

# Degree Programme in Tourism

The Degree Programme in Tourism (Tobba) leads to a Bachelor of Hospitality Management degree. The graduates are also entitled to the Finnish title of restonomi (AMK). The programme comprises 210 credits and takes 3.5 years to complete. The student population is international and the working language of the programme is English.

All students with Finnish education are expected to include an international period in their studies. It can take many forms: an exchange period at one of HAAGA-HELIA's 180 international partners, work placement abroad in a Finnish or international company, thesis work at a partner school or in an international company or organisation.

The programme comprises a lot of business studies throughout the whole study time. Most of these courses are studied together with the students in the DP in International Business.

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## Objectives of the DB

Upon graduation, Bachelors of Hospitality Management are capable of acting professionally, applying the principles of co-production in different tourism product or regional tourism development projects. Graduates know how to critically assess the aims, ways of implementation and results of the project, and can utilise the documentation of the project when developing its operations. They can plan, implement and evaluate research and development tasks independently and as part of a team. They can confidently choose the research approach and method regarding the research and development plan at hand, and are able to assess the results.

Bachelors of Hospitality Management have a constructive attitude towards their own work and time management even in changing and uncertain situations. They strengthen their professional skills and the professional identity, and exceed the limits of their own skills and thinking in the ever changing and unpredictable work life. They are responsible members of different teams, partnerships and interest groups and are able to plan for them, organise and develop them using evaluation and feedback. They have networking skills and know how to develop their role in networks.

Tourism graduates are able to apply different creative and predictive methods in a flexible way and know how to develop them further to suit their own activities. They have an entrepreneurial attitude that helps develop and shape ideas into products. They can create co-production models and methods that support innovative operations.

Graduates from the Degree Programme in Tourism can work in expert positions in the field of travel and tourism and as entrepreneurs. They are customer-oriented and able to run and develop a profitable tourism business. They see tourism in a global context and manage customer service situations in multicultural environments. They have networking skills and they are constructive team members. They have versatile service business and business operation skills, including reservation systems and other relevant software. They can assess and develop travel and tourism

business practices. The working languages of Finnish tourism graduates are the two domestic languages and two foreign languages. International graduates operate in English, their native language and Finnish.

Professional studies in the Degree Programme in Tourism focus on Business Travel where developing corporate Travel Management takes a central role. Another specialisation is Event Production and Management where business-related meetings and other corporate events are highlighted. Both specialisations aim at domestic and international markets.

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## Structure, Content and Extent of the DP

Degree programme in International Business		Credit points
<b>Core studies</b>		<b>60</b>
	Creating and Sharing Knowledge	9
	Tourism Business in a Global Context	12
	Customer- Oriented Sales	12
	Responsible Self-Management	6
	Developing Business Skills	12
	Languages	9
<b>Professional studies</b>		<b>90</b>
<b>Free-choice studies</b>		<b>15</b>
<b>Work Placement</b>		<b>30</b>
<b>Thesis</b>		<b>15</b>
<b>Total</b>		<b>210</b>

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## Curriculum

### Introduction

Society today is undergoing constant transformation fuelled by discussion, co-operation, collaboration and communications. Innovative businesses need employees who network well, solve problems and who tolerate uncertainty.

Furthermore, they need to have the courage to look for new solutions and be open to many different viewpoints. Technology, work life and job descriptions change faster than ever before. Because of this, boundaries between the different lines of business are becoming blurred, as are the tasks of the different personnel groups. These are the thoughts of Erkki Ormala of Nokia Ltd and Markku Koponen of the Confederation of Finnish Industries EK and with these in mind, we set out to plan for the new curricula, aiming at anticipating future needs and equipping our students with all the necessary tools to meet them.

HAAGA-HELIA's new campus in Porvoo will be officially opened in autumn 2010. HAAGA-HELIA's tourism and business education will move in to the new campus, together with the Porvoo campus of Laurea University of Applied Sciences, and the regional development agency Posintra Ltd. At the same time the six degree programmes within HAAGA-HELIA's tourism and business education will launch their new curricula. The pedagogic method and the new way to work on the Porvoo Campus will be based on inquiry learning. Inquiry learning and joint curriculum work between the six degree programmes aim at implementing real life projects where cooperation focuses on the fields of Tourism, Wellbeing, Knowledge Intensive Business Services (KIBS), and the Creative Sector. This new approach at the Campus will be seen through the meaningful learning tasks that are carried out in conjunction with companies, teacher teams and students. These tasks will enhance the meta-skills needed in the job market: project management, research and development, coaching, creative problem solving and innovation.

