

# Degree Programme in Tourism, Porvoo campus

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## Degree Programme in Tourism in a Nutshell

<b>Degree:</b>	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
<b>Degree level:</b>	Bachelor's degree
<b>Extent of the DP:</b>	210 ECTS credits
<b>Duration of the DP:</b>	3.5 years
<b>Study mode:</b>	Full-time day programme
<b>Assessment:</b>	<ul style="list-style-type: none"><li>▪ See <a href="#">Degree Regulations</a> &gt;&gt;</li><li>▪ See <a href="#">assessment process</a> &gt;&gt;</li></ul>
<b>Programme requirements:</b>	Basic studies 60 cr, Professional studies 90 cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor´s thesis 15 cr
<b>General arrangements for the accreditation of prior learning:</b>	See HAAGA-HELIA's general <a href="#">arrangements for the accreditation of prior learning</a> >>

<b>Admission requirements:</b>	<ul style="list-style-type: none"> <li>▪ <a href="#">See admission criteria 2013</a></li> </ul>
<b>Access to further study:</b>	<ul style="list-style-type: none"> <li>▪ <a href="#">Non-Degree studies HAAGA-HELIA &gt;&gt;</a></li> <li>▪ University studies</li> </ul>

## Profile of the Degree Programme in Tourism

Bachelors of Hospitality Management have strong professional skills in the following fields:

- Communication Skills in Travel and Tourism
- Tourism Operational Environment
- Production and Sales of Travel and Tourism Services
- Social and Collaboration Skills
- Business and Entrepreneurial Skills

**Communication Skills in Travel and Tourism** is about learning to communicate in a professional way, using appropriate software. Compulsory language studies of Finnish students are made up of English and Swedish, as well as another foreign language whereas international students study English and Finnish. Written communication skills are important but also oral skills are practised a lot as they play an important role in successful tourism business.

**Tourism Operational Environment** stresses the importance of knowing the factors that influence actions and analyses methods necessary to develop destinations and tourism businesses. Students know how to utilise the new opportunities brought about by the economic, legal and social operational environment in a global tourism context.

**Production and Sales of Travel and Tourism Services** comprise the principles of practical sales and service jobs in travel and tourism, customer relationship management and development, as well as the production and development of tourism services. Students manage the opportunities offered by digital media in marketing and sales in the various sectors of travel and tourism.

**Social and Collaboration Skills** mean both self-management and leadership skills that are practised by taking different roles in different projects. Students learn to apply leadership and development theories to enhance operations. The role of networking in tourism business also becomes clear, as well as the need to constantly develop these networks.

**Business and Entrepreneurial Skills** teach the students to understand how tourism businesses and organisations operate. Graduates develop an entrepreneurial attitude and learn to run and develop a profitable business.

With the help of the above-mentioned knowledge, skills and methods the students acquire the most common meta-skills needed in the job market, project management, research and development, coaching, creative problem solving and innovation.

## Key learning outcomes of the Degree Programme

The programme offers two specialisation alternatives:

Professional studies in the Degree Programme in Tourism focus on Business Tourism where Business Travel and Corporate Travel and Meeting Management take a central role. The key contents are:

- Business Travel actors
- Travel Management processes
- Travel Management tools
- Selling and buying travel services
- Virtual meetings

Another specialisation is Event Planning and Management where business-related meetings and other corporate events are highlighted. The key contents are:

- Event planning process
- Event management
- Economics of events
- Impacts of events
- Technology for events

## Professional growth

Students develop their professional skills and the generic meta-competences needed in work life through the following three phases: adaptation, application and development. The competences and skills of the students develop in an integrated way when they work in projects that provide increasing challenge as the studies advance.

All students with Finnish educational background are expected to spend one semester of studies or the work placement period abroad to enhance their preparedness for international challenges.

