This is a joint course offered by Aalto University and Finnish University Network for Tourism Studies (FUNTS). The aim is to broaden multidisciplinary aspect of planning and designing a tourism destination specifically with regard to land use planning, product building and marketing as well as media and design. The course includes online studies and intensive contact teaching. It is designed for postgraduate and doctoral students and international exchange and degree students from both Aalto University and FUNTS. Course is part of the IDBM International Design Business Management program at the Aalto University.

Content
- Introduction to tourism and landscaping
- Cultural heritage, art and design in planning and designing a tourism destination
- Productization and branding of a tourism destination at different levels: local, national and regional viewpoints
- Two and half day intensive period in Koli, Eastern Finland including public seminar and workshops

Course periods
- Online study period 13 Feb - 19 Mar 2012
- Intensive period in Koli 26 Mar - 28 Mar 2012
- Post-course assignment by 20 April 2012

Registration in weboodi.aalto.fi
For more information contact Tiina Merikoski (@aalto.fi)

Koli Cultura
Koli Cultura is a project for building a centre for ecotourism and culture in Koli, in Eastern Finland. Centre will be opened in 2015. More information www.kolicultura.fi