All modules will be tied to suitable projects planned by the teaching staff and implemented in cooperation with students and work life representatives. Learning takes place in large projects where learning is facilitated in many different ways: reading literature, participating in lectures, seminars and various workshops, as well as by looking for solutions individually or through joint efforts. All modules include the following six steps:

1. Defining the development task and problem
2. Constructing the aims and content of the implementation plan
3. Agreeing on theoretical framework
4. Working together to build knowledge
5. Reflection
6. Knowledge sharing

The teaching staff, the participating company and organisational representatives are all learners. The learning environment is international, and the methods intended to enhance learning are used in a versatile way, taking into account the current state of studies of individual students. Knowledge is created through collaboration, using inquiry learning as a means of research and development. This novel professional knowledge creation comprises professional core skills, predictable meta-skills, and the pedagogic approach to learning.

The core of the activity is collaboration. It encourages equality, respect and creativity. The prerequisite for successful learning is trust between all group members. Learning is marked by an active and goal-oriented approach where all members are expected to facilitate the process. Another prerequisite is commitment. This is not only about aiming at joint goals, but also about adapting an active and entrepreneurial role to further the aims of the process. Knowledge is constructed in a group both in the real and virtual world.

Learning, often independent of time and place, allows for bold individual decisions and interpretations, provided the motivations are clear. Responsible self-management is based on

initiative, which allows for new ways of thinking. Learning is supposed to be challenging, in order to awaken the students' curiosity and interest in the theme in question. Each phase of the learning process develops the learner's professional and methodological skills.

Versatility in learning includes interdisciplinary teams, different methods, and making the best use of the different learners to achieve the best possible results. The chosen method is in line with the focal points of the HAAGA-HELIA strategy, service, sales, and entrepreneurship.

The curricula implemented in Porvoo will enable part, or all, of the studies to be carried out in SYMBIO 2.0. SYMBIO 2.0 is responsible for coordinating all the research and development projects carried out on Campus, as well as taking care of the customer relationship management. Furthermore, SYMBIO 2.0 acts as the forerunner of the change in activity and organisational culture on Campus, encouraging all students to join its operations in an inclusive, experimental and innovative way.

SYMBIO 2.0 is also a forerunner among the universities of applied sciences, due to its inclusive approach towards entrepreneurship. It can be thought of as a catalyst that brings entrepreneurship to the fore and brings together actors and ideas. Its outcome takes the form of bold professionals, entrepreneurial skills, novel solutions and practices, even new business sectors. SYMBIO 2.0 gives regional cooperation a new meaning. The long-term, multi-field research activity at SYMBIO produces new information and understanding for the development of the region and the businesses therein. SYMBIO 2.0 generates versatile research materials on the region, plus its organisations, operational environment and activity. This is done by using ethnographic action research as one of the central methods.

## **Core and professional studies 150 cp**

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** are 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.

### **Free-choice 15 cp**

The 15 credits points that make up the free-choice studies can be taken at any higher education institution in Finland or abroad. On top of the HAAGA-HELIA courses, many students include part of their exchange studies in them. Anyone planning to go on student exchange will do wisely to save some of the free-choice credits for this purpose.

The free-choice studies can be done also in different roles within projects of Porvoo campus, in other degree programmes, during summer or virtually.

