

Building the future of tourism through innovation and networking

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Turku Touring
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culminatum

Savonlinnan seudun
kuntayhtymä



JYVÄSKYLÄN
AMMATTIKORKEAKOULU



leo



TURKU TOURING



Contents

- Finnish Centres of Expertise Programme (CoE)
- Tourism and Experience Management Cluster programme
- Innovations and networking

From research to innovations. From innovations into products.

The Finnish Centres of Expertise Programme (CoE)

- is built to accelerate growth of innovative SME's by combining Finnish technology centres with companies and universities, and by improving their innovation capacity.
- lays the ground for diverse innovation activities in which high-level research is combined with technological, design and business competence.
- is a tool for regional innovation, which contains ready-made operating models and networks for the national and international markets.
- offers networks and services for companies, universities, universities of applied sciences and research institutions.
- has introduced cross science innovations and even made it possible to develop commercial products from those innovations.

Basic principles of CoE

Bottom-up approach: local strategies meet national Innovation policy targets

Triple helix: interaction between academia and the private and public sectors

Based on regional strengths and specialization (bottom up) coordinated on national level by cross-sectoral committee represented by ministeries, research organisations and industry representatives (top down)

Operational model of CoE

- 13 national competence clusters in 21 regional Centres of Expertise (Regional technology centres and science parks work as operators)
- Each competence cluster is comprised of network of 4-7 regional Centre of Expertise
- Competence clusters can be
 - Technology-driven (e.g. Nanotechnology, HealthBio)
 - Application-driven (e.g. Living business)
 - Industry-driven (Forest cluster)
 - Service-driven (Tourism and Experience Management)
 - May combine previous
- Competitive tendering for basic funding
 - 20 million euros annually, Government 50%, Municipalities +50%
 - RDI projects are funded through EU structural funds, EU framework programmes, Tekes – the Finnish Funding Agency for Technology and Innovation etc.

Tourism and Experience management Cluster, 1/2

- Local innovation structure – the mechanism that influences the business innovations
 - Innovation-driven growth is based on active regional and national cooperation between research institutes, businesses and actors of public sector from each area.
- Co-operative network, that share and utilise expertise



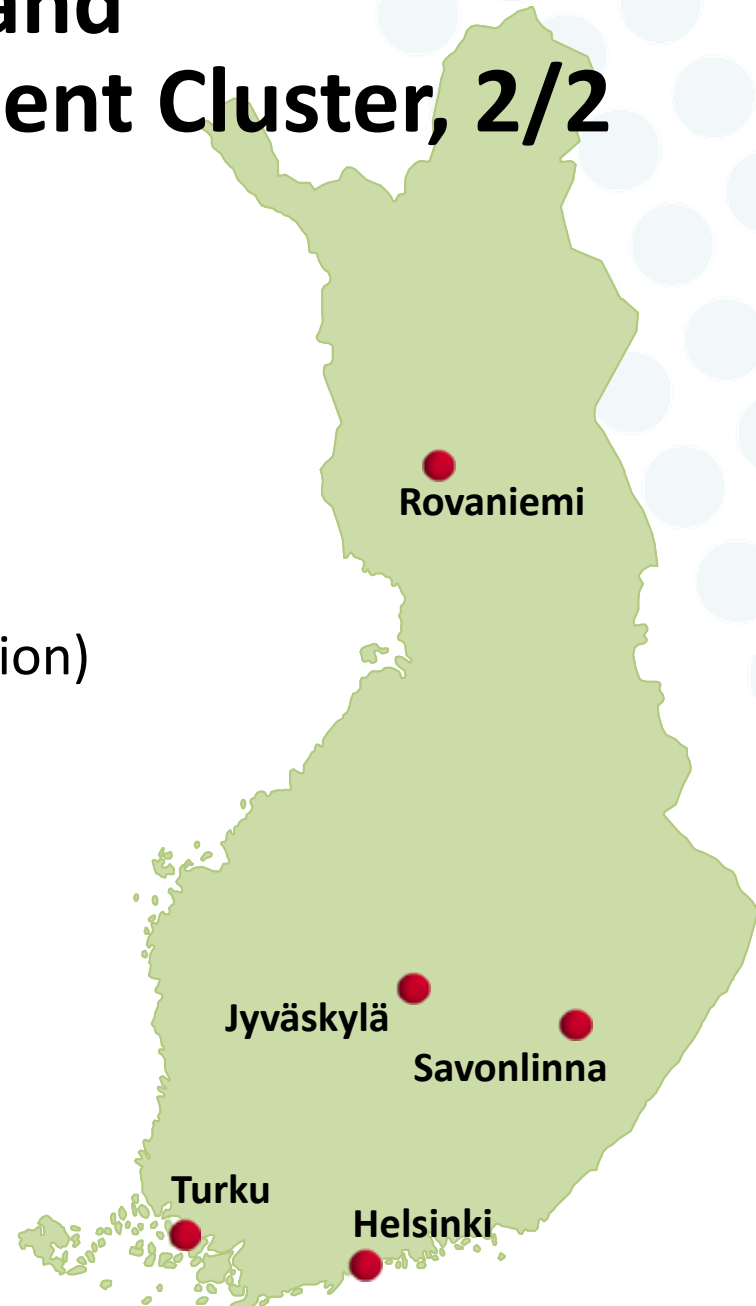
Tourism and Experience management Cluster, 2/2

