

Vocational Qualification in Tourism Industry (OPH-7397-2025)

Paikallisiin ammattitaitovaatimuksiin perustuva tutkinnon osa: Experience Designer, 15 cp

Ammattitaitovaatimukset, arviointi ja ammattitaidon osoittamistavat

Experience Designer, 15 cp

Vocational competence requirements

Preparation for Delivering Experiences

The Student

- Understands the concept of the experience economy and transformational tourism, and their significance in the region
- Understands what constitutes an experience
- Identifies the key elements that contribute to the creation of an experience
- Understands how experiences influence the customer experience
- Understands the role of storytelling and story design as part of a service

Delivering Experiences

The Student

- Serves customers by incorporating elements that contribute to the creation of an experience in their work and service delivery
- Takes into account factors that influence the formation of experiences in their own work
- Participates as a member of a team in creating experiences for customers
- Communicates the story of the company and its service products
- Acts responsibly, taking into consideration the well-being of individuals, the community, and the environment
- Uses digital tools in experience-based services

Evaluating the Success of an Experience According to One's Role

The Student

- Evaluates the success of experiences and makes development suggestions
- Assesses the implementation of an event in relation to the objectives of their own role
- Evaluates how their own actions have influenced the customer experience and the company's operations

Assessment

Student	
Satisfactory 1	• carry out a set of tasks following instructions • work cooperatively • need additional instructions in some situations • draw on the underpinning knowledge required in a set of tasks • modify their actions based on the feedback they receive
Satisfactory 2	• carry out a set of tasks with initiative and following instructions • work cooperatively and interactively • rarely need additional instructions • use the knowledge needed in their set of tasks appropriately • modify their actions based on the feedback they receive and their personal observations
Good 3	• carry out a work process independently • work cooperatively and show initiative in interactive situations • cope with ordinary problem-solving situations • draw diversely on the knowledge required in their set of tasks • assess their performance realistically
Good 4	• plan and carry out a work process independently • work cooperatively and constructively in interactive situations • manage problem-solving situations, drawing on diverse methods • apply the knowledge required in their set of tasks diversely and with justifications • assess their performance realistically and recognise their strengths and development areas
Excellent 5	• plan and carry out a work process independently, taking other actors into consideration • work cooperatively and constructively, also in challenging interactive situations • apply the knowledge required in their set of tasks to problem-solving situations diversely and critically • make justified development proposals related to their set of tasks and operating environment • assess their performance realistically and suggest justified solutions for developing their competence • understand the importance of their work as part of a larger process

Methods of demonstrating competence

The student demonstrates their professional competence in a vocational skills demonstration by performing practical work tasks in experience-based services, acting in accordance with their own role as a member of a work team. They participate in the delivery of services provided by an event, restaurant, wellness, cultural, or tourism company or organisation offering experience-based services. To the extent that the professional competence required in this qualification unit cannot be assessed through the vocational skills demonstration, the demonstration of competence is supplemented individually by other appropriate methods. In addition, the student completes any permits and certifications required in working life that are necessary for demonstrating the competence required by the professional skills requirements.