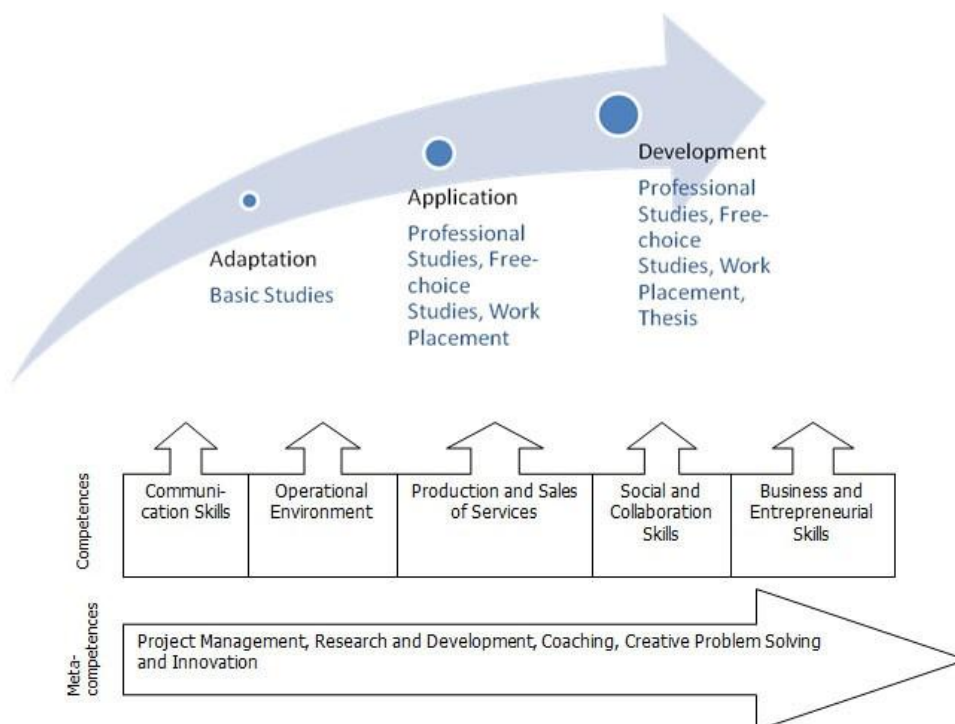


Figure: Professional Growth

## Curriculum

- [Courses >>](#)
- [Competence Portfolio >>](#)
- [Structure, Content and Extent of the DP >>](#)
- [Study Modules >>](#)

# Competence Portfolio

Graduates from Porvoo Campus enter work life with a portfolio consisting of meta-skills and professional competence. Students have a portfolio based on their personal aims and those of the degree programme. The portfolio is built up mainly through work in large research and development projects.

The students' role grows in importance as they move on in studies towards more challenging tasks that increase their knowledge. As studies proceed, assessment follows three criteria levels: adaptation, application and development. After the first year, the students are expected to be involved in more demanding projects. In addition, language studies form an integral part of the competence portfolio and language learning takes place in projects whenever possible. The following are focused on in research and development projects: sales and service skills, renewing business activities, entrepreneurial attitude, and methodological competence required in research and development work. Coaching and leadership skills can be gained by working as supervisor (i.e. team leader, project manager) in projects.

Students can profit from the opportunity offered on Campus to take part in the projects of any other degree programmes in Finnish, Swedish or English. This adds many specialisation possibilities to the personal study plan of an individual student.

Tehdyt toimenpiteet

# Courses

Degree Programme in Tourism				
Core studies			Code	ECTS credits
	Compulsory core studies			
		Creating and Sharing Knowledge	<a href="#">COS1RG001</a>	9
		English Communication	COS1RG0011	3
		Information and Communication Technology 1	COS1RG0012	3
		Information and Communication Technology 2	COS1RG0013	3
		Professional Communication	<a href="#">COS1RG002</a>	6
		Professional Communication 1	COS1RG0021	3
		Professional Communication 2	COS1RG0022	3
		Business English	<a href="#">ENG1LC029</a>	6
		Academic English	<a href="#">ENG1LC030</a>	3
		Professional Finnish 1	<a href="#">COM1RG101</a>	3
		Professional Finnish 2	<a href="#">COM1LC111</a>	3
		Finnish for foreigners 1	<a href="#">FIN1LC001</a>	6
		Finnish for foreigners 2	<a href="#">FIN1LC002</a>	6
		Finnish for foreigners 3	<a href="#">FIN1LC003</a>	6
		Swedish for Service Encounters	<a href="#">SWE1RG001</a>	3
		Business Swedish 1	<a href="#">SWE1RG002</a>	3
		Business Swedish 2	<a href="#">SWE1RG003</a>	3
		Tourism Business in a Global Context	<a href="#">OPE1RG001</a>	12

		Tourism Business in a Global Context 1	OPE1RG0011	6
		Tourism Business in a Global Context 2	OPE1RG0012	6
		Customer-Oriented Sales	<a href="#">PSS1RG001</a>	12
		Customer-Oriented Sales 1	PSS1RG0011	6
		Customer-Oriented Sales 2	PSS1RG0012	6
		Responsible Self-Management	<a href="#">SCS1RG001</a>	6
		Responsible Self-Management 1	SCS1RG0011	3
		Responsible Self-Management 2	SCS1RG0012	3
		Developing Business Skills	<a href="#">BES1RG001</a>	12
		Developing Business Skills 1	BES1RG0011	6
		Developing Business Skills 2	BES1RG0012	6
Professional studies				
	Compulsory professional studies			
		Global Business Opportunities	<a href="#">OPE2RG002</a>	9
		Global Business Opportunities in Tourism 1	OPE2RG0021	6
		Global Business Opportunities in Tourism 2	OPE2RG0022	3
		Organisational Development, Leadership and Management	<a href="#">SCS2RG002</a>	6
		Organisational Development, Leadership and Management 1	SCS2RG0021	3
		Organisational Development, Leadership and Management 2	SCS2RG0022	3
		Developing Business Processes	<a href="#">BES2RG002</a>	9
		Legal Issues	BES2RG0021	3
		Financial Issues	BES2RG0022	3

