



Lapland University Consortium



LUC
TOURISM

AIMING FOR THE TOP

Lapland Institute for Tourism Research and Education
- Multidimensional Tourism Institute, MTI



UNIQUE EXPERTISE IN TOURISM

The international success story of Lapland and its rocketing tourism began in the 1980s. In those days, trips from Europe went faster with supersonic jet planes, and Santa Claus told the world that his home was in Finnish Lapland. During the last 30 years the industry has steadily continued its growth.

Nowadays tourism in Lapland is a salient business that continues to make Finland known to the rest of the world. Along with internationalization and the increased significance of tourism, closer cooperation is needed between the tourism industry, educational institutions, and research facilities. The Lapland Institute for Tourism Research and Education was established to satisfy this need.

The Lapland Institute for Tourism Research and Education – the Multidimensional Tourism Institute (MTI) – is a unique community of expertise. It combines all levels of tourism education as well as innovative research and development activities. The institute comprises the tourism research of the University of Lapland; the field of tourism and hospitality management of Rovaniemi University of Applied Sciences; and the vocational education at the Lapland Tourism Collage.

The institute promotes cooperation between product development, innovation, tourism research, and tourism education. It also relays existing expertise to the tourism industry. The students of the institute graduate as professionals and experts in tourism, ranging from cooks and waiters to doctors of philosophy specializing in tourism.

The institute combines diverse expertise originating from international and regional development organizations, research and educational organizations, and companies. The goal of the institute is to enhance the operational conditions of the tourism industry in cooperation with companies and public organizations. We are all on our way to the top together.



FOUR GOOD REASONS TO PROMOTE THE DEVELOPMENT OF TOURISM:

- 1)** Tourism is an important industry due to its multiplicative effect on the national economy
- 2)** Tourism is a considerable boost to employment
- 3)** Tourism brings prosperity and wellbeing to the region
- 4)** Tourism has potential for growth

(Finland's Tourism Strategy to 2020)

The first tourists - the explorers - visited Lapland already centuries ago. Their aim was to reach the northern top of Europe. Experiences of an exotic and remote North were depicted in travel accounts, which were extremely popular in their time and made the province known to the rest of the world.





STUDYING

You may enroll in MTI by applying for a study place through the Lapland Tourism College; through the subject of tourism studies at the University of Lapland; or through the field of tourism and hospitality management at Rovaniemi University of Applied Sciences. Each study programme has its own learning objectives, and the students graduate from just one of these three institutes.

In addition to qualifying education, the institute provides various supplementary studies, short and apprenticeship-type training, and Open University studies through its services, through the educational units, and through the Open University.

ENCOUNTERS ON THE PATHS OF LEARNING

MTI is a very special concept for those interested in tourism studies. Whether an enthusiastic youth, an adult already in the line of business, an experienced professional, or a specialist planning to change careers, we can help you supplement your knowledge. No other institute in Finland provides the entire range of education in tourism. In an inspiring community of several educational institutions you can benefit from everyone's knowledge and become an expert in your field.

In the institute, the various stages of education are in close interaction: studies are completed through joint courses and projects in addition to one's own study program. Learning is work-oriented, and students boldly challenge the boundaries between theory and practice. By studying together students can become aware of and understand the views of people at various educational levels and see the field of tourism in its entirety.

In MTI, the barriers between units are low. For example, university students can supplement their knowledge on practice-oriented courses offered by Rovaniemi University of Applied Sciences or the Lapland Vocational College of Tourism. On the other hand, students in vocational education may seek new horizons in university-level courses.

All the study programs equip students with diverse skills necessary in the tourism business. Depending on your orientation, you can enhance your occupational expertise in order to succeed in the challenging tasks of your field. You can also learn to understand, develop, and study tourism as a phenomenon, as culture, and as a business and work environment.

