

# TOURISM OF HAPPINESS



9.9. – 15.9.2023  
Porvoo, Finland

JOIN OUR JOURNEY!





DESTINATION:  
HAPPINESS

VIA:  
SUSTAINABILITY

## **"Travel is an investment in yourself"**

Everybody wants to be an investor this way. The investment in travel experience is "profitable" for our creativity and broad-mindedness, it fulfils our deep psychological need for discoveries in life.

Behind these experiences, there are people, who create them. Experience designers are the ones, who make our life happier. It is their curiosity that creates unconventional and innovative solutions.

## **"Love the world and make a difference"**

Finns largely attribute their happiness to the connection to nature. Lakes, rivers and forests feed us in Finland, providing us with natural well-being and a place to slow down.

Happiness is the key to a successful experience. The challenge is to make them sustainable: make them beneficial not only for profit but for people and the planet.



Studying business frequently is like getting operating instructions for success hidden in a drawer cabinet. You open the drawers for Marketing, Finance, HR etc. and inside you find recipes, how to design and practice it. **COEUR** is different.



## Join the journey!

COEUR is an experience presented to our students. It is the perfect opportunity to make this workshop a tangible practical asset.

This is our reason to exclusively focus on a value proposition for either a challenging task presented by a partner company or for a subject of your choice. The challenge should be worked on all over the week.

During the workshop week, you will work together in the most diverse teams possible, to solve and innovate ideas regarding **Sustainable Tourism in Porvoo.**





## What do we represent?

We are a University of Applied Sciences in Finland. Our roots are in business and we are professionals with a truly international mindset. We work closely with other companies and communities to build dynamic models for mutually beneficial cooperation.

## Our expertise

Our students become experts in business, tourism, hotel and restaurant management, journalism, business service solutions, information technology, and even sports and leisure management.

## "We are from all over the world ..."

Haaga-Helia hosts almost 400 exchange students each year. Students have several opportunities to include multicultural dimensions in their degree studies with a wide network of 200 international partner universities all over the world.



### We even hold a Guinness World Record

Most Nationalities in a Sauna; in 2019 Haaga-Helia gathered 99 nationalities in a traditional wood-fired Naval Military sauna, the largest in Finland.



# Porvoo, our destination

## The 2nd oldest town

Six towns were established in Finland during the Middle Ages.

Some of them grew to be towns without any official order having been issued. This was the case with Porvoo.



## Why are we discovering Porvoo?

Porvoo, in Swedish Borgå, possesses **tourism experiences** that no other part of Finland has.

The beauty of the National Urban Park, a kayak adventure and the experiences in peace with the countryside make this place special for locals and tourists.

## "Sustainability at its finest"

Responsibility increases competitiveness and enables the success of businesses while affecting the success of **Porvoo** as a **tourist attraction**.

Climate action is expected to generate more well-being and appealing services to citizens and tourists in Porvoo as well as a health-promoting urban environment.





## "Our home is constantly migrating"

COEUR was initiated in 2004 in Mainz and followed the partners to many other locations. This year we welcome students from Aberdeen, Mainz, Wroclaw, Tallinn and more universities to our facilities in Porvoo, Finland and its inspiring natural and sustainable environment.



## Cost & Payment

350 € per student

450 € per staff member

Full payment is made by the partner universities direct to  
Haaga-Helia University of Applied Sciences

## Apply now

You are interested to participate in COEUR 2023? Then please direct to your local COEUR university representative to receive all necessary documents.

## Central organisation

The full programme will be organised by the Haaga-Helia University of Applied Sciences. Instructions to get to Porvoo from Helsinki will be provided later on.

## What is included?

The offer includes tuition, entrance fees, accommodation and subsistence from Dinner on Saturday to breakfast on Friday.

## What is not included?

The price does not include travel expenses to Haaga-Helia University of Applied Sciences, Porvoo Campus and personal expenses during all days.

## Registration and Deadlines

Registration is open from now on, with deadlines by the 31st of May. Applications are accepted on a first-come basis. In case of a cancellation by the student after confirmation, an administrative fee will be withheld.

The designation of a substitute participant can be accepted.

We will have pre and post-online sessions a week before and after the workshop to accompany your journey in COEUR. Stay in touch to know more.

**"We believe in your input and value"**

Face the challenge and bring the brighter day of tomorrow closer!

**Let your ideas grow!**

