

# Degree Programme in Sustainable Tourism and Event Management



Do you have a creative, global and sustainability-oriented mindset?

Do you want to inspire others and make a positive impact in the world of tourism and event management? Do you want to put purpose and passion into the core of business and be a changemaker? If yes, Sustainable Tourism and Event Management (STEM) is the study path for you!

The programme Sustainable Tourism and Event Management on Haaga-Helia Porvoo Campus gives you a solid foundation for working in the tourism or event industry. Our close connections to the tourism and event business as well as our real-life learning projects enable you to develop the skills and competences needed in a fast-paced business environment. By working and learning in teams you will also gain valuable leadership and project management skills. You will also learn efficient sales and presentation skills and how to use different innovative development methods and approaches for applied research. Studies combined with an internship and a thesis project give you the skills, mindset, and networks required to enter and thrive in the tourism and event business.

In your second semester you can choose between two alternative majors (30 ECTS):

- Sustainable Tourism Management
- Sustainable Event Management

In the major Sustainable Tourism Management, you will learn how to create sustainable experiences and offer smooth customer experience both in person and online. You will become aware and be able to address the economic, environmental, and social impacts of tourism. You will learn the methods and tools to create immersive experiences in different channels and multiple platforms. You will also learn to network with different stakeholders and communicate about sustainable tourism experiences in a responsible and visual way to a global audience. You will be able to discover and analyse trends and technologies that will influence the tourism industry in the future. You will learn how to make your business thrive on a long-term basis while taking care of people, the planet, and profit.

In the major Sustainable Event Management, you will learn how to produce sustainable and memorable events in a financially profitable way and you master all event formats: live, hybrid and virtual. The event business will become familiar to you through real-life event productions and cooperation with event companies.

During your studies in Sustainable Tourism and Event Management, you will be able to concentrate either on sustainable tourism or event management, as well as take minors from other degree programmes, e.g., marketing, aviation and digital business innovations. You will be able to study in a multicultural environment, learn a new language, go on exchange to one of our many partner schools around the world, and do your internship in Finland or abroad. We offer you just the right skill set to gain competences for the future of work in the sustainable tourism and event business.

We would like to welcome you to our #hhporvoocampus family!

**See the full curriculum in Study Guide**

#### APPLYING

## Full-time studies, August 2024 intake

### Joint application to higher education, spring application 2024

Application period from 3 to 17 January 2024 at 15.00 (UTC/GMT +2).

- Information on applying and the application form in [Studyinfo.fi](#)
- Please see [frequently asked questions for the required documents of eligibility by country](#).
- Information about the [International UAS exam](#)

Admission statistics	›
Applying through Joint Application	›
Applying through Rolling admission	›
Tuition fees and scholarships	›

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Finland



## BACHELOR OF HOSPITALITY MANAGEMENT (RESTONOMI)

Scope of the Programme: 210 ECTS

Degree programme: Sustainable Tourism and Event Management

Campus: [Porvoo](#)

Study mode: Day-time

Duration: 3,5 years

Tuition fee for non-EU/EEA citizens:  
9 500 €

Employment opportunities after graduation: Key Account Manager, Sales

Negotiator, Service Developer, Event Coordinator, Event Producer, HR Assistant, Marketing Assistant, Social Media Manager, Sustainability Manager, Content Creator, Marketing Manager, Experience Designer, Customer Experience Manager, Entrepreneur, Event Manager, Professional Congress Organiser, Event Producer, Account Manager, Project Manager or Creative Director, Working in Event Agencies, Congress Centres, Conference Hotels, Festivals and Sports Events

Apply Now at  
Studyinfo.fi



## Contact



### Admission Services

+358 400 230 409  
admissions@haaga-helia.fi

Bachelor's  
Degree

Bachelor of Hospitality  
Management

University of applied  
sciences

## Student experiences



29.06.2022

## STUDENT TESTIMONIAL

**"Straight out of High School, I didn't really know my talents or skills ", says Roberts Be...**



07.06.2022

## CORPORATE COLLABORATION

**Career outlook:  
Professional Congress  
Organiser**



00.11.2021

## CORPORATE COLLABORATION

**Housing Fair 2023 in  
Loviisa**

**More study options**



## **Degree Programme in Hospitality and Tourism Experience Management**

Bachelor's degree | 210 ECTS | Helsinki



## **Degree Programme in Aviation Business**

Bachelor's degree | 210 ECTS | Porvoo



## **Degree Programme in Digital Business Innovations**

Bachelor's degree | 210 ECTS | Porvoo

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