*Paths in Lapland are endowed with experiences.
Use them as your trail to the future.*





EDUCATIONAL INSTITUTIONS

Lapland Tourism College



The Lapland Tourism College educates, develops, and serves the entire Northern Finland. It provides vocational education for youths and adults in the fields of tourism, hotel and restaurant business, household and cleaning services, and youths and leisure activities. Vocational basic education is targeted at youths who have finished secondary school. Adult education means vocational basic degree education, vocational further or supplementary education, or various types of working life development services. The Lapland Vocational College of Tourism functions in Rovaniemi, Kittilä, and Sodankylä. Adult education and working life development services are also available around Lapland and Northern Finland. Education and services are provided in Toripuistikko and Oppipoika restaurants (Rovaniemi), in Levi Institute (Kittilä), and in Sodankylä Institute.

www.lapinmatkailuopisto.fi

Rovaniemi University of Applied Sciences



The field of Tourism and Hospitality Management of Rovaniemi University of Applied Sciences enables you to qualify as a Bachelor or Master of Hospitality Management.

In English we offer the Degree Programme in Tourism, which aims at professional expertise when working in a multicultural tourism network and environment. Graduates of the Degree Programme in Tourism specialise in working in tourism destinations. A special feature of this programme is that even though students study tourism with an emphasis on northern nature-based aspects, they can apply this knowledge and skill when working in the tourism industry anywhere in the world. All the knowledge gained during the studies enables graduates to become potential future entrepreneurs in the tourism industry.

The Degree Programme in Tourism focuses on integrating studies in management, leadership and entrepreneurship in accordance with the principles of sustainable tourism. Contemporary marketing, including e-commerce and product development, and various language and cultural studies have also an important role in the degree programme.

Education for the Bachelor of Hospitality Management degree in Finnish is provided in the study programmes of Hotel and Restaurant Management as well as Tourism. The master-level degree is taken through the study programme in tourism. You can also take the Bachelor of Hospitality Management degree while working. These studies focus on service culture, management, and business skills. Customer- and entrepreneurship-orientation as well as environmental responsibility are signs of our alumni.

www.ramk.fi

University of Lapland



Tourism is viewed from various perspectives within the multidisciplinary subject of tourism research at the University of Lapland: as a societal phenomenon; as a livelihood; as an industry of tourism, culture, and experiences; as work; as a line of business; as consumption; and as a factor influencing its own operating environment.

The University of Lapland is the only Finnish university providing tourism research as a major subject. Tourism research is a good minor subject to students who wish to learn about tourism as a historical, cultural, and economic phenomenon.

Students of tourism research graduate as bachelors, masters, licentiates, and doctors in social sciences. These experts on tourism are employed in municipal, state, international, and business organizations. They are positioned in education, consulting, communication, associations, business management, marketing, design, development, tourism research, etc.

www.ulapland.fi

WITH US YOU CAN TAKE THE FOLLOWING DEGREES AND EDUCATIONAL PATHS:

All the educational institutions forming MTI accept students also through other educational paths than the ones mentioned in this figure. Please contact the admission offices of the institutions for more detailed information.

Higher Education Degrees

University of Lapland

Doctor of Social Sciences
Licentiate of Social Sciences

Master of Social Sciences
(Tourism Research)

Bachelor of Social Sciences
(Tourism Research)

Rovaniemi University of Applied Sciences

Master of Hospitality Management

Work experience

Bachelor of Hospitality Management

Lapland Tourism College

Specialist Qualification for Bartenders

Specialist Qualification for Dietary Cooks

Specialist Qualification for Hotel, Restaurant and Catering Service Managers

Specialist Qualification for Cleaning Supervisors

Further Qualification for Cooks, Institutional Catering

Further Qualification for Hotel Receptionists

Further Qualification in Household Services

Further Qualification in Institutional Cleaning

Further Qualification in Restaurant Cookery

Further Qualification in Rural Tourism

Further Qualification in Textiles Care

Further Qualification in Tourism Activities

Further Qualification for Tourist Guides

Further Qualification in Travel Services

Further Qualification for Waiters/Waitresses

Work experience

Lapland Tourism College

Vocational Qualification in the Tourism Industry

- Tourism Activities Organiser
- Travel Counsellor

Vocational Qualification in Hotel and Restaurant Services and Catering

- Cook
- Hotel Receptionist
- Waiter/Waitress

Vocational Qualification in Household and Cleaning Services

- Household Facilities Operative
- Site Facilities Operative

Vocational Qualification in Youth and Leisure Instruction

- Youth and Leisure Instructor

Further and Special Vocational Qualifications


Vocational Qualifications

RESEARCH

MTI is a versatile environment of innovation in the service of tourism. The institute boasts tourism research expertise in the fields of economy, environment, culture, and entrepreneurship. It fosters unprejudiced and multidisciplinary research and development across the boundaries of science, art, and occupations.

