



Apply by 31.8.2023!

Post-graduate Diploma in Tourism and Service Business

Welcome to Xamk!

South-Eastern Finland University of Applied Sciences (Xamk) is a higher education institution with focus on responsible wellbeing, technology, and creative industries. We train skilled professionals for the needs of the future and promote entrepreneurship, international activities, as well as solutions to develop business life. Xamk offers over 40 Bachelor's degree programmes as well as over 30 Master's degree programmes.

Savonlinna - a unique town with a rich history

The programme will take place in Savonlinna, which is a small town in eastern Finland situated at the heart of Europe's most extensive lake district. The town itself is built on a chain of islands; around 40 % of the surface area of Savonlinna is covered with lakes and ponds.

Savonlinna is an ideal place for enjoying peace and the beauty of nature but it also offers plenty of opportunities for spending active leisure time.

Savonlinna is the centre of summer tourism in Finland with extensive numbers of visitors from Finland and abroad. The tourism and service industry is one of the main employers in the region.

Olavinlinna Castle, founded in 1475 is the venue for the world-famous Savonlinna Opera Festival.





About the programme

Focus:

The Tourism and Service Business one year master level diploma studies (60 credits) will provide you with future perspectives in the tourism and hospitality industry, service business management, job development skills and career development tools.

It focuses on developing and managing sustainable tourism services as well as digitalisation. The studies will update and broaden your knowledge of the tourism and hospitality industry and its future prospects. You will gain confidence and tools for managing and developing the services sector and for managing the finances of services.

The students who have successfully accomplished the PGD programme will be eligible to apply for a Master's degree in Tourism and Service Business at Xamk. The 60 ECTS will be transferred towards the Master studies.

Read more:

www.xamk.fi/diplomaintourism

Structure of the programme

The programme is divided into three modules:

1. Tourism and Service business

- Hospitality business environment analysis
- Management of experience services
- Future challenges in hospitality services
- Research and development of customer experience
- Development of e-business and e-services
- Financial management in tourism and service business

2. International working environments

- Advances professional English
- Multi-cultural teamwork and communications
- Finnish 1

3. Management and leadership

- Sustainable growth
- Marketing management
- Supply chain management and smart logistics

Contact person:

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