

Building the Future of Tourism Through Innovation and Networking

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Savonlinnan seudun
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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

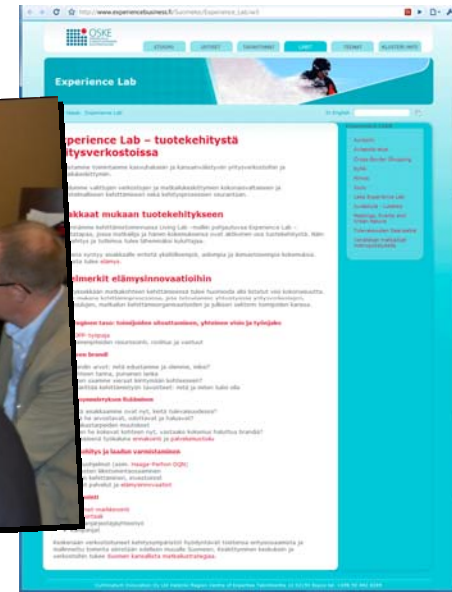
Bottom-up approach: local strategies meet national innovation policy targets

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)

Tourism and Experience management Cluster for Finland

- 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



Futures Scenario for Tourism and Experience Management Cluster

1. Harashoo Tavarits

- The great Russian markets or the great Russia at Finnish markets

2. The unbearable difficulty of management

- National coordination versus diversified system

3. Excuse me, but can you tell me the way to the middle of nowhere?

- Well functioning connections or self sufficient areas

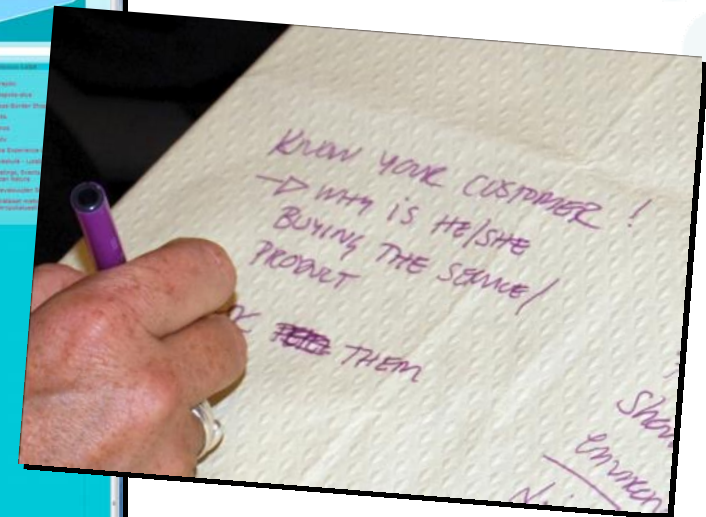
4. Selfservice wellness for masses

- Chain managed products or individual services

5. Knitting clubs or experience services for masstourism

- Regional development policy or strict business as a driver for development

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



Entrepreneurs have a natural instinct for innovation

Science and technology based innovation (STI)

- Mainstream of official innovation policies in the EU



DUI – Doing, Understanding, Interacting

- Multidisciplinary, non-linear
- Learning by doing approach
- 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.

Lessons learned

- 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.
- Sustainability is a joint target of all players

**Any questions, comments?
Thank you**

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

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