### **Work placement 30 cp**

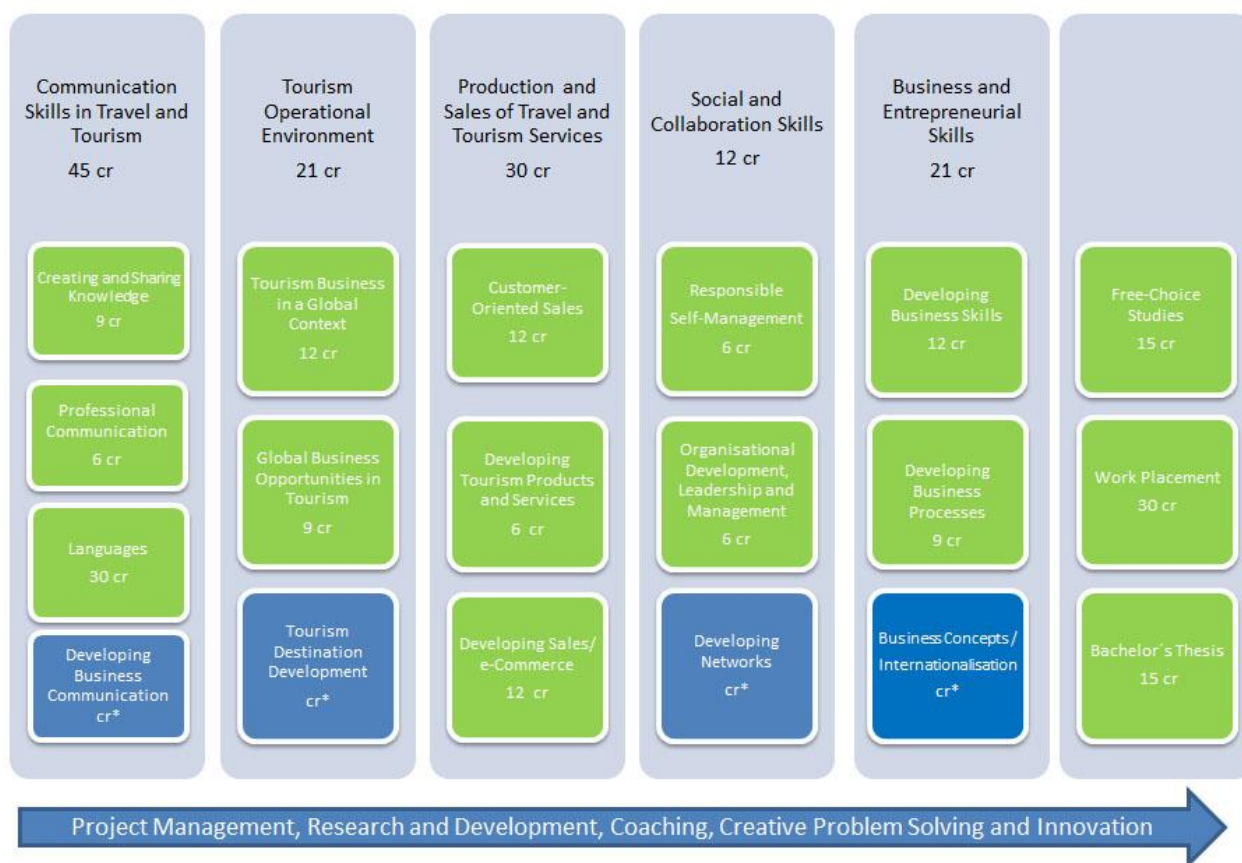
The 30-credit work placement offers a possibility to get to know different fields of business and to implement and develop the knowledge of the student. The students are expected to find a job themselves and it has to be accepted by the placement coordinator. It is up to the student to do the placement in Finland or abroad. An increasing number of students combine exchange studies and work placement. This is to be recommended, as it will be a good start for an international career. The placement includes an extensive report on the organisation, the tasks, as well as the development ideas of the student.

### **Thesis 15 cp**

The Bachelor's Thesis rounds off the studies, giving the students an opportunity to implement the knowledge they have gained during their studies.

### **Study modules**

The modules of business studies are described in figure below. 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.



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.

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## Courses

Tobba10

Degree Programme in Tourism			
Basic Studies		Code	Ects
	<b>Communication Skills in Travel and Tourism</b>	<b>OK COST</b>	
	Creating and Sharing Knowledge	OJ COST1RG001	9

	Professional Communication	OJ COST1GT002	6
	<b>Tourism Operational Environment</b>	<b>OK OPET</b>	
	Tourism Business in a Global Context	OJ OPET1RG001	6
	<b>Production and Sales of Travel and Tourism</b>	<b>OK PSST</b>	
	Customer-Oriented Sales	OJ PSST1RG001	12
	<b>Social and Collaboration Skills</b>	<b>OK SCS</b>	
	Responsible Self-Management	OJ SCST1RGB001	12
	<b>Business and Entrepreneurial Skills</b>	<b>OK BES</b>	
	Developing Business Skills	OJ BES1RG001	12
<b>Work Placement</b>			
		<b>OK PLA</b>	
<b>Bachelor`s Thesis</b>		<b>OK THE</b>	
		OJ OPI7LB003	

Check coursedescription [here](#)