The tourism research personnel at the University of Lapland conduct research for example on tourism business expertise, culture, and nature tourism. The research is divided into basic research, applied research, and service and customized research. Applied research includes research and development projects carried out in cooperation with external stakeholders.

Rovaniemi University of Applied Sciences conducts working life-oriented research, development, and innovation at the institute. The focal points of the RDI activities of the university are tourism and experience economy, development of cold and winter technologies, promotion of health and wellbeing, and diverse and sustainable development of Lapland's nature. The objective is to create new enterprises, to improve the operational possibilities for business in Lapland, and to construct business-promoting, regional research and development programs in cooperation with other stakeholders.

A photograph of a group of people in a meeting. In the foreground, the back of a person's head is visible. To the left, a woman with dark hair is looking towards the center. In the center, a silver laptop is open on a table. To the right, a woman with blonde hair is smiling and looking at the laptop. The background is slightly blurred, showing a modern interior with a yellow pendant light.

*"Why, then, does a scholarly traveller
venture to Lapland, someone may ask.
Oh, the reasons are many, indeed!"*

From beyond the Arctic Circle down to
Ostrobothnia 1799.
Edward Daniel Clarke



SERVICES

MTI provides customized solutions to the problems and development needs of companies, educational institutes, and the public sector.

MTI is your partner when you need to develop your operations. It provides versatile expert, R&D, and educational services according to the individual needs and wishes of the customer. The institute also provides tourism library and information services. The service selection also covers career and working life services as well as an extensive supply of venues for trainings, seminars, fairs, events, etc. The training restaurants Oppipoika in Rovaniemi and Oppikuppi in Kittilä provide a comfortable atmosphere for lunches and events.

MTI works in continuous and close cooperation with customers, partners, and experts of different fields: we enhance our services and produce new knowledge to improve the tourism business and the competitiveness of tourism enterprises.


EXPERT SERVICES

The service unit of the institute helps its customers recognize their challenges and combines the experts and service concepts that lead to the best outcome. Through the institute you can utilize the services of economy and working life professionals, development experts, and knowledge producers. The strength of the expert services lies in combining the expertise of various lines of business, educational levels, and projects.

Examples of the expertise services:

- Reports
- Expert statements
- Consultation
- Development plans
- Assessments
- Council of experts on tourism





"A people traversing such long distances and engaged in so many affairs will not remain still, as I had thought. Full of activity, it is keen on everything that as much as hints at new sources of income."

Landscapes of Finland (1909).
I.K.Inha



TRAINING SERVICES

The training services of the MTI are at your disposal. The trainings are designed in close cooperation with customers and implemented using versatile and targeted teaching methods. The training services make use of diverse measuring, testing, virtual, and visualization environments as well as advanced software and measurement technologies.

