

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Bachelor of Hospitality Management, 210 ECTS

Bachelor of Hospitality Management

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Name and level of education

Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)

Admission requirements and applications

Act of Polytechnics 932/2014 25 §
Before applying see the admission criteria at [Studyinfo](#)

Scope and duration

210 ECTS, 3,5 years

Recognition of learning

See Haaga-Helia's general arrangements for the accreditation here [Recognition of learning](#)

Mode of study

Full-time day programme

Language of tuition

English

Requirements and decrees

Act of Polytechnics 932/2014 25 §
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Study attainments and assessment

[See Degree Regulations >>](#)

[See Assessment Process >>](#)

Profile, targets and structure

The degree programme in Hospitality, Tourism and Experience Management provides students competency in the field of tourism, catering and domestic services. Hospitality, tourism and experience (elämys in Finnish; upplevelse in Swedish) are some of the world's most dynamic and leading socio-economic sectors. Examples of experiences are cultural events, music festivals, sport activities, art performances, and social celebrations. The overall objective of the programme is to provide hospitality, tourism and experience mind-set for students being able to develop, create and design experiences whilst connecting them with business opportunities.

The programme is truly international in its curriculum, teacher profiles and industry networks and also a diverse student body from over fifty countries. The programme provides students with numerous learning opportunities that assist them to prepare for management careers in Finland and abroad. The programme takes a student centred competency based approach to learning with modular curriculum that facilitates the development of the knowledge, skills and attitudes critical to succeed in an ever increasing competitive environment. It enables students to bridge theory and practice by providing them with a strong balance of conceptual and experiential learning opportunities: local and international internships, projects and other activities that address real-life challenges. Students can gain expertise in two areas: Hospitality Experience Management and Tourism Experience Management.

In each of the selectable specialization areas, students will learn to process ideas and apply knowledge in a work environment while maintaining responsible business awareness. They are able to set up business strategies and design innovative hospitality, tourism and experience concepts within fast changing international networked environment. The student will have the aptitude to handle different tasks in supervisory, managerial, consulting, planning and development positions.

PROFILE OF THE DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT
Degree Programme in the Hospitality, Tourism and Experience Management has four corner-stones of studies: working-life orientation, business management, aesthetics and internationality. They are integrated into all study modules.

Working-life orientation

Studies are firmly linked to working-life in combination of theory and practice. The working life orientation provides the student with a good and realistic insight into the industry and creates a solid basis for the career path. The research and development methodology creates chances for innovative job opportunities already during the studies. Research & Development and the innovative approach is part of the learning through working-life. It trains the students' skills to seek and apply information in a critical and analytical manner.

Business management

Students improve their managerial aptitude via studies in leadership and management; accounting; marketing, services and sales; entrepreneurship and innovation; and communication. They will learn to understand the economic thinking behind all business operations. The holistic managerial perspective will increase the skills for developing business operations.

Aesthetic nature

Competitive and growth potential within the industry are inter-related with aesthetics and experience. A graduate in hospitality, tourism and experience management has developed the analytical and practical skills required to create aesthetic, desirable and memorable services/experiences, products, communications and circumstances, which differ from those of competitors. The study program introduces students to service design, food design, experience design and concept design of this vibrant industry. In terms of service design students have a firm grip on customer processes and learn to understand the added value of aesthetics and experience to both the customer and the business.

Internationality

Studies embrace language and culture courses, which contribute to international skills. In addition to Finland's second language (Swedish) all students study at least one other foreign language. Students are members of an international and multicultural university of applied sciences. Haaga-Helia University of Applied Sciences/ Haaga campus also conducts teaching in co-operation with universities abroad and is an active member of many international organizations. Students have opportunities to take part in student exchange in Europe, Asia and South or North-America. Student may complete international studies in e.g.:

- double degree programs
- student exchange programs
- work placements abroad
- study trips
- international studies in Finland or abroad.

KEY LEARNING OUTCOMES OF THE DEGREE PROGRAMME

The student will develop a solid understanding of customer-oriented and profitable operation within the various sectors of hospitality, tourism and experience management. The student learns how to put skills into practical use to boost business within Hospitality Business, Tourism and other Business Management areas. The studies will provide the student with an extensive professional outlook and logical skills.