Degree Programme in Tourism		
Core studies	Code	ECTS credits
<b>Compulsory core studies</b>		
Economics	<a href="#">ECO1LC025</a>	3
Regional Economy	<a href="#">ECO1RG023</a>	3
English Writing Skills	<a href="#">ENG1LC027</a>	3
Business English	<a href="#">ENG1LC029</a>	6
Sales and Customer Services	<a href="#">ENG1RG029</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
Finnish Communication	<a href="#">FIN1RG001</a>	6
English and Communication	<a href="#">INS1RG044</a>	3
Introduction to Business Administration	<a href="#">INS1RG048</a>	8
Personal Computing	<a href="#">INS1RG049</a>	7
Business Expertise	<a href="#">INS1RG057</a>	3
Business Mathematics	<a href="#">MAT1RG021</a>	3
Swedish for Travel Business	<a href="#">RUO1RG006</a>	6

Swedish Communication Skills	<a href="#">SWE1LC016</a>	3
Swedish for Travel and Tourism	<a href="#">SWE1RG028</a>	3
MS Office	<a href="#">TOO1RG035</a>	4
<b>Elective core studies</b>		
Nybörjartyska 1	<a href="#">GER4LB001</a>	3
Nybörjartyska 2	<a href="#">GER4LB002</a>	3
Nybörjartyska 3	<a href="#">SAK4LB003</a>	3
Nybörjartyska 4	<a href="#">SAK4LB004</a>	3
<b>Professional studies</b>		
<b>Compulsory professional studies</b>		
Financial Accounting	<a href="#">ACC1LC031</a>	4
Basics of Accounting	<a href="#">ACC1RG030</a>	5
Introduction to Business Tourism	<a href="#">DES2RG031</a>	3
International Tourism Law and Policy	<a href="#">LAW1RG014</a>	3
Basics of Law 1	<a href="#">LAW1RG030</a>	3
Service Business Management	<a href="#">LEA2LC016</a>	6
Human Resource Management	<a href="#">LEA2RG022</a>	6
Leadership in Tourism	<a href="#">LEA2RG032</a>	6
Quantitative Research Techniques	<a href="#">MET2RG031</a>	3
Qualitative Research Techniques	<a href="#">MET2RG032</a>	3
Meeting Management	<a href="#">RES2RG035</a>	3
Travel Management 1	<a href="#">TRA2RG030</a>	6
Travel Management 2	<a href="#">TRA2RG031</a>	6
Amadeus GDS and Air Transportation	<a href="#">TRA2RG044</a>	6
World of Airline Fares	<a href="#">TRA2RG045</a>	10
Product Pricing	<a href="#">TRA2RG046</a>	3
World of Tourism Service Providers	<a href="#">TRA2RG050</a>	10
<b>Elective professional studies</b>		
Ranskan alkeet 1	<a href="#">FRE4LP001</a>	3
Ranskan alkeet 2	<a href="#">FRE4LP002</a>	3
Ranskan alkeet 3	<a href="#">FRE4LP003</a>	3
Ranskan alkeet 4	<a href="#">FRE4LP004</a>	3
Ranskan jatko 1	<a href="#">FRE4LP011</a>	3
Ranskan jatko 2	<a href="#">FRE4LP012</a>	3
Ranskan jatko 3	<a href="#">FRE4LP013</a>	3
Ranskan jatko 4	<a href="#">FRE4LP014</a>	3
Saksan jatko 1	<a href="#">GER4LP011</a>	3
Saksan jatko 2	<a href="#">GER4LP012</a>	3
Saksan jatko 3	<a href="#">GER4LP013</a>	3