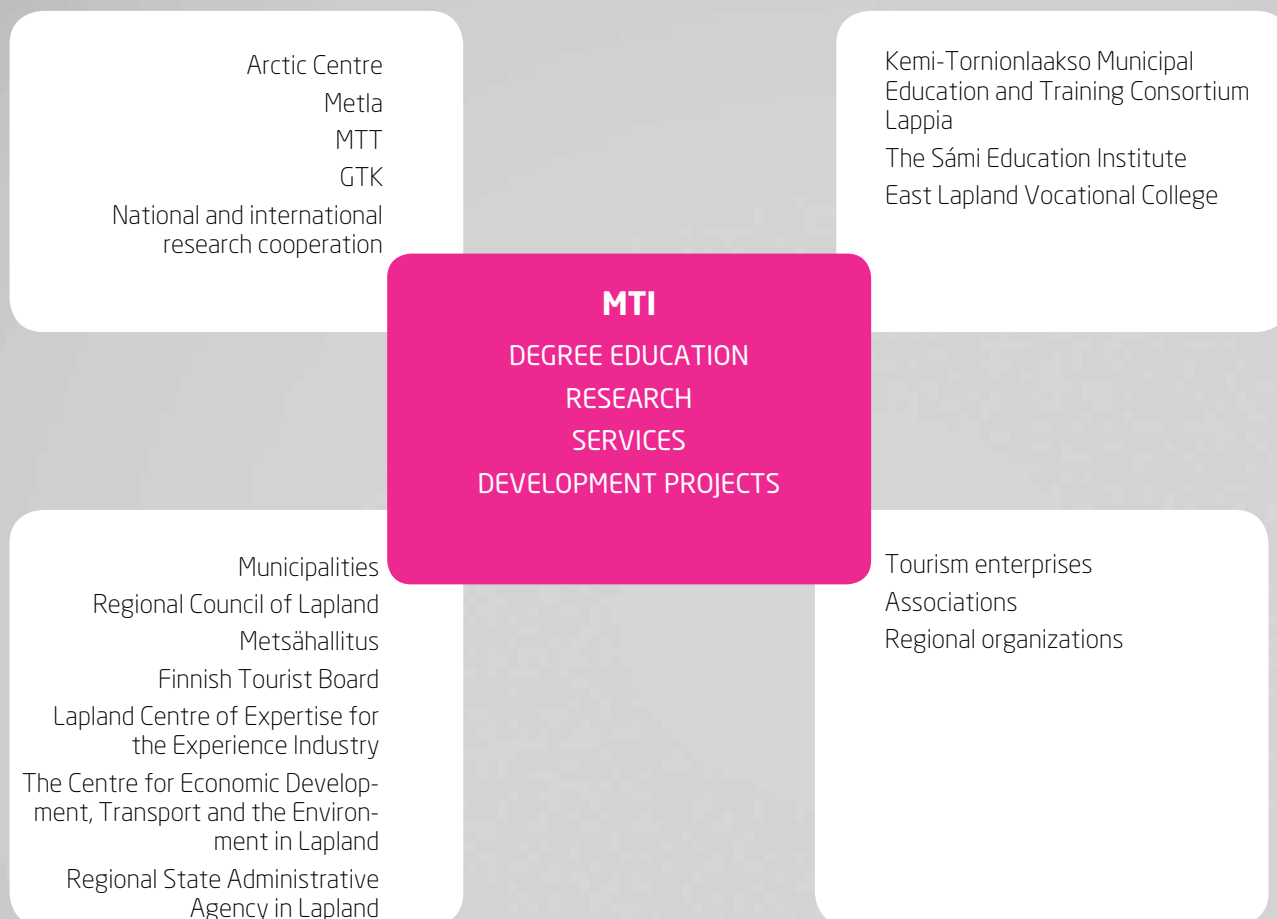
Examples of the training services:

- Safety and security training
 - Safety of service workers
 - Tourism safety passport
 - Murmansk region as a business environment
 - Russia as a business environment
 - Information security and Russia
 - Organizational safety training
 - Alcohol legislation proficiency test
 - Food hygiene proficiency test (hygiene passport)
- Training on data processing
- Training on product development and commercialisation

RESEARCH AND DEVELOPMENT SERVICES

New products and operating practices often stem from the results of applied research and development. Innovating and proactive business is also supported by project studies and theses that prepare for the challenges of working life. Research and development conducted at the institute are supported by the three education, research, and development environments of the universities: SINCO (Service Innovation Corner) for service prototyping, the ENVI virtual environment for the welfare sector, and the Arctic Power Lab for cold and winter technology research and testing.