Five Centres of Expertise

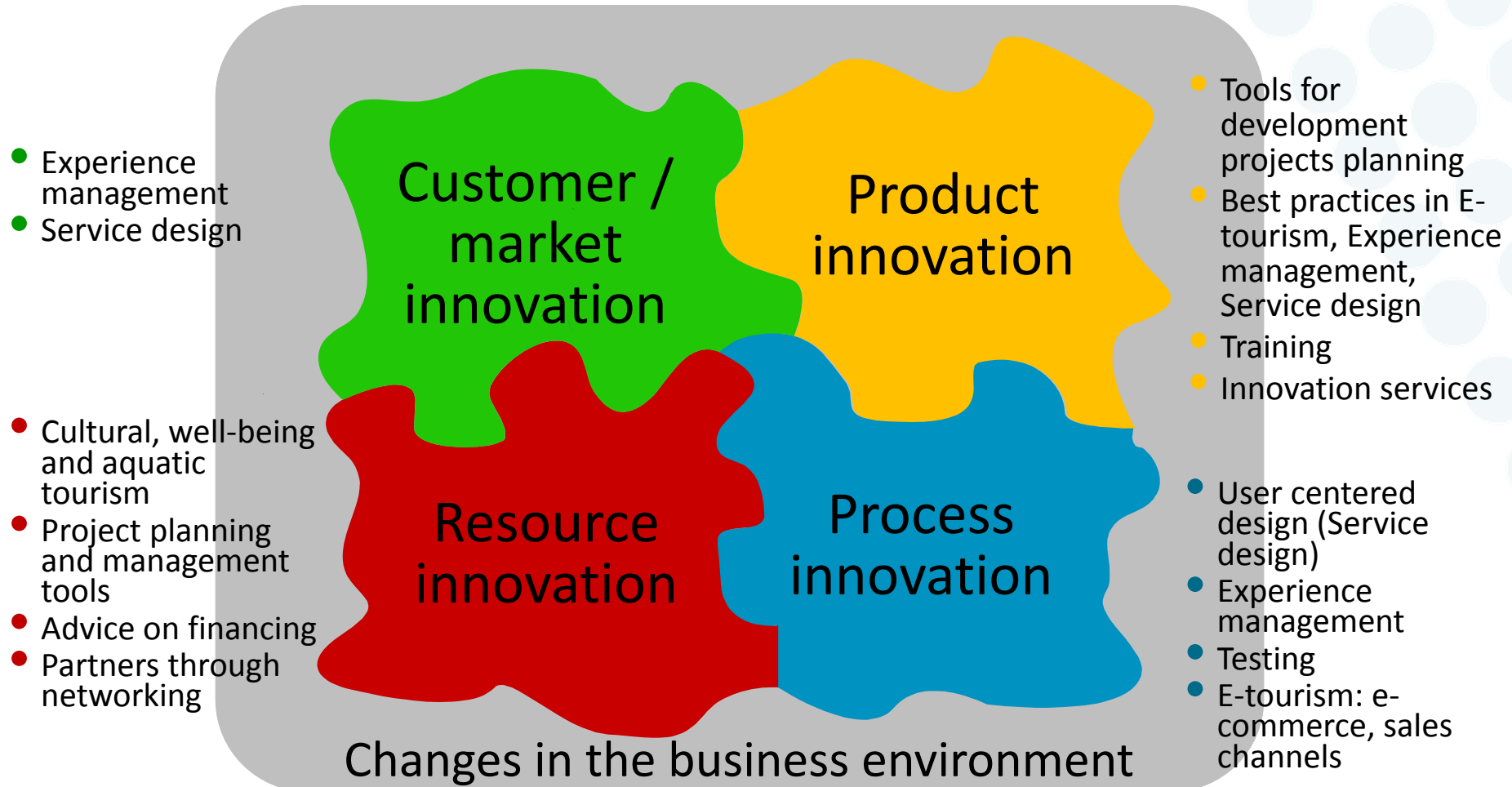
- Turku, South-West Finland
- Helsinki, Capital Region
- Savonlinna, Eastern Finland
- Jyväskylä, Central Finland
- Rovaniemi, Lapland (coordination)

