**SATAKUNTA UNIVERSITY OF APPLIED SCIENCES   
PORI, FINLAND**

**INVITES YOU TO**

# INTERNATIONAL TEACHING AND EXPERTISE WEEK OF TOURISM

# 24 – 26 April 2018

## “Analyzing the present, forecasting the future: Trends and predictions of International Tourism”

*International tourism is one of the world's fastest-growing and fastest-changing industries.**Global-level challenges in political instability, economy, safety, responsibility together with environmental issues have their immediate impact on tourism, requiring proactive and innovative mindset and ability to forecast the future. Compared to the past not even distant, consumer behavior and new business models form completely different scenarios for tourism today – what’s the next chapter in this fascinating story?*

During our week, you will have a great opportunity for networking with international tourism professionals and experts. The programme consists of different interesting academic activities. Participate as a lecture, as a speaker or just as an audience!

**For programme, registration and other useful information, please see our International Week** [**websites**](http://www.samk.fi/en/about-samk/international-events/international-teaching-and-expertise-week-of-tourism/)**.**

Satakunta University of Applied Sciences is a multi-disciplinary and international higher education institute, locating in Pori, west coast of Finland.

Degree in Tourism (Bachelor of Hospitality Management) offers a wide range of English-spoken courses suitable for exchange students. , “International Tourism Development”, English-taught degree will kick off in autumn 2018, providing with competencies in business and wellbeing from nature.

The Research Group of Tourism has accomplished several regional, national and international research projects. More info: [www.samk.en](http://www.samk.en)