OPERATION AND PARTNERS OF COOPERATION



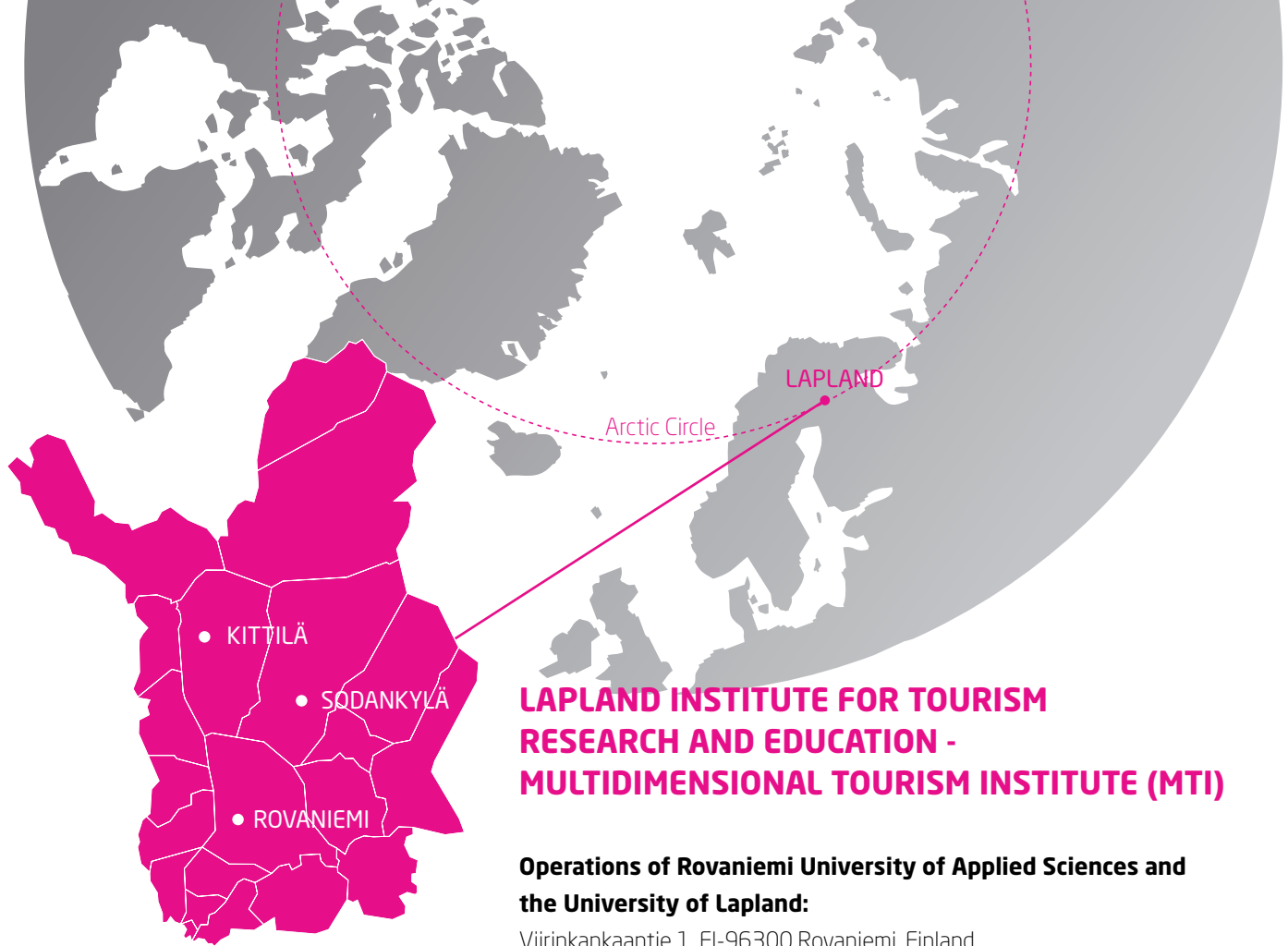
THE INSTITUTE IN NUMBERS

- Founded in Rovaniemi in 2009
- Four sites
 - Two in Rovaniemi, one in Kittilä, and one in Sodankylä
- Around 110 personnel
- Around 1300 students
- Formed by Lapland Tourism College, Rovaniemi University of Applied Sciences (the field of tourism and hospitality management) and the University of Lapland (tourism research).



*" The northern parts of the country do not have apples,
pears, cherries, plums, or any other garden fruits. Nature,
however, has bestowed the earth with wild delicacies."*

From beyond the Arctic Circle down to Ostrobothnia 1799.
Edward Daniel Clarke



LAPLAND INSTITUTE FOR TOURISM RESEARCH AND EDUCATION - MULTIDIMENSIONAL TOURISM INSTITUTE (MTI)

Operations of Rovaniemi University of Applied Sciences and the University of Lapland:

Vuorinkankaantie 1, FI-96300 Rovaniemi, Finland

Lapland Tourism College:

- Toripuuistikko 5-7, FI-96200 Rovaniemi, Finland
- Levi Institute, Valtatie 82, FI-99100 Kittilä, Finland
- Sodankylä Institute, Kaarrostie 10-12, FI-99600 Sodankylä, Finland

Find out more!

www.luc.fi/tourism

For further information on tourism research and education, see the web pages of the institutions under MTI.

- www.ulapland.fi
- www.ramk.fi
- www.lapinmatkailuopisto.fi