Working themes

- Experience management
- Service Design
- E-business
- Futures forecast



Services through the OSKE Cluster programme



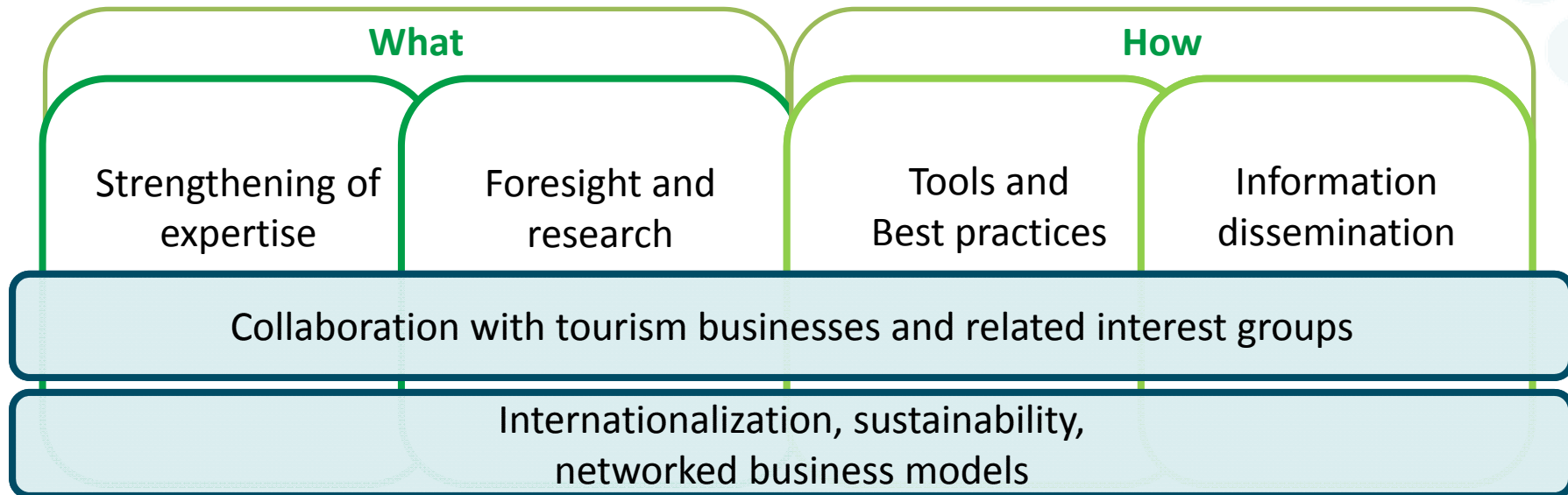
- Scenarios and trends
- Consumer needs
- Latest academic research