Saksan jatko 4	<a href="#">GER4LP014</a>	3
Venäjän alkeet 1	<a href="#">RUS4LP001</a>	3
Venäjän alkeet 2	<a href="#">RUS4LP002</a>	3
Venäjän alkeet 3	<a href="#">RUS4LP003</a>	3
Venäjän alkeet 4	<a href="#">RUS4LP004</a>	3
Venäjän jatko 1	<a href="#">RUS4LP011</a>	3
Venäjän jatko 2	<a href="#">RUS4LP012</a>	3
Venäjän jatko 3	<a href="#">RUS4LP013</a>	3
Venäjän jatko 4	<a href="#">RUS4LP014</a>	3
Espanjan alkeet 1	<a href="#">SPA4LP001</a>	3
Espanjan alkeet 2	<a href="#">SPA4LP002</a>	3
Espanjan alkeet 3	<a href="#">SPA4LP003</a>	3
Espanjan alkeet 4	<a href="#">SPA4LP004</a>	3
<b>Free-choise professional studies</b>		
Reading Finnish 1	<a href="#">FIN8LC005</a>	3
Reading Finnish 2	<a href="#">FIN8LC006</a>	3
Study Tour ITB Exhibition 1	<a href="#">IBU8RG051</a>	2
Study Tour ITB Exhibition 2	<a href="#">IBU8RG052</a>	3
Event Marketing	<a href="#">MAR8RG061</a>	3
Thesis Writing	<a href="#">THE8LC019</a>	2
<b>Work placement</b>		
Work Placement		30
<b>Thesis</b>		
Maturity Examination	<a href="#">OPI7LC003</a>	0
Bachelor's Thesis	<a href="#">OPI7LC004</a>	15
Orientation to Thesis Writing	<a href="#">THE7LC001</a>	0

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## Recommended Study Schedule

Degree Programme in Tourism	Code	Credit points
<b>Semester 1</b>		<b>36</b>
Introduction to Business Administration	<a href="#">INS1RG048</a>	8
Personal Computing	<a href="#">INS1RG049</a>	7
Communication	<a href="#">INS1RG044</a>	3
Business expertise (three years)	<a href="#">INS1RG057</a>	3
Business Mathematics	<a href="#">MAT1RG021</a>	3

Economics	<a href="#">ECO1LC025</a>	3
Introduction to Business Tourism	<a href="#">DES2RG031</a>	3
Finnish for foreigners 1	<a href="#">FIN1LC001</a>	6
Finnish Communication	<a href="#">FIN1RG001</a>	6
Sales and Customer Services	<a href="#">ENG1RG029</a>	3
International Work Placement 1 (in the summer)	<a href="#">PLA6RG111</a>	15
<b>Semester 2</b>		<b>36</b>
Basics of Accounting	<a href="#">ACC1RG030</a>	5
Basics of Law 1	<a href="#">LAW1RG030</a>	3
World of Tourism Service Providers	<a href="#">TRA2RG050</a>	10
Amadeus GDS and Air Transportation	<a href="#">TRA2RG044</a>	6
Finnish for foreigners 2	<a href="#">FIN1LC002</a>	6
English Writing Skills	<a href="#">ENG1LC027</a>	3
Swedish Communication Skills	<a href="#">SWE1LC016</a>	3
Swedish for Travel and Tourism	<a href="#">SWE1RG028</a>	3
<b>Semester 3</b>		<b>33</b>
Financial Accounting	<a href="#">ACC1LC031</a>	4
MS Office	<a href="#">TOO1RG035</a>	4
Regional Economy	<a href="#">ECO1RG023</a>	3
Human Resource Management	<a href="#">LEA2RG022</a>	6
World of Airline Fares	<a href="#">TRA2RG045</a>	10
Finnish for foreigners 3	<a href="#">FIN1LC003</a>	6
Meeting Management	<a href="#">RES2RG035</a>	3
Russian/German/French/Spanish		12
Free-Choice Studies		
<b>Semester 4</b>		<b>18-24</b>
Travel Management 1	<a href="#">TRA2RG030</a>	6
Product Pricing	<a href="#">TRA2RG046</a>	3
International Tourism Law and Policy	<a href="#">LAW1RG014</a>	3
Qualitative Research Methods	<a href="#">MET2RG032</a>	3
Quantitative Research Methods	<a href="#">MET2RG031</a>	3
Travel Management 2	<a href="#">TRA2RG031</a>	6
Russian/German/French/Spanish		12
Free-Choice Studies		
<b>Semester 5</b>		<b>18</b>
Business English	<a href="#">ENG1LC029</a>	6
Service Business Management	<a href="#">LEA2LC016</a>	6
Leadership in Tourism	<a href="#">LEA2RG032</a>	6
Free-Choice Studies		

<b>Semester 6</b>		<b>27</b>
International Work Placement 2	<a href="#">PLA6RG112</a>	15
Bachelor's Thesis	<a href="#">OPI7LC004</a>	3(15)
<b>Semester 7</b>		<b>12</b>
Bachelor's Thesis	<a href="#">OPI7LC004</a>	12(15)
Maturity Examination	<a href="#">OPI7LC003</a>	

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## Study Paths

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## Personal Study Plan

### Personal study plan

#### 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.

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