



School of Hotel, Restaurant and Tourism Management (Haaga Campus)  
 HAAGA-HELIA University of Applied Sciences  
 P.O. Box 8  
 00321 Helsinki, Finland

DP in Experience and Wellness Management

### Personal information

Surname(s), First name(s)	<b>ASCENÇÃO, Mário Passos</b>		
Home Address	Hiihtäjätie 4 B 14, 00810 Helsinki, Finland		
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Nationality	Portuguese		
Date of birth	31.05.1974		
Gender	Male		

### Present Position / Occupational field

Dr. Mário Passos is a Principal Lecturer at HAAGA-HELIA University of Applied Sciences, the coordinator of the Bachelor Degree Programme in Experience and Wellness Management, and a Lapland Centre of Expertise for the Experience Industry certified Experience expert. He began his studies in his native Portugal where he graduated with a B.A. in Hospitality Management and subsequently, a D.E.S.E., Diploma of Specialised Higher Education, in Marketing (majoring in tourism). In 1999 he achieved an M.A. in Marketing at the University of Ulster in Northern Ireland and in 2005, he was awarded a Doctorate of Philosophy (D.Phil.) in Marketing. He also holds the Vocational Teacher Education Programme diploma from Helia - Helsinki Business Polytechnic, and is a CHE - Certified Hospitality Educator by the American Hotel & Lodging Educational Institute.

### Work experience

Dates	From January 2007 to date
Occupation or position held	<b>Principal Lecturer</b>
Name and address of employer	HAAGA-HELIA University of Applied Sciences   Haaga Campus   Pajuniityntie 11   FI-00320 Helsinki, Finland
Dates	From August 2005 to December 2006
Occupation or position held	<b>Principal Lecturer</b>
Name and address of employer	HAAGA University of Applied Sciences   Haaga Campus   Pajuniityntie 11   FI-00320 Helsinki, Finland
Dates	From August 2002 to July 2005
Occupation or position held	<b>Lecturer</b>
Name and address of employer	HAAGA University of Applied Sciences   Haaga Campus   Pajuniityntie 11   FI-00320 Helsinki, Finland
Dates	From October 1999 to July 2002
Occupation or position held	<b>Eq. Research Assistant</b>
Name and address of employer	University of Ulster   Faculty of Business and Management (now Ulster Business School)   School of Marketing, Entrepreneurship & Strategy (now Department of Marketing, Entrepreneurship & Strategy)   Jordanstown campus   Shore Road   Newtownabbey   Co. Antrim BT37 0QB   Northern Ireland, UK

Dates	From February 1997 to September 1998		
Occupation or position held	Eq. <b>Head of Services</b>		
Name and address of employer	University of Algarve (UAlg)   School of Management, Hospitality and Tourism   Penha Campus   8005-139 Faro, Portugal		
Dates	From June 1996 to February 1997		
Occupation or position held	Eq. <b>Food and Beverage Assistant Manager</b>		
Name and address of employer	Hotel Algarve Casino   Av. Tomás Cabreira   Praia da Rocha   8500 Portimão, Algarve, Portugal		
<b>Education and training</b>			
Dates	2012		
Title of qualification awarded	<b>Certified Hospitality Educator (CHE)</b>		
Name and type of organisation providing education and training	American Hotel & Lodging Educational Institute		
Dates	2008		
Title of qualification awarded	<b>Certified Experience expert</b>		
Name and type of organisation providing education and training	Lapland Centre of Expertise for the Experience Industry		
Dates	2005		
Title of qualification awarded	<b>Vocational Teacher Education Programme</b>		
Name and type of organisation providing education and training	Helia Polytechnic (now part of HAAGA-HELIA University of Applied Sciences)		
Dates	2004/5		
Title of qualification awarded	<b>Doctor of Philosophy (DPhil)</b>		
Name and type of organisation providing education and training	University of Ulster   Faculty of Business and Management (now Ulster Business School)   School of Marketing, Entrepreneurship & Strategy (now Department of Marketing, Entrepreneurship & Strategy)		
Dates	1999		
Title of qualification awarded	<b>Master of Arts (MA)</b>		
Name and type of organisation providing education and training	University of Ulster   Faculty of Business and Management (now Ulster Business School)   School of Marketing, Entrepreneurship & Strategy (now Department of Marketing, Entrepreneurship & Strategy)		
Dates	1998		
Title of qualification awarded	<b><i>Diploma de Estudos Superiores Especializados (DESE)</i> – Diploma of Specialised Higher Education</b>		
Name and type of organisation providing education and training	University of Algarve (UAlg)   School of Management, Hospitality and Tourism   Penha Campus   8000 Faro, Portugal		
Dates	1996		
Title of qualification awarded	<b><i>Bacharelato</i> – eq. Bachelor of Arts (BA)</b>		
Name and type of organisation providing education and training	University of Algarve (UAlg)   School of Management, Hospitality and Tourism (ESGHT)   Portimão Campus   Largo Eng. Sárréo Prado   8500   Portimão, Portugal		
<b>Personal skills and competences</b>			
Mother tongue(s)	<b>Portuguese</b>		
Other language(s)			
Self-assessment	<b>Understanding</b>		<b>Speaking</b>
<i>European level (*)</i>	Listening	Reading	Spoken interaction
<b>English</b>	C2   Proficient user	C2   Proficient user	C2   Proficient user
			Spoken production
			C2   Proficient user
			<b>Writing</b>
			C2   Proficient user