The programme offers students with grounds for supervisory and managerial responsibilities. Hospitality and Tourism businesses are in the vibrant sector, and have been identified as the economies of the future. The dynamic nature of these sectors and their daily evolution, contribute for existing and new businesses to present employment and career opportunities for qualified graduates.

Graduates are expected to be change-makers (aka 'champion' of change), and either work for private or public creative organizations in junior and middle management positions or start their own business. Every day hundreds of businesses go looking for a 'champion' - someone who has the competencies and confidence to make things happen. When you graduate, you are expected to be one of those champions.

Graduates of this programme are expected to find employment and develop a career in management positions, as entrepreneurs, specialists, or in sales in the following job markets: hotels, restaurants, destinations, resorts, attractions, events, festivals, sports, entertainment, media, cruise lines, casinos, airports, spas, wellness, charities, retail, fairs and alike.

PROFESSIONAL GROWTH

The student's professional growth is process towards developing expertise through the study modules. Each academic year has priorities that support the student's professional growth and students are encouraged to reflect on their own professional orientation.

Depending on the path chosen (Hospitality Experience Management or Tourism Experience Management) student will professionally grow in individual subject modules and develop an expertise in the field. Accent is also given to personal development, whose pillars stand on planning, aspiration and career parts, equally spread throughout three academic years.

Business modules will concentrate on developing following areas: leadership and management; marketing, services and sales; managerial accounting; entrepreneurship and innovation. In addition to this, personal business communication, languages and supporting modules (such as basics of mathematics, labour law, hospitality industry certifications etc.) will be customized to each student depending on their background, aspirations and will to grow.

Programme will also consist of real life projects, developed together with companies and spread over

three years: 1st year - operational project; 2nd year – supervisory project and 3rd year – managerial project. This will ensure that students will be able to develop the expertise not only through their work placements, but also through the study modules with the help of industry professionals and teachers.

ANNUAL THEMES

At the beginning of the studies the emphasis is on the development of basic professional skills and understanding the hospitality and tourism business environment. During the first academic year students will learn the basic operational skills and expertise required by the hotel, restaurant, tourism and experience industry, depending which path they decide to take. The theory base is supported by professional work placement in the chosen field.

In the second year the emphasis is on understanding business processes and innovations. The student will learn practical management skills in service interactions and be able to professionally develop in the chosen path. The student will combine and implement the studied theory base in the advanced work placement.

In the third year studies are focused on leadership and organizational strategic management. Students will acquire industry-related special skills via optional advanced level studies where they would be encouraged through managerial project to innovate and develop businesses. In the Bachelor Thesis the student shows his/her aptitude for conceptual learning and understanding complicated phenomena in a way which will be beneficial for a company or an organization within the industry.

Internationalisation

A culturally diverse student body will impact the internationalization of the student experience and facilitate the development of an appreciation of cultural differences and intercultural sensibility.

Learning outcomes are facilitated by the European and global business environments through international case studies and learning materials. Some of the modules are jointly designed and taught with partner schools abroad.

The most appropriate time for student exchange is the second year of study, autumn or spring semester.

Work placement and cooperation with the business community

International and national alliances with hospitality companies (e.g. hotel chains, holiday resorts and airlines) and educational partnerships provide the opportunity to increase the international knowledge and experiences for the students. This is feasible in provision of internship or study project work across borders.

Career opportunities

Many Hospitality Experience Management specialization graduates go on to run independent businesses, while others score management positions in restaurants, hotels, motels, resorts, spas, or any other residential or food service businesses. Graduates of Tourism Experience Management specialization find managerial positions in events, fairs, airlines, cruise ships and other tour and travel companies.

Postgraduate studies

Non-Degree studies in Haaga-Helia >>
University studies

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Please select the curriculum by the start year of studies and track.

- **2020 - 2021**
- 2019 - 2020
- 2018 - 2019
- **[HOTEM19, Degree Programme in Hospitality, Tourism and Experience Management, HOTEM20S](#)**