisuutena sekä matkailuklusterin kokonaisuutena.
- Tietää matkailun vaikutukset.
- Ymmärtää matkailuliiketoiminnassa vaadittavan markkinoinnillisen ajattelutavan sekä osaa asiakaspalvelun ja myynnin perusteet
- Tuntee matkailumarkkinoinnin kilpailukeinoja sekä ymmärtää asiakkaiden ostokäyttäytymistä ja asiakassegmentoinnin merkityksen
- Osaa perustiedot turvallisuusasioista matkailualalla

Sisältö

- Matkailun toimialan ja matkailumarkkinoinnin peruskäsitteet
- Kansainvälisen matkailun viitekehys ja matkailijavirrat
- Matkailun klusteri
- Matkailun toimijat ja työpaikat
- Matkailu sosiaalisena, kulttuurisena ja taloudellisena ilmiönä
- Matkailumarkkinoinnin kilpailukeinot, asiakasryhmittely ja ostokäyttäytyminen
- Myynti- ja asiakaspalvelutilanteet
- Turvallisuus matkailualalla

Travel and Tourism Business at a Destination (9 ects)

Learning outcomes

- Is able to evaluate the destination competitiveness
- Is familiar with Finland and Helsinki region destinations
- Is familiar with the key organizational operators at the destination
- Recognizes destination's customer segments
- Is familiar with distribution channels for travel and tourism products

Course contents

- Travel and tourism destination competitiveness
- Destination as a business environment
- Travel and tourism statistics
- International travel and tourism trends
- Customer-oriented distribution channels
- Finland and Helsinki Region as destinations

Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (9 ects)

Learning outcomes

- Is familiar with industry, its business environment, and understands its development as well as factors influencing it
- Is familiar with industry customers, products and services as well as their sales and marketing
- Is able to apply sales and marketing oriented approaches in customer service situations according to the policies of the business
- Is familiar with technological solutions used in the industry
- Recognizes industry job descriptions and required skills and competences

Course contents

- Operators and networks of transportation, travel agencies and events
- Special features of the sales and marketing of transportation, travel agencies and technological systems used in the industry
- Service encounter and customer experience

2. vuosi

Competitive Tourism Destinations

Crafting Travel and Tourism Experience Products (9 ects) + project 3 ects (täydentäviä opintoja)

Learning outcomes

- Develops customer oriented experiences as travel and tourism products
- Understand the added value of experience for the visitor and in business in general
- Analyzes Finland's position in the international travel and tourism market
- Sets a price for an experience product
- Plans marketing and sales channel networks for the experience product

Course contents

- Customer understanding, methods of experience product creation as well as service design
- Process of a travel and tourism experience product: developing, pricing and quality perspective
- Resources needed for creating a travel and tourism experience product
- Finland's theme and product portfolio
- Trends steering future experience products

Developing Transportation, Travel Agency and Event Management Business

New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (9 ects) + project 3 ects (täydentäviä opintoja)

Learning outcomes

- Recognizes travel and tourism trends and their impact on transportation, travel agencies and events
- Applies trends into the services of one's own specialty field
- Analyzes customer needs and customer behavior as well as renews services in one's own specialty field
- Acquires information and functions successfully in an international environment
- Evaluates products on the basis of profitability and quality

Course contents

- The evolving business of transportation, travel agency and event management both in Finland and internationally, as well as the quality of a service product
- Travel and tourism trends and innovations
- Finnish and international sources of information and applying the learned
- Ever changing customer needs and behavior as well as finding new sales opportunities
- ICT and eBusiness as part of the development of transportation, travel agencies and events
- Networking and collaboration methods across industries

3. vuosi

Strategic Alliances at the Destination Level (9 ects) + project 3 ects (täydentäviä opintoja)

Learning outcomes

- Practices profitable collaboration in marketing, sales and product development
- Implements the destination brand
- Assures destination quality
- Creates sustainable innovations
- Co-creates new business opportunities at the destination level

Course contents

- Strategic mindset to ensure competitiveness of the destination
- Destination brand
- Destination marketing and sales networks
- The role of strategic alliances in developing successful operations at a destination
- Risk management
- Sustainable tourism and corporate responsibility
- Consistent destination quality
- Future forecast techniques

Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (9 ects) + project 3 ects (täydentäviä opintoja)

Learning outcomes

- Evaluates business operations and thoroughly understands the significance of quality in business
- Applies learned knowledge into developing business operations in a goal-oriented and customer-focused manner
- Analyzes business operations also on a global level
- Understands challenges caused by a competitive environment and the emerging needs for business development
- Evaluates business networking channels and their potential

Course contents

- Strategic management of transportation, travel agency and event management business
- Analysis, development and organization of business operations
- Revenue management and earning principles
- Management of sales and customer relationships
- Sustainable tourism and corporate responsibility
- Quality of business operations