

Mário Passos ASCENÇÃO



Experience and Wellness Economy unit
Haaga Campus

Present Position / Overview

Dr. Mário Passos is a Principal Lecturer at Haaga-Helia University of Applied Sciences. Quirky isn't the only word used to describe Mário. He is immensely engaging, affable, and ingenious Portuguese. Mário is a Certified Experience Expert by the Lapland Centre of Expertise for the Experience Industry (now House of Lapland), a Service Design Network (SDN) Accredited Service Design Master Trainer, and a Certified Facilitator of LEGO® SERIOUS PLAY® method. He is also a Certified Hospitality Educator (CHE®) and a Certified Guest Service Professional (CGSP®) by the American Hotel & Lodging Educational Institute.

His research and publications focus on service design, experience design, marketing and sustainability. He supervises theses, inspires students, and coaches businesses. In the last decade, Mário has been designing curricula and developing educational programmes for Haaga-Helia and international educational partners.

Mário studied 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 at the University of Algarve. In Northern Ireland, UK, he achieved an M.A. in Marketing and after he was awarded a D.Phil., Doctorate of Philosophy, in Marketing at the Ulster University. Mário has the Vocational Teacher Education Program diploma from Finland by Helia - University of Applied Sciences.

Work Experience

Dates	From January 2007 to date
Occupation or position held	Principal Lecturer
Name of employer	Haaga-Helia University of Applied Sciences Haaga Campus Finland
Dates	From August 2005 to December 2006
Occupation or position held	Principal Lecturer
Name of employer	Haaga University of Applied Sciences Haaga Campus Finland
Dates	From August 2002 to July 2005
Occupation or position held	Lecturer
Name of employer	Haaga University of Applied Sciences Haaga Campus Finland
Dates	From October 1999 to July 2002
Occupation or position held	Eq. Research Assistant and Consultant
Name of employer	University of Ulster Faculty of Business and Management Jordanstown campus Northern Ireland
Dates	From February 1997 to September 1998
Occupation or position held	Eq. Head of Services
Name of employer	Fundação da UALG University of Algarve Penha Campus Portugal
Dates	From June 1996 to February 1997
Occupation or position held	Eq. Food and Beverage Assistant Manager
Name of employer	Hotel Algarve Casino Praia da Rocha Portugal

Education and Training

Dates	2018
Title of qualification awarded	Certified Facilitator of LEGO® SERIOUS PLAY® Method
Name of organisation	Association of Master Trainers in the LEGO® SERIOUS PLAY® Method

Dates	2014
Title of qualification awarded	Certified Guest Service Professional (CGSP®)
Name of organisation	American Hotel & Lodging Educational Institute
Dates	2012
Title of qualification awarded	Certified Hospitality Educator (CHE®)
Name of organisation	American Hotel & Lodging Educational Institute
Dates	2008
Title of qualification awarded	Certified Experience Expert
Name of organisation	Lapland Centre of Expertise for the Experience Industry (now House of Lapland)
Dates	2005
Title of qualification awarded	Vocational Teacher Education Programme
Name of organisation	Helia Polytechnic (now part of HAAGA-HELIA University of Applied Sciences)
Dates	2004/5
Title of qualification awarded	Doctor of Philosophy (DPhil)
Name of organisation	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	Master of Arts (MA)
Name of organisation	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	<i>Diploma de Estudos Superiores Especializados (DESE)</i> – Diploma of Specialised Higher Education
Name of organisation	University of Algarve (UAAlg) School of Management, Hospitality and Tourism (ESGHT) Portugal
Dates	1996
Title of qualification awarded	<i>Bacharelato</i> – eq. Bachelor of Arts (BA)
Name of organisation	University of Algarve (UAAlg) School of Management, Hospitality and Tourism (ESGHT) Portugal

Key Projects

BLUE

Value: ~300.000 Euro

Funding: Maa- ja metsätalousministeriö (Ministry of Agriculture and Forestry of Finland)

Role: Steering Group Member – Research

Duration: 2018/19

Stadion

Value: ~100.000 Euro

Funding: Kaupunkitutkimus ja metropolipolitiikka (Helsinki Metropolitan Region Urban Research Program)

