



# Study in an international environment!

Study programme in

## Boosting Tourism Business Growth

### Why take the programme?

- You will study in a truly international environment with students and lecturers from six Finnish, Estonian, and Latvian universities.
- You will acquire skills and knowledge for boosting tourism business growth and competitiveness, especially in international tourism.
- You can participate in an innovation camp in Estonia with students from other countries.
- The programme is designed and implemented in cooperation with tourism industry professionals.
- The courses are conducted in a flexible online learning environment.

The programme takes a unique approach and offers you a possibility to study in an international environment. You will obtain specialized skills and knowledge for boosting tourism industry growth and competitiveness, with a focus on international tourism. Our courses

prepare you to cope in the fast-growing tourism sector. You will learn to design memorable experience-based products and improve your skills in digital marketing and communication. In addition to that, you will develop your competence in international customer service and your sensitivity to cultural differences. You will be able to sell tourism destinations and their products as well as learn how to manage cooperation successfully. You will be introduced to different tools for forecasting global changes and their impact on tourism businesses. A lot of emphasis is put on your personal development significant for building a career in tourism.

The studies are conducted mainly online. As you will work in multicultural teams, you can develop also your intercultural competence. Additionally, learning will take place by analysing meaningful and challenging real business cases. The programme includes an innovation camp in Estonia where you will meet and exchange ideas with students from around the Baltic Sea.



### You can choose from eight different courses:

- Tourism Product and Experience Design, 6 ECTS (A)
- Digital Marketing Communication and Content Management, 6 ECTS (A)
- Increasing Competitiveness by Cooperation, 6 ECTS (S)
- Boosting Sales in Tourism, 3 ECTS (S)
- Cultural Competence in Customer Service, 3 ECTS (A)
- Forecasting Tourism in the Age of Uncertainty, 3 ECTS (S)
- Proactivity and Creative Performance, 3 ECTS (A)
- Innovation Camp in Product Development, 3 ECTS (S)

Take all the courses offered, or participate in the most interesting ones!

The application period for the autumn courses (A) is 1.3.2018–13.5.2018 and for the spring courses (S) 2.10.2018–1.12.2018.

You will be provided **an official certificate** after completion of each study course and **a separate diploma** if you have completed all the courses in the curriculum.

Please note that in each course participate students from several universities and there is a limited number of study places available.

### For more information, contact your curriculum coordinator:

#### Satakunta University of Applied Sciences:

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#### Tallinn University of Technology, EMERA Kuressaare Centre:

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... or go to the website <http://www.projectboosted.eu/student-corner/>