		Pricing	BES2RG0023	3
		Developing and Selling Tourism Services	<a href="#">PSS2RG002</a>	18
		Corporate Travel and Meeting Management 1	PSS4RG0021	9
		Corporate Travel and Meeting Management 2	PSS4RG0022	9
		Event Planning and Management 1	PSS4RG0023	9
		Event Planning and Management 2	PSS4RG0024	9
	Elective professional studies			
		Business Intelligence	<a href="#">OPE4LC041</a>	6
		Designing Services	<a href="#">PSS4LC041</a>	6
		Developing Networks	<a href="#">SCS4LC041</a>	6
		Managing Organisations	<a href="#">SCS4RG041</a>	6
		Languages	<a href="#">Courses &gt;&gt;</a>	
	Free-choise studies			
		Free-choise studies	<a href="#">Courses &gt;&gt;</a>	
		Languages	<a href="#">Courses &gt;&gt;</a>	
	Work placement			
		Work Placement 1	<a href="#">PLA6RG101</a>	15
		Work Placement 2	<a href="#">PLA6RG102</a>	15
		Work Placement	<a href="#">PLA6RG103</a>	30
		International Work Placement 1	<a href="#">PLA6RG111</a>	15
		International Work Placement 2	<a href="#">PLA6RG112</a>	15
		International Work Placement	<a href="#">PLA6RG113</a>	30
	Thesis			



		Thesis	<a href="#">OPI7LRG004</a>	15
		Maturity Examination	<a href="#">OPI7LC003</a>	0

# Structure, Content and Extent of the DP

Degree Programme in Tourism		ECTS Credit
<b>Core studies</b>		<b>60</b>
	Compulsory core studies	
	Creating and Sharing Knowledge	9
	Professional Communication	6
	Tourism Business in a Global Context	12
	Customer-Oriented Sales	12
	Responsible Self-Management	6
	Developing Business Skills	12
	Languages	6
	Elective core studies	
	Languages	3
<b>Professional studies</b>		<b>90</b>
	Compulsory professional studies	
	Professional Communication	6
	Languages	21
	Global Business Opportunities in Tourism	9
	Developing Tourism Products and Services	18
	Organisational Development, Leadership and Management	6
	Developing Business Processes	9
	Elective professional studies	21

<b>Free-choice studies</b>	<b>15</b>
<b>Work placement</b>	<b>30</b>
<b>Thesis</b>	<b>15</b>
total	210

# Study Modules

The modules of tourism studies are described in figure 2. The green modules stand for compulsory studies and the blue ones for either elective or free choice studies. Study modules are large, a minimum of 3 credits, and can be divided by three.

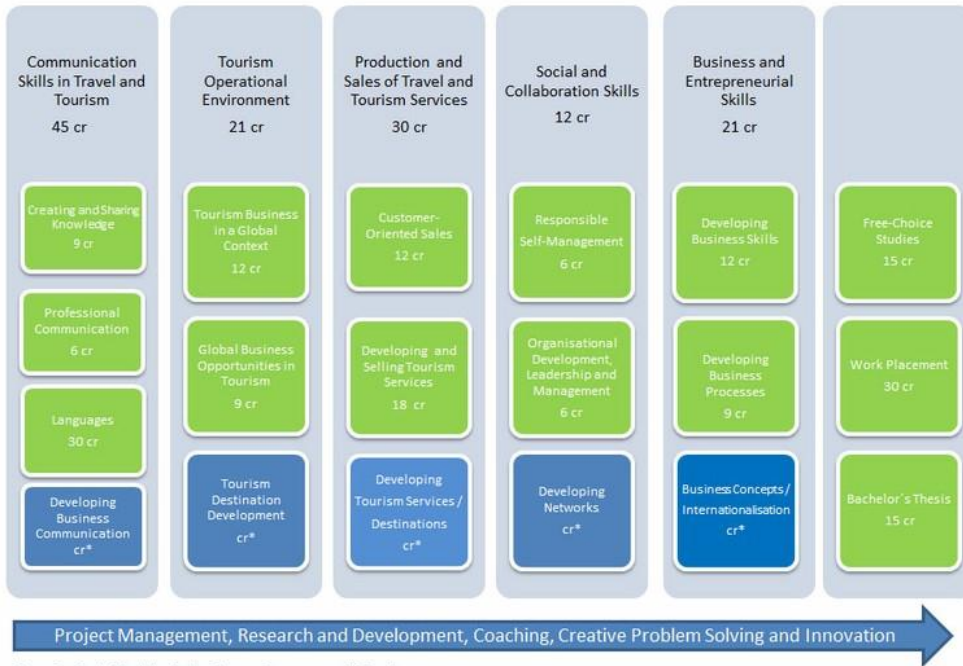


Figure 2: Study Modules in the Degree Programme in Tourism  
(Blue stands for elective/ free-choice modules) \* number of credits student-specific