Planning, Branding and Designing Tourism Destination (4-6 cr)

Planning, Branding and Designing Tourism Destination (6 cr) is a joint course offered by the Finnish University Network for Tourism Studies (FUNTS) and Aalto University.

The aim is to broaden the multidisciplinary aspects 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 simulates the cooperative working process that takes place when planning tourism destinations.

The course consists of online studies and an intensive learning period. The course is designed for master’s level and PhD students from both FUNTS and Aalto University.

Content
- Introduction to land use planning
- Productization and branding at different levels: local, national and regional viewpoints
- Cultural heritage, art and design, landscape and environment in planning
- Intensive teaching period in Koli, Eastern Finland

Course periods
- Online period (2cr) 1 Mar - 28 Mar 2013
- Intensive period in Koli (2cr) 2 Apr - 4 Apr 2013
- Post-task reflections (2cr) by 8 Apr - 26 Apr 2013

Registration
Email to mavytoimisto@uef.fi
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