OSKE: Growth, profit and competitiveness

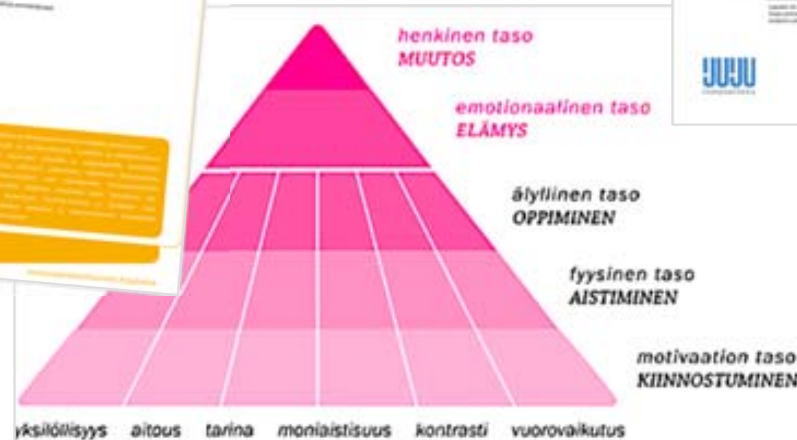
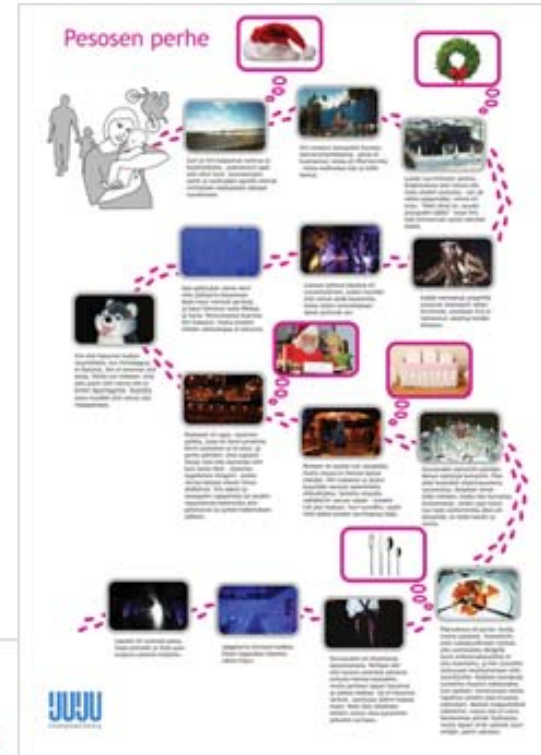
Knowledge, tools and best practices

Vision 2020: Finnish travel & leisure business is growing, profitable and internationally competitive.

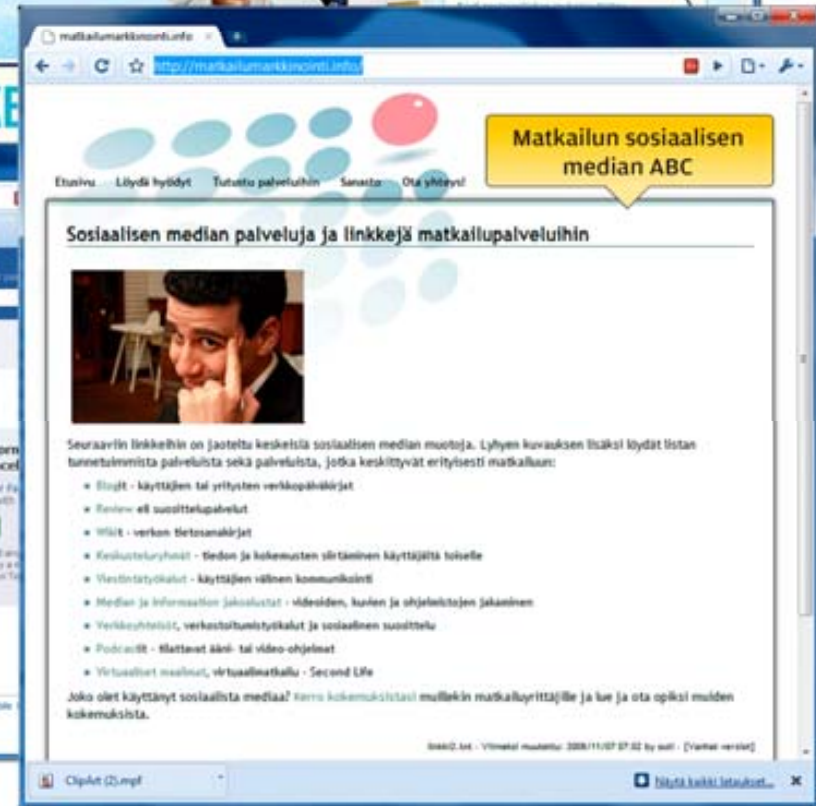
Mission: Tourism and Experience Management Competence
OSKE Cluster provides growth oriented companies latest knowledge, signals and tools to strengthen their core competences in creating sustainable and consumer focused business models.



