

Degree Programme in Tourism Event and Management, Porvoo

The core of the Porvoo Campus philosophy

Porvoo Campus offers a modern and innovative learning environment, where students work in real projects. As a student you are able to start networking with companies already during your studies. Porvoo Campus is truly international with approximately 50 nationalities. Studies include teamwork, international projects as well as options for exchange and work placement abroad.

Engaging Campus atmosphere: Motivating, supportive and modern campus

Porvoo Campus is the place to be if you as a student value learning in an atmosphere which is truly motivating and fun. You are important both as an individual learner and as a committed team member. You challenge yourself in learning future skills and growing into a specialist. You are an active and empowered learner in a supportive environment. Your professional growth is built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference. This is what our students have said:

“Staff members really listen and care for the students and their further learning.”

“The atmosphere on Porvoo Campus is motivating, inviting, relaxed, cosy, happy and encouraging!”

“Lots of light! Traditional hierarchical classrooms are happily missing.”

“Campus is so lovely! So many different types of rooms, where we students can work in groups and independently!”

International and team based way of working

Studying on Porvoo Campus gives you plenty of opportunities for networking, multicultural encounters and making friends. In fact, you can join projects in any degree programme and gain new perspectives across different industries and make your own personalized study path. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects. They also really value the change to practice team work in mixed groups:

“I like working with people from other countries and cultures it’s interesting to see how they think about solving problems.”

“I enjoy working teams with different students and it has been nice to get to know some other students outside my group. It is nice to share ideas with each other and learn from others. I also enjoy developing team work skills and think it is a very important skill to have in future.”

“We have had a lot of group work and projects, and this is positive because group work skills and getting along with different types of people is needed in almost every job.”

Learning by doing: Real and concrete projects that prepare for the future work

Porvoo Campus curriculum is based on competences that are needed in the future work life. Creativity, critical thinking and ability to solve problems are competences that are needed in the future. You are engaged in real and practical projects which prepares you for your future career. You will have a chance to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles. This is what our students have said:

“I have learnt to challenge myself, do things faster and more efficiently and evaluate myself.”

“We learn through practice by engaging in real projects instead of sitting in lectures. In my opinion this prepares us better for work life and helps to adapt theory into practice.”

Name and level of education

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

Admission requirements and applications

Universities of Applied Sciences Act 932/2014, Section 25
Before applying see the admission criteria at [Studyinfo](#)

Scope and duration

210 ECTS, 3.5 years

Recognition of learning

[Read more about the principles of recognition of learning at Haaga-Helia.](#)

Mode of study

Full-time day programme

Language of tuition

The degree programme is conducted in English.

International students can enjoy Finnish Areal Studies, and a choice of other areal studies. Finnish students are offered compulsory Swedish language studies as part of the Nordic Areal Studies, and a choice of other areal studies.

Areal studies combine the studies of a language of a chosen area with the study of the business operational environment and culture. The aim is to enable students to develop an understanding of the area in holistic and practical terms, necessary for professional relations with the stakeholders who represent the respective area.

Requirements and decrees

Completion of the courses specified in the curriculum, compulsory work placement, a thesis and maturity test.

Haaga-Helia's operations are governed by the Act on Studies in Universities of Applied Sciences (932/2014) (in Finnish) and Decree (1129/2014) (in Finnish).

Study attainments and assessment

[Find out more about the degree regulations and assessment process of Haaga-Helia](#)

Profile, targets and structure

As a student of Tourism and Event Management (TEMPO) on Haaga-Helia Porvoo Campus you will get a solid education on tourism industry and planning, promoting and organizing events. Your studies will take place in a truly multicultural atmosphere mainly through real life projects with national and international companies and organizations.

After first-year common studies, you can choose between two alternative specialisations:

- Event Design and Management
- Selling and Developing Tourism Services and Products

Event Design and Management

This specialisation introduces the event planning and production process from ideating, concept creation to the actual implementation. The learning happens in real life event productions as part of an event planning team consisting of students and supervised by teachers. The event courses cover not only the operational level of event organising, but two advanced level courses that ensure a more strategic and conceptual approach to event management. Event-related courses combined with internship and thesis project gives graduates the skills, attitude and networks required to enter the event industry.

Selling and Developing Tourism Services and Products

In the specialisation, students will learn how to sell and market products and services through multiple channels in profitable ways and how to develop sustainable and versatile products and services focusing on customer experience. The competences are implemented in learning activities jointly with the travel industry through working life projects, company visits and lecturers from the industry. Students also learn efficient sales and presentation skills and how to use different approaches for applied research. Studies of this specialisation combined with internship(s) and thesis project give graduates the skills, attitude and networks required to enter the tourism industry.

Programme contents:

Core studies 60 ECTS

Professional studies 60 ECTS

Specialization studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

Internationalisation

Most of the learning takes place in real-life projects for tourism businesses operating internationally. This opens doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.

Students with Finnish educational background are expected to do a study period abroad. It can be exchange, work placement, project or thesis work. The programme itself offers a multicultural laboratory in daily work as the student body represents 35 different nationalities, and the staff is also multinational.

Career opportunities

The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise the students with topical issues in tourism and different ways of doing business. Students can also go on exchange, do work placement abroad and participate in international development projects. Employment possibilities are extensive because the students get a solid basis in business studies, and specialise on tourism business with transferrable skills that help them find employment in all parts of the world. Jobs in the service industries are increasing, so good sales and service skills are valued globally.