Spanish	B2	Independent user	B2	Independent user	B1	Independent user	B1	Independent user	A2	Basic user
French	B1	Independent user	B1	Independent user	A2	Basic user	A2	Basic user	A1	Basic user
Finnish	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user

(\*) Common European Framework of Reference for Languages

Social skills and competences	<p>Personal commitment as well as the ability to motivate others and fill them with enthusiasm and passion is an innate skill. Comfortable in working with groups and handling their dynamics. Team spirit and the ability to listen, to understand and integrate other's opinions, strong communication skills. Interest in other countries and profound respect for their culture. <b>The core social skills and competences are ability to:</b></p> <ul style="list-style-type: none"> <li>▶ show self-confidence; adapt to multicultural environments, gained through my work experience abroad; communication to different people, groups and audiences; show good presentation and speaking in public; work in teams, and team spirit; use personal and professional network to solve problems efficiently and effectively; relay relevant experiences as well as passing on knowledge unselfishly; maintain good working relationships with people; regulate one's emotions to handle stress, control impulses, and persevere in overcoming obstacles whilst expressing emotions appropriately; making decisions based on consideration of ethical standards, safety concerns, appropriate social norms and respect for others</li> </ul>
Organisational skills and competences	<p>Organisational skills gained both in professional and private context. Currently coordinator of Bachelor degree programme in Experience and Wellness Management. Manager of a football team competing in the Finnish fifth division. Experience in project management, and project development. <b>The core organisational skills and competences are ability to:</b></p> <ul style="list-style-type: none"> <li>▶ lead people and processes; counsel; take decisions; delegate; negotiate; solve problems; take attention to detail; work efficiently to demanding deadlines; prioritise and handle multi-tasks; work under pressure; create effective relationships with colleagues at all levels; learn new things; initiate projects; create and manage change</li> </ul>
Functional/ technical skills and competences	<p>Hands-on experience in research. <b>The main functional/ technical skills and competences are ability to:</b></p> <ul style="list-style-type: none"> <li>▶ managed/ coordinate research; read for information; analyse ideas; critical thinking; synthesize information; gather primary data (e.g. observe, interview); analyze data; develop theory; review research material; quickly masters new technical knowledge</li> </ul>
Computer skills and competences	<p><b>Operating systems:</b></p> <ul style="list-style-type: none"> <li>▶ Good command of MS Windows 7</li> </ul> <p><b>Applications:</b></p> <ul style="list-style-type: none"> <li>▶ Very good command of- Internet and e-mail; Microsoft Office tools (Word, Excel and PowerPoint); most of the standard Windows software packages; Reference Management software (EndNote); Online Learning Platforms (Moodle, Edulink, Blackboard, Eliademy)</li> <li>▶ Good command of- Business Simulations (HotCalc; Virbus; Cesim); Online Survey programs (e.g. Webropol)</li> <li>▶ Moderate command of programs for statistical analysis (SPSS)</li> </ul>
Artistic skills and competences	<ul style="list-style-type: none"> <li>▶ amateur photographer, occasional writer of poetry and short stories, LEGO enthusiast</li> </ul>
Other skills and competences	<ul style="list-style-type: none"> <li>▶ ability to self-motivate; ability to orient myself in new geographical, physical and organizational setting; ability to play various types of sports; ability to process and remember a fast moving, complex picture of people and things (visual memory); ability to see action to the side without having to turn the head (peripheral vision); ability to screen out these distractions and stay focused</li> </ul>
Driving licence	Full clean valid Portuguese driving licence (Cat. A / B)
Present and past projects	<p><b>SigmaGamma – Magic Moodle -&gt; Eliademy.com</b>  <b>Value:</b> ~150.000,00€  <b>Funding:</b> HAAGA-HELIA University of Applied Sciences  <b>Role:</b> Steering Group Member – Research and Development  <b>Duration:</b> 2012/13</p> <p><b>SILAB – Service Innovation Laboratory</b>  <b>Value:</b> 1.5 million NOK (187.500,00 €)  <b>Funding:</b> Nordic Innovation Center (<a href="http://www.nordicinnovation.net">www.nordicinnovation.net</a>)  <b>Role:</b> Steering Group Member – Research  <b>Duration:</b> 2009/10</p>

