Course	**Increasing Competitiveness by Cooperation 6 ECTS**
Course period	4.2.2018 – 29.4 2019
Enrolment	2.10.2018-1.12.2018 http://www.projectboosted.eu/student-corner/courses/increasing-competitiveness-by-cooperation/ A notice of acceptance will be sent by 15 December, 2018
Host university and faculty	Satakunta University of Applied Science, Faculty of Service Business
Implementation mode	This course is a 100 % online course. Participating in online workshops and online group works presentation are mandatory. Participating in online lectures is recommended. Lectures will be, however, recorded and uploaded on Moodle.
Language of instruction	English (intermediate level is required)
Min/Maxim. participants	25-35
Purpose, content, learning outcome	**Purpose** The purpose of the course is to increase the competitiveness and growth of tourism destinations and organisations by establishing and managing successful cooperation. **Content** Strategies, advantages and objectives of cooperation; cooperation models, coopetition; tourism actors and stakeholders; establishing, managing and evaluating cooperation; multi-sectoral cooperation in destinations; role of trust building; characteristics and aims of thematic, resource-based, product- and market-related networks; local engagement in cooperation and producing visitor experiences **Learning outcome** Student • understands the strategies, advantages and objectives of cooperation in different tourism organisations and destinations • applies different cooperation models including coopetition and identifies the actors and stakeholders involved: visitors, tourism businesses, NGOs, tourism business developers, authorities and locals • establishes, manages and evaluates cooperation and networks in destinations • identifies multi-sectoral characteristics of cooperation in destinations • understands the role of building trust in cooperation and in establishing tourism networks • understands the characteristics and aims of different tourism networks: thematic, resource-based, product- and market-related networks • encourages locals and local communities to cooperate and contribute to producing visitor experiences based on local cultural and natural heritage
Student's workload	6 ECTS means approx.. 160 hours of student work. It includes all the course activities (assignments, online lectures, independent studying, group work, presentations, assessment and feedback).

Course implementation	The course includes online lectures (will be recorded), two individual and one group assignment including field work, online workshops and presentations. Details about the assignments are in Moodle. **Assignments:** 1) An individual written assignment about co-operation in tourism organizations and destinations 2) A group assignment about increasing competitiveness by co-operation in destinations (includes also a workshop and presentation) 3) An individual written assignment about engaging locals communities
Internationality	Students study in multicultural groups, study material is international, lectures and assignments include international examples.
Co-operation with tourism industry	Assignment requires fieldwork with the industry (nature tourism destination, local leader action group).
Prerequisites and assessment	Basic skills to use computer in studies. Grading scale from 1-5 will be used. Assessment criteria is in Moodle. **Assessment:** 1) An individual written assignment about co-operation in tourism organizations and destinations (25% of the total course grade, 40 hours of student's work). 2) A group assignment about increasing competitiveness by co-operation in destinations (50% of the total course grade, 80 hours of student's work). 3) An individual written assignment about engaging local communities (25% of the total course grade, 40 hours of student's work). All assignments are checked through a plagiarism system to ensure original work with proper referencing. All assignments must be approved in order to get a course grade. Due dates are to be followed strictly because of the project schedule, and failing in this will means removing the student from the course. In real emergency student must contact immediately the course teacher for extra arrangements. In case of illness, official sick leave certificate is needed.
Resources	**Online learning infrastructure:** a computer with camera, microphone and Internet access. **Recommended literature:** • Gursoy, D., Saayman, M. & Sotiriadis, M. (2015). Collaboration in Tourism Business and Destinations. A Handbook. Emerald Group Publishing Limited. • Hall, M. (2008). Tourism planning: policies, processes and relationships. Pearson Education, • Jann, B. & Przepiorka, W. (Eds.) (2017). Soocial dilemmas, institutions, and the evolution of cooperation. De Gruyter Oldenbourg. *Two relevant articles about coopetition, for example:* • Kylänen, M., & Rusko, R. (2011). Unintentional coopetition in the service industries: The case of Pyhä-Luosto tourism destination in the Finnish Lapland. *European Management Journal*, *29*(3), 193-205. • Wang, Y. & Krakover, S. (2008). Destination marketing: Competition, cooperation or coopetition. International Journal of Contemporary Hospitality Management, 20 (2), 126-141.

	• Czerner, K. & Czakon, W. (2016). Trust-building processes in tourist coopetition: The case of a Polish region. Tourism management, 52 (2), 380-394. Other material (videos and websites) are listed in Moodle.
Lecturer and contact during the course	**Lecturer** Jaana Ruoho, jaana.ruoho@samk.fi • Moodle public conversation forum: "Questions and answers about this course" • Students can meet course teacher in her online personal meeting room every Monday at 9-9.30 a.m. during the course. https://hill.webex.com/meet/jaruoho