BART Activity 2.2
Pooling and Assessing Tourism Knowledge in Finnish Lapland

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Contents

• Regional expertise and focus
  • strategic – organisational – individual levels

• Tourism educational paths

• Next steps

• Possibilities for MICE tourism
### SWOT for Human Capital

**Strengths**
- Versatile educational paths (LUC)
- Tourism industry as a living lab and learning environment
- Diverse destination expertise that stems from multi-disciplinary approach to tourism

**Weaknesses**
- Sporadic coordination
- Different, even conflicting strategic guidelines
- Resources for long-term development

**Opportunities**
- Personal and institutional international networks
- Even more intense working life connections
- Tourism and experience cluster approach

**Threats**
- Governmental policy-making!
- Future of the tourism industry
- Attractiveness for the students and applicants

### Organising Education 1
- National structural development policies
- Lapland University Consortium that gathers
  - University of Lapland (art and science; four faculties, the Arctic Centre, LUC-Tourism)
  - Rovaniemi University of Applied Sciences (three campuses, Arctic Power Lab, tourism-centric strategy, LUC-Tourism)
  - Kemi-Tornio University of Applied Sciences (two near-by cities, Mediapolis, LUC-Culture)
Organising Education 2

- LUC-Tourism (MTI Campus)
  - University of Lapland: Tourism Studies
  - Rovaniemi University of Applied Sciences: Tourism and Hospitality Management
  - Lapland Vocational College: Tourism and Hospitality Management

- An emerging key brand of the LUC
  - Education, academic research, research & development, training, innovation services, networks
  - “From a waiter to a doctor”

Key Areas of Development Expertise

- SAFETY
  - Safety and risk management based on a comprehensive understanding about safety

- TOURISM FORESIGHT
  - Extensive and networked expertise to tourism business

- PRODUCT DEVELOPMENT
  - Holistic product development

ADDED VALUE:
- Proactive Business Culture
- Development networks
- Working life centric approach
- Cumulative research and educational knowledge and expertise

- Sustainable Business
- Diverse Destination Expertise
- Service Design
- Tourism Law
- IPR

www.luc.fi/matkailu

Cold and Winter Tech
Research Focus

- Arctic tourism
- Sustainable tourism business
- Social and environmental policies of tourism
- Tourism as work
- Tourism foresight

Some Key Persons & References

- Expertise in the field of safety and security: Pekka Iivari and his team
  - National recognition, regional value, project-driven development; integration to Thesis projects and study unit cooperation

- Expertise in the field of foresight: Päivi Ouallen, Sanna Kyyrää, Kirsi Pitkänen
  - National network for foresight knowledge production; integration to Thesis projects and study unit cooperation

- Expertise in the field of product development: Mika Kylänen, JC García-Rosell, Teija Tekoniemi-Selkälä, Minni Haanpää
  - From project (ITPD) to MTI expert services, a web-based Tourism Product Developer’s Handbook; integration to Thesis projects and study unit cooperation; focus in micro/small-sized companies
Some Key Persons & References

• Three equally strong streams of research, education and development interests in the field of tourism studies of University of Lapland:
  • Cultural Studies of Tourism, Prof. Soile Veijola; Tourism as Work research project (The Academy of Finland), www.ulapland.fi/taw
  • Strategic Marketing and Entrepreneurship, Prof. Antti Haahti; Experience Stratos research group
  • Nature-based tourism, Prof. Liisa Tyrväinen; Metla (Forest Research Institute)

• Expertise in international and national education policies and networks of higher education, Principal Lecturer Kaarina Kantele

• And many more… 😊

Educational Curricula

Secondary level / vocational training (120 ECTS), also further/specialist qualifications; e.g.:
• Tourism industry
• Hotel, restaurant and catering
• Housekeeping and cleaning
• Youth and recreational counseling

Higher education / Bachelor, Master and postgraduate (90-240 ECTS); e.g.:
• Bachelor of Hospitality Management (3 programmes)
• Bachelor of Social Sciences (tourism studies; three streams)
• (Professional) Master of Hospitality Management
• Master of Social Sciences (tourism studies)
• Lic.Sc. Of Social Sciences (post graduate)
• PhD of Social Sciences
What’s Recent / Next?

**LUC-Tourism**
- Strategy update process
- New Director Johan Edelheim, PhD
- Recent emphasis on proactive service business (a stronger connection to the development spearheads) and wellbeing in tourism
- New study unit portfolio for cultural tourism expertise combining courses from all three schools => internal mobility
- Problem-based learning (PBL); Rovaniemi UAS, all campuses
- Implementation of the national tourism strategy of Finland
- Implementation of the regional tourism strategy of Lapland

- National cut downs of tourism and hospitality management education
  - LUC-Tourism as a national showcase and "headquarters"

Possibilities for MICE

**MICE Tourism**
- Finnish Lapland has a history as an exotic tourism destination
  - Since the late 1980s and early 1990s Lapland has been an attractive place for incentive tourism
  - A vast amount of DMCs, tourism activity offerings
  - Interest towards experience tourism

- Strong international networks – committed regional organising
  - TOs, incentive houses – DMOs, …

- Diverse possibilities for conference and MICE venues
Thank you


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