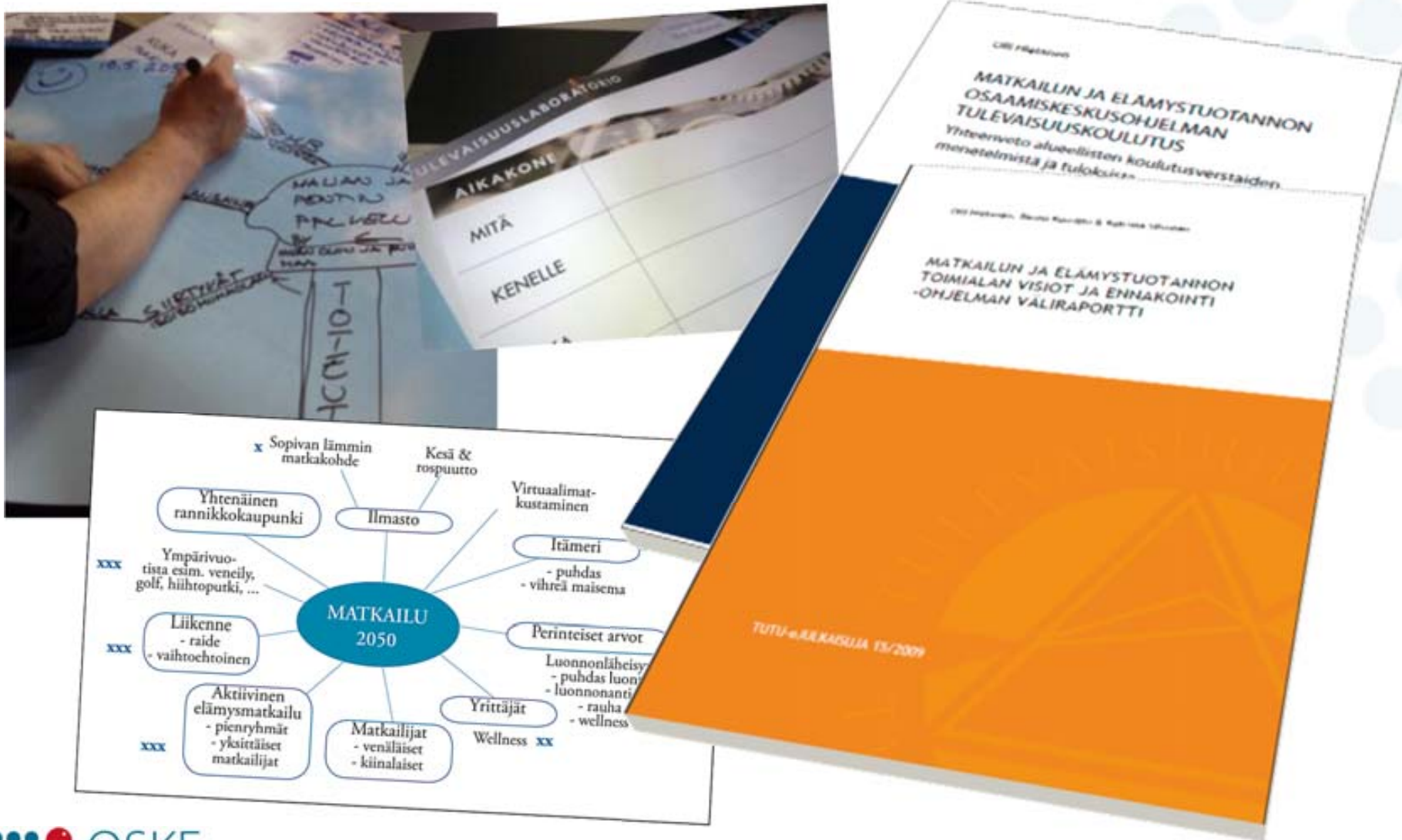
Services and tools for experience management and customer centric service design