Graduates from the Degree Programme in Tourism and Event Management acquire skills that prepare them for versatile employment possibilities anywhere where people skills, sales and service development and a professional understanding of the tourism industry are appreciated. Possible job titles include e.g.

Key Account Manager
Team Leader
Sales Negotiator
Service Developer
Event Coordinator
Event Producer
HR Assistant
Marketing Assistant
Social Media Manager

Postgraduate studies

[Master's Degree studies](#)

[Non-Degree studies in Haaga-Helia](#)

University studies

Alumni activities

[Read more about the Haaga-Helia's alumni and join the international network.](#)

Contact information

Haaga-Helia University of Applied Sciences
Porvoo Campus
Taidetehtaankatu 1
FI-06100 Porvoo

Porvoo Study Services: +358 400 230 405
email: studyservices.porvoo(at)haaga-helia.fi

Porvoo Campus Info +358 40 488 7444
email: porvooinfo(at)haaga-helia.fi

Haaga-Helia operator +358 9 229 611

Degree Programme Director
Mrs Kiti Häkkinen
email: kiti.hakkinen(at)haaga-helia.fi

Basic Studies
(All compulsory)**Learning Camp**
(All compulsory)

INS1PO101	Learning Camp 1 – Learn to learn	5	●
INS1PO102	Learning Camp 2 – Development methods	5	●

Business Basics for Tourism Professionals
(All compulsory)

BUS1RG101	Business Basics for Tourism Professionals 1	5	●
BUS1RG102	Business Basics for Tourism Professionals 2	5	●

Tourism Environment Analysis
(All compulsory)

OPE1RG101	Tourism Environment Analysis 1	5	●
OPE1RG102	Tourism Environment Analysis 2	5	●

Customer Insight
(All compulsory)

SAL1RG101	Customer Insight 1	5	●
SAL1RG102	Customer Insight 2	5	●

Self and Team Leadership
(All compulsory)

LEA1RG101	Self and Team Leadership 1	5	●
LEA1RG102	Self and Team Leadership 2	5	●

Areal Studies 1
(Select 10 ECTS)

NRD1PO101	Nordic Areal Studies 1	5	●
NRD1PO102	Nordic Areal Studies 2	5	●
FIN1PO101	Welcome to Finland 1	5	●
FIN1PO102	Welcome to Finland 2	5	●

Professional Studies
(Select 60 ECTS)**Learning Camp**
(All compulsory)

INS2PO201	Learning Camp 3 – Service design	5		●
INS2PO202	Learning Camp 4 – Orientation to thesis writing	5		●

Business Operations in Tourism
(All compulsory)

BUS2RG201	Business Operations in Tourism 1	5		●
BUS2RG202	Business Operations in Tourism 2	5		●

Organisational Management and Leadership
(All compulsory)

LEA2RG201	Leading Human Resources	5		●
LEA2RG202	Developing Human Resources	5		●

Sales and Marketing in Tourism
(Select 20-20 ECTS)

SAL2RG201	Sales and Service in Business Tourism 1	5		●
SAL2RG202	Sales and Service in Business Tourism 2	5		●
SAL2RG203	Event Management 1	5		●
SAL2RG204	Event Management 2	5		●
SAL2RG205	Marketing Communication 1	5		●
SAL2RG206	Marketing Communication 2	5		●

Areal Studies 2
(Select 10 ECTS)

ASA2PO201	Asian Areal Studies 1	5		●
ASA2PO202	Asian Areal Studies 2	5		●
COD2PO201	Applied Coding 1	5		●
COD2PO202	Applied Coding 2	5		●
GER2PO201	German Areal Studies 1	5		●
GER2PO202	German Areal Studies 2	5		●
SPA2PO201	Spanish Areal Studies 1	5		●
SPA2PO202	Spanish Areal Studies 2	5		●
RUS2PO201	Russian Areal Studies 1	5		●
RUS2PO202	Russian Areal Studies 2	5		●

Advanced Studies
(Select 30 ECTS)

Aviation Business

30

AIR3PO303	Air Cargo	10			●
AIR3PO301	Airline Business	10			●
AIR3PO302	Airport Business	10			●

Sales and Marketing

30

BUS3PO320	Branding	10			●
BUS3PO319	Digital Experience Design	10			●
PSS3PO302	E-Business	10			●
BUS3PO313	From Request for Quotation to Delivery	10			●
BUS3PO315	Service Innovation and Entrepreneurship	10			●

Event Design and Management

30

BUS3PO320	Branding	10			●
BUS3PO319	Digital Experience Design	10			●
LEA3PO301	Developing Emotional Intelligence	5			●
PSS3PO301	Strategic Events Solutions	5			●

Sustainable Tourism

30

BUS3PO317	Experiential Luxury Business 1	5			●
BUS3PO318	Experiential Luxury Business 2	5			●
BUS3PO321	Futures Thinking, Trends and Transformations	5			●
TOU3PO302	Responsible Space Tourism	5			●
BUS3PO310	Risk Management and Responsible Business	10			●
TRA3PO303	Sustainable Nature Tourism 1	5			●
TRA3PO304	Sustainable Nature Tourism 2	5			●

0 0 150

Free Choice Studies
(Select 15 ECTS)

Work Placement
(Select 30 ECTS)

Bachelor's Thesis
(All compulsory)