Role: Steering Group Member – Research

Duration: 2017/18

Premiumia ja Luksusta

Value: ~250.000 Euro

Funding: Euroopan aluekehitysrachasto EAKR (European Regional Development Fund ERDF)

Role: Steering Group Member – Research

Duration: 2016/18

The Box

Value: ~500.000 Euro

Funding: Tekes – the Finnish Funding Agency for Innovation

Role: Steering Group Member – Research

Duration: 2016/18

SigmaGamma – Magic Moodle -> Eliademy.com

Value: ~150.000 Euro

Funding: HAAGA-HELIA University of Applied Sciences

Role: Steering Group Member – Research and Development

Duration: 2012/13

SILAB – Service Innovation Laboratory

Value: 1.5 million NOK (-187.500 €)

Funding: Nordic Innovation Center (now Nordic Innovation)

Role: Steering Group Member – Research

Duration: 2009/2010

Finnish Hotel of Tomorrow

Value: ~500.000 Euro

Funding: HAAGA-HELIA University of Applied Sciences & Tekes – the Finnish Funding Agency for Innovation

Role: Steering Group Member – Research

Duration: 2006/2009

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: 2006/2008

Educational Programmes and Curricula

Educational programmes and/or curricula developed:

- ▶ 2018 Experience Designer specialization (Bachelor level) for Haaga-Helia UAS
- ▶ 2018 Bachelor Degree Programme in Hospitality and Service Management for International Hospitality and Service Management School
- ▶ 2018 Palveluliiketoiminnan johtaminen ja kehittäminen, ylempi amk-tutkinto (Master (Programme in Management and Development of Services))
- ▶ 2017 BA (Hons) in International Hospitality Management for Institute of Tourism Studies - Malta
- ▶ 2013 Bachelor Degree Programme in Hospitality, Tourism and Experience Management for Haaga-Helia UAS
- ▶ 2008 Master Degree Programme in Spa and Wellness Management (MA, Wellness and Spa Service Design Management) for Pärnu College, University of Tartu
- ▶ 2007 Master Programme in International Tourism Management for Vilnius University
- ▶ 2007 Bachelor Degree Programme in Experience and Wellness Management for Haaga-Helia
- ▶ 2005 Palveluliiketoiminnan johtamisen koulutusohjelma, ylempi amk-tutkinto (Master (Programme in Management of Business Services))
- ▶ 2003 Bachelor Degree Programme in Hotel, Restaurant and Tourism Management for Haaga UAS

Validations and External Examining

- ▶ 2017 Technical opinion regarding CiTUR's (Centro de Investigação Aplicada em Turismo) activities
- ▶ 2014 Bahrain Polytechnic - Validation of the proposed Business Tourism Major
- ▶ 2012 Technical opinion regarding GITUR's (Grupo de Investigação em Turismo) activities

Fellowships and Awards

- ▶ 2017 Rewarded with a research grant by Liikesivistysrahasto (Foundation for Economic Education: Home) to study, marketing contribution to the sustainability of small cities as tourist destinations.
- ▶ 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.
- ▶ 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.

Current Teaching

Undergraduate programmes

- ▶ Managing the Invisible with LEGO® SERIOUS PLAY® Method

Post-graduate programmes

- ▶ Service Design ja tuotekehitys palveluissa
- ▶ Developing and Managing Experiences

eMBA programme

- ▶ Service Design

Every year, Mário lectures in European universities through the Erasmus program or personal invitation and has thus been lecturing in Hungary, Slovakia, Lithuania, Estonia, Malta, France, Spain, Portugal and the Netherlands.

