

Degree Programme in Tourism, Porvoo campus

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Video in YouTube: [Porvoo Campus Rocks >>](#)

Degree Programme in Tourism in a Nutshell

Degree:	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
Degree level:	Bachelor's degree
Extent of the DP:	210 ECTS credits
Duration of the DP:	3.5 years
Study mode:	Full-time day programme
Assessment:	<ul style="list-style-type: none"> ▪ See Degree Regulations >> ▪ See assessment process >>
Programme requirements:	Basic studies 60 cr, Professional studies 90 cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor 's thesis 15 cr
General arrangements for the accreditation of prior learning:	See HAAGA-HELIA's general arrangements for the accreditation of prior learning >>
Admission requirements:	<ul style="list-style-type: none"> ▪ See application criteria 2012 >>
Access to further study:	<ul style="list-style-type: none"> ▪ Non-Degree studies HAAGA-HELIA >> ▪ University studies

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 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 Production 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.

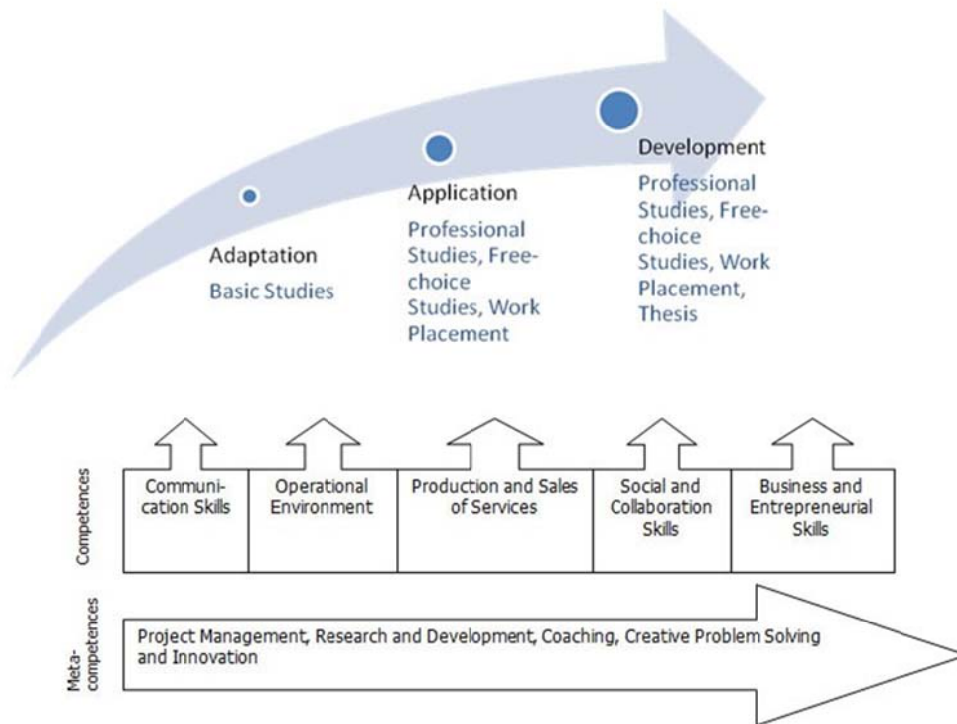


Figure: Professional Growth

Curriculum

- [Courses >>](#)
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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.

Courses

Degree Programme in Tourism		
Core studies	Code	ECTS credits
Compulsory core studies		
Creating and Sharing Knowledge	COS1RG001	9
Professional Communication	COS1RG002	6
Business English	ENG1LC029	6
Professional Finnish 1	COM1RG101	3
Professional Finnish 2	COM1LC111	3
Finnish for foreigners 1	FIN1LC001	6
Finnish for foreigners 2	FIN1LC002	6
Finnish for foreigners 3	FIN1LC003	6
Tourism Business in a Global Context	OPE1RG001	12
Customer-Oriented Sales	PSS1RG001	12
Responsible Self-Management	SCS1RG001	6

	Developing Business Skills	BES1RG001	12
Professional studies			
Compulsory professional studies			
	Swedish for Service Encounters	SWE1RG001	3
	Business Swedish 1	SWE1RG002	3
	Business Swedish 2	SWE1RG003	3
	Global Business Opportunities	OPE2RG002	9
	Organisational Development, Leadership and Management	SCS2RG002	6
	Developing Business Processes	BES2RG002	9
Elective professional studies			
	Developing and Selling Tourism Services	PSS2RG002	18
	Languages	Courses >>	
Free-choise studies			
	Free-choise studies	Courses >>	
	Languages	Courses >>	
Work placement			
	Work Placement 1	PLA6RG101	15
	Work Placement 2	PLA6RG102	15
	Work Placement	PLA6RG103	30
	International Work Placement 1	PLA6RG111	15
	International Work Placement 2	PLA6RG112	15
	International Work Placement	PLA6RG113	30
Thesis			
	Thesis	OPI7RG004	15
	Maturity Examination	OPI7LC003	0

Structure, Content and Extent of the DP

Degree Programme in Tourism	ECTS Credit
Core studies	60
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
Professional studies	90
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
Free-choice studies	15
Work placement	30

Thesis	15
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

Contact Information

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