**Finnish Hotel of Tomorrow****Value:** ~500.000 million Euro**Funding:** HAAGA-HELIA University of Applied Sciences | Finnish Funding Agency for Technology and Innovation, Tekes**Role:** Steering Group Member – Research**Duration:** 2006/09**Master of Arts in International Tourism Management****Value:** 299,635.66 Euro**Funding:** European Social Fund (project #: BPD2004-ESF-2.5.0-03-05/0096-05)**Role:** Project Manager**Duration:** 2006/08

## Key research publications

- Salonen, V. & **Ascensão, M.** 2011. Management of Music in Finnish Hospitality Businesses (pp. 729-738). Paper presented at the 29th EuroCHRIE Annual Conference - "Tourism & Hospitality, Drivers of Transition". The American College of Management and Technology. 19-22 October. Dubrovnik, Croatia.
- Ascensão, M.** 2010. Turismo para todos. Contribuição em Abranja, N., Marques, A., Coelho, F. and Carneiro, I. Turismo Acessível: Estudos e Experiências. ISCE/ Edições Pedagogo. Pp. 27-29.
- Ascensão, M.** 2008. Put Your Customers Working For You; They'll Love It. HAAGA-HELIA Signals. Issue 1, pp. 12-14.
- Gilmore, A., Carson, D., **Ascensão, M.** & Fawcett, L. 2008. Managing 'Balance' in a Tourism Context. Irish Journal of Management 29:1, pp. 113-135.
- Ascensão, M.** 2007. How to Move Away from the 'Average-Fantastic' in Hospitality? HAAGA-HELIA Signals. Issue 1, pp. 14-16.
- Gilmore, A., Carson, D. & **Ascensão, M.** 2007. Sustainable tourism marketing at a World Heritage Site. Journal of Strategic Marketing 15:2/3, pp. 253-264.
- Gilmore, A., Carson, D., Fawcett, S. L. & **Ascensão, M.** 2007. Sustainable Marketing – the case of Northern Cyprus. The Marketing Review 7:2, pp. 113-124.
- Ascensão, M.** 2006. Budget Travel: Are Hospitality Businesses Slowly Butchering Service Quality? HAAGA In Touch. Issue 1, pp. 26-27.
- Correia, L., **Ascensão, M.** 2006. Wine Tourism in Portugal: The Bairrada Wine Route. IN J. Carlsen & S. Charters (eds) Global Wine Tourism: Research, Management and Marketing. London: CABI. Pp. 242-254.
- Correia, L., **Ascensão, M.** & Carlsen, J. 2004. Wine Tourism in Portugal: A Case Study of the Bairrada Wine Route. Journal of Wine Research 15:1, pp. 15-25.
- Carson, D., Gilmore, A., **Ascensão, M.** & Fawcett, L. 2004. Holistic tourist industry marketing: significant deficiencies in relation to natural tourist sites. Journal of Marketing THEORY & PRACTICE 12:4, pp. 49-59.

## Key note speech/address

- Ascensão, M. P.** (2013). Hospitality: A Stage of Dreams. Unión Hotelera del Principado de Asturias. III Congreso Nacional de Innovación en el Sector Hotelero. 6 November. Oviedo, Spain.
- Ascensão, M. P.** 2012. *Experiential Learning*. Teaching Academy Workshops at EuroCHRIE 2012 Annual Conference. 24th October. Ecole hôtelière de Lausanne. Lausanne, Switzerland.
- Ascensão, M. P.** 2010. *Experiential Tourism: From Finland with Love*. AMFORHT World Forum, World Association for Hotel and Tourism Education Congress (Fórum Mundial AMFORHT, Associação Mundial para a Formação em Turismo e Hotelaria). "Experiential Tourism and Professional Education" ("Turismo de Experiência e Formação Profissional"). Convention Center at Senac University Center. São Paulo, Brazil. September 22nd-24th.
- Ascensão, M. P.** 2010. *Innovation in Curricula*. I International Symposium on Innovation in Tourism and Hospitality. Polytechnic Institute of Guarda - School of Tourism and Hospitality Management. Seia, Portugal. June 1st-2nd.
- Ascensão, M. P.** 2009. *Virtual Worlds (VWs) for Social Media*. eService Business! Social Media Seminar. HAAGA-HELIA University of Applied Sciences – Haaga Unit. Helsinki, Finland. October 21st.
- Ascensão, M. P.** 2008. *The Good, The Bad and the Ugly - Environment, Tourism and Marketing*. II Tourism International Congress of Leiria and Oeste (II Congresso Internacional de Turismo de Leiria e Oeste). Escola Superior de Turismo e Tecnologia do Mar (ESTM/IPL). Peniche, Portugal. November 20th.
- Ascensão, M. P.** 2007. *Innovación y tendencias de futuro en la industria hotelera*. XII Congreso AECIT. Conocimiento, creatividad y tecnología para un turismo sostenible y competitivo. Parque Científico y Tecnológico de Turismo y Ocio. Escuela Universitaria de Turismo y Ocio - Universitat Rovira i Virgili. Vila-seca (Tarragona), Spain. December 12th-14th.
- Ascensão, M. P.** 2006. *Luxury Revolution: Going Up Market*. World Tourism Day – International Tourism Conference, Tourism Enriches. National Library, Tallinn, Estonia. September 28th.

Awards	<ul style="list-style-type: none"> <li>▶ 2000 Rewarded with a top entrepreneurial award: "The £10K Award for new Entrepreneurs". The award was sponsored by Crescent Capital and PriceWaterhouseCoopers, and organised by Investment Belfast in association with Queen's University Belfast and the University of Ulster. It aimed to encourage students and researchers to move their best ideas out of the laboratory and into the marketplace. visit: <a href="http://news.ulster.ac.uk/releases/2000/258.html">http://news.ulster.ac.uk/releases/2000/258.html</a></li> <li>▶ 1999 Rewarded with the University of Ulster "Vice-Chancellor's Research Scholarships" (VCRS). Award Criteria: Academic excellence   Awards available to: residents of all countries or regions.</li> </ul>
Current Teaching Courses	<p>Undergraduate level</p> <ul style="list-style-type: none"> <li>▶ Creativity and Innovation Management</li> <li>▶ Storytelling</li> <li>▶ SimCity Simulation Game</li> <li>▶ Spa and Wellness Management</li> <li>▶ Portfolio</li> <li>▶ Entertainment Marketing</li> <li>▶ Master Plans for Resorts</li> <li>▶ Aesthetics and Design Management</li> <li>▶ Producing and Staging Experiences</li> <li>▶ Scripting and Performing Experiences</li> </ul> <p>Post-graduate level</p> <ul style="list-style-type: none"> <li>▶ Service Design ja tuotekehitys palveluissa</li> <li>▶ Experience Development and Management</li> <li>▶ Brand Management [at Vilnius University]</li> <li>▶ Wellness and Spa Entrepreneurship &amp; Innovation [at Pärnu College, Tartu University]</li> <li>▶ Wellness and Spa Service Design and Marketing [at Pärnu College, Tartu University]</li> <li>▶ Tendências e Mercados Turísticos / Tourism Trends &amp; Markets [at Porto Polytechnic]</li> </ul> <p>eMBA</p> <ul style="list-style-type: none"> <li>▶ Quality Management in Service Business</li> </ul>
Certifications	<ul style="list-style-type: none"> <li>▶ 2009 Finnish Red Cross First Aid 1 (EA1)</li> </ul>
Recognitions	<ul style="list-style-type: none"> <li>▶ 2008 Experience Person of the Month of October 2008 [LEO - Lapland Centre of Expertise for the Experience Industry]</li> </ul>
Memberships	<ul style="list-style-type: none"> <li>▶ Institute of Hospitality, formerly Hotel and Catering International Management Association (HCIMA)</li> <li>▶ Chartered Institute of Marketing (CIM)</li> <li>▶ European Marketing Academy (EMAC)</li> </ul>
Hobbies and interests	<ul style="list-style-type: none"> <li>▶ to do sports, photography, cooking, read and write</li> </ul>