Recognitions and Accreditations

- ▶ 2017 Service Design Network Accredited Master Trainer
- ▶ 2008 Experience Person of the Month of October 2008 [LEO - Lapland Centre of Expertise for the Experience Industry; now House of Lapland]

Memberships, Committees and Boards

Memberships

- ▶ Service Design Network (SDN)

Scientific Committees and Advisory Boards

- ▶ 2018-2022 Member of external advisory board of Centro de Investigação Aplicada em Turismo (CiTUR)
- ▶ 2018 Member of scientific advisory board of the Revista Turismo & Development (Journal of Tourism and Development)
- ▶ 2018 Member of scientific board of Tourism & Management Studies
- ▶ 2018 Member of the scientific committee of the X International Tourism Congress, Quito – Ecuador
- ▶ 2017 Country chair (Finland) of the GBATA 19th Anniversary Annual International Conference
- ▶ 2016 Country chair (Finland) of the GBATA 18th Anniversary Annual International Conference
- ▶ 2015 Member of the scientific committee of the International Congress on Water – UVIGO
- ▶ 2015 Country chair (Finland) of the GBATA 17th Anniversary Annual International Conference
- ▶ 2011 Member of the scientific committee of the V International Congress Tourism of Leiria and Oeste
- ▶ 2009 Chair of international scientific committee of the EuroCHRIE annual congress

In addition, Mário serves as an ad-hoc reviewer in academic journals (e.g. Current Issues in Tourism)

Key Note Speeches/Addresses

- Ascensão, M. P.** (2015). *Experimental Tourism and Thermalism*. International Congress on Water. 20-21 September. Universidade de Vigo. Ourense, Spain.
- 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.

Key Publications

- Jung, T., tom Dieck, M. C., Rauschnabel, P., **Ascensão, M.**, Tuominen, P., & Moilanen, T. 2018. Functional, Hedonic or Social? Exploring Antecedents and Consequences of Virtual Reality Rollercoaster Usage. In T. Jung & M. C. tom Dieck (Eds.), *Augmented Reality and Virtual Reality – Empowering Human, Place and Business*. Springer.
- Ascensão, M. P.** & Puhakainen, E. 2017. Tunneliiketoimintaakin voi automatisoida. *Vitriini*, 10500, 3, pp. 46-48.
- Ascensão, M. P.**, Moilanen, T., Puhakainen, E., & Tuominen, P. 2017. Using service technology in the hospitality industry of the future. In K. Havas (Ed.), *Changes in the Hospitality Industry: Viewpoints on the Hotel, Restaurant and Tourism Field* (pp. 67-68). Haaga-Helia University of Applied Sciences. Helsinki, Finland.
- Ascensão, M. P.**, Ramos, D., & Costa, C. 2017. Marketing turístico em zonas costeiras de baixa densidade: Região Centro de Portugal. *Revista Turismo & Desenvolvimento*, 27/28, pp. 141-143.
- Lub, X., Hover, M., Tuominen, P., Neveu, V., Marée, G., Ouwens, F., Sievers, K., Moilanen, T. & **Ascensão, M. P.** 2017. Santa gets a new Office: A case-study in using storytelling and service design to redesign a brand anchor. Paper presented at the 4th World Research Summit for Tourism and Hospitality – “Innovation, Partnerships, and Sharing”. December 8th–11th. UCF Rosen College of Hospitality Management, Orlando, FL, USA.
- Weijsschede, J., Van Dongen, J., **Ascensão, M. P.**, Marée, G., Lub, X., Bernasco, B. & Groen, B. 2017. Research and design thinking as synergy for innovation; exploring up to date approaches in hospitality and tourism management education. Theoretical/Academic paper presented at the 35th EuroCHRIE Annual Conference (EuroCHRIE 2017) - “Reach the unreached – touch the untouched”. October 23rd–25th. Strathmore University, Saxion University of Applied Sciences and University College of Northern Denmark. Radisson Blu Hotel Nairobi. Nairobi, Kenya.
- Tuominen, P. P., & **Ascensão, M. P.** 2016. The hotel of tomorrow: A service design approach. *Journal of Vacation Marketing*, 1-14.
- Ascensão, M. P.** 2015. Sustainable marketing. In C. Cater, B. Garrod, & T. Low (Eds.), *The Encyclopedia of Sustainable Tourism* (pp. 479). Oxfordshire, UK: CABI.
- Ascensão, M. P.** 2015. Wellness tourism. In C. Cater, B. Garrod, & T. Low (Eds.), *The Encyclopedia of Sustainable Tourism* (pp. 531). Oxfordshire, UK: CABI.
- 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.