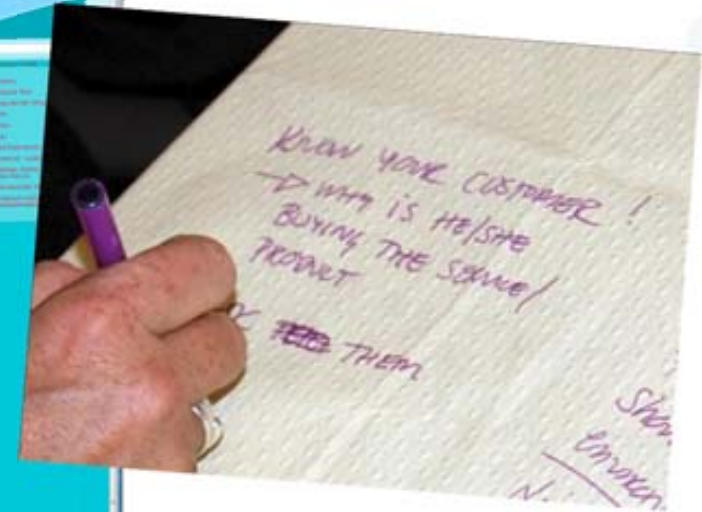
eTourism



Utilising foresight and latest research for opening new business opportunities



Cluster programme acts as facilitator, catalyst and bringing different players together



Entrepreneurs have a natural instinct for innovation

Science and technology based innovation (STI)

- Estimate: Science-based innovation accounts only to some 4 % of total innovation activity
- Mainstream of official innovation policies in the EU



DUI – Doing, Understanding, Interacting

- Multidisciplinary, non-linear
- Real strengths in empowering and engaging personnel, customers, suppliers, partners, local inhabitants
- Challenge for official policy to encourage and support open, practice-based innovation environments.
- Tourism and Experience Management Cluster Programme is a Finnish experiment in this direction.

Case SaimaaHoliday

The Finnish winner of EDEN aquatic tourism 2010



• www.saimaaholiday.net

Practice-based innovation process in Saimaa Holiday – tour skating

1. Perceived need - combating strong seasonality
2. Identification of resources and competencies
- ice, national park, skills in skating
3. Benchmarking
- trips to winter destinations
4. Brainstorming and planning sessions
- product development
5. International benchmarking trips
6. Developing competencies
- route maintenance very important
7. Networking with stakeholders:
local inhabitants, management of national park
8. Product testing and final development, first customers
9. Financing development and marketing: enterprise promotion, public financing
10. Complementary technological innovation (machinery for working the ice, plane)
11. Business model integration, revenue model and pricing
12. Introduction to market



Climb up the value chain with innovation

- Continuous innovation is a way to increase competitiveness in the market!
- Increase customer value by providing good customer experience.
- Provide added value by managing the business network more effectively.
- Keep up the interest of customers and maintain competitiveness through continuous renewal.
- Interact with and learn from (and together with) customers.

**Any questions, comments?
Thank you**

**For more information:
www.experiencebusiness.fi**

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