

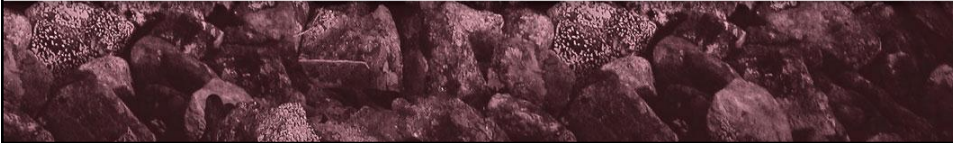

Lapland University Consortium
LUC
TOURISM

BART Activity 2.2

Pooling and Assessing Tourism Knowledge in Finnish Lapland

Mika Kylänen, RAMK / LUC-Tourism
BART Workshop in Piteå – Boden, 9 Nov '11


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Contents

- Regional expertise and focus
 - strategic – organisational – individual levels
- Tourism educational paths
- Next steps
- Possibilities for MICE tourism



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SWOT for Human Capital

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<p>Strengths</p> <ul style="list-style-type: none"> • Versatile educational paths (LUC) • Tourism industry as a living lab and learning environment • Diverse destination expertise that stems from multi-disciplinary approach to tourism 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Sporadic coordination • Different, even conflicting strategic guidelines • Resources for long-term development
<p>Opportunities</p> <ul style="list-style-type: none"> • Personal and institutional international networks • Even more intense working life connections • Tourism and experience cluster approach 	<p>Threats</p> <ul style="list-style-type: none"> • Governmental policy-making! • Future of the tourism industry • Attractiveness for the students and applicants

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Organising Education 1

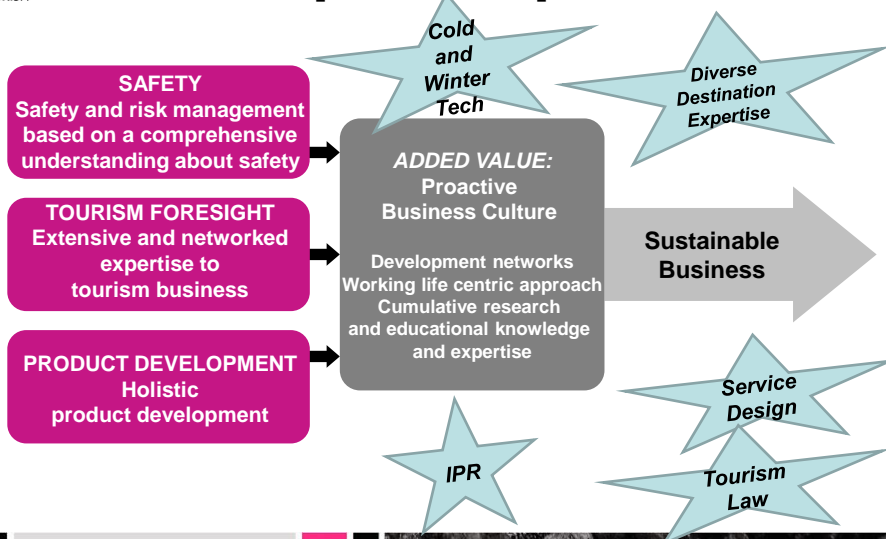
- National structural development policies
- Lapland University Consortium that gathers
 - University of Lapland (art and science; four faculties, the Arctic Centre, LUC-Tourism)
 - Rovaniemi University of Applied Sciences (three campuses, Arctic Power Lab, tourism-centric strategy, LUC-Tourism)
 - Kemi-Tornio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

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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



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 Oualen, Sanna Kyyrä, 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

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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"

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Possibilities for MICE

- 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

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Thank you

Mika Kylänen, Lic.Sc.Admin.

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