

Service Design Workshop

Towards Rural Tourism Joint Packages

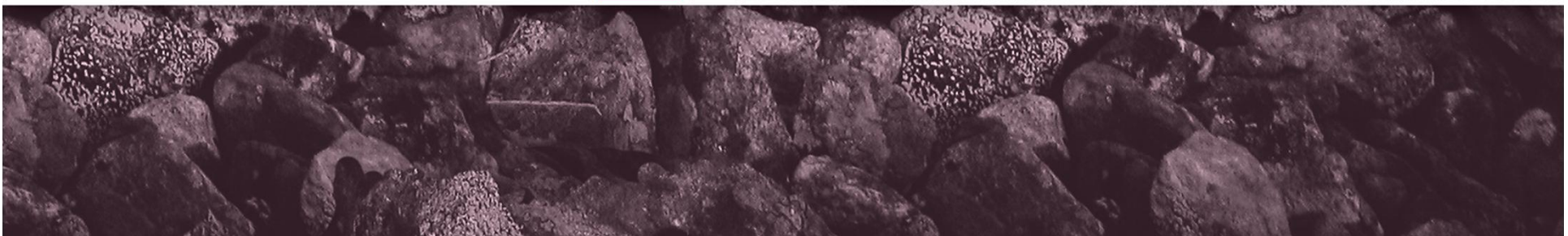
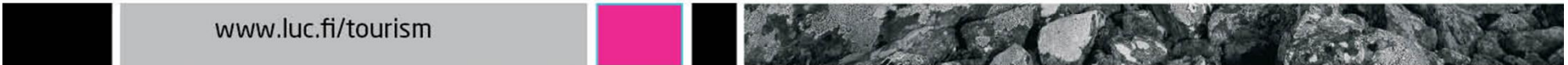
Common Future for Baltic Tourism II

Herrankukkaro, 15.9.2011

José-Carlos García-Rosell

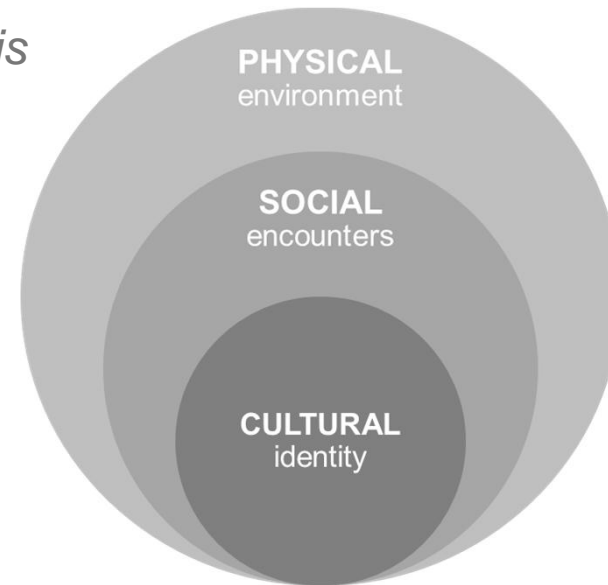
Lapland Institute for Tourism Research and Education

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Let's work on the service interface of the **apples** of the story tree that got most of the points!

"A solid and credible story is the basis for designing tourism services"



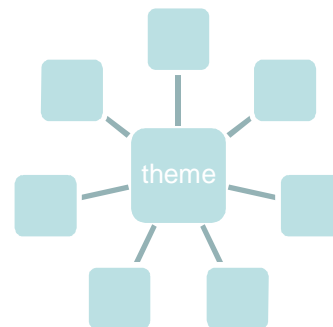
CULTURAL PROCESSES (identity)

First paper: 15 min



"The world is full of stories and a large variety of life styles, which lead to impressive products, destinations and thus create common meanings."

Keeping in mind Martti's statement, write a mind map – around your theme – with relevant elements that make up the story of the theme... → brainstorming



CULTURAL PROCESSES (identity)

First paper continues: 5 min

Everyone has 3 points. Please give this points to the elements in the mind map that you consider most important for building up the story of the theme. You can distribute the points equally among the different elements or you can give all the points to a single element.

The elements with the major number of points are taken for further development.

CULTURAL PROCESSES (identity)

Second paper: 30 min



”Why would a tourist be interested to experience this BSR-theme again or even come to the Baltic Sea Region to experience it for the very first time at all? What makes this BSR-theme unique and interesting? What is the value proposition?

Considering the most important elements of the mind map, try to build up an appealing story for your theme that fulfill the following precondition:

- It has an emotional connection to people’s life, life style and everyday practices and its consistent with the values of the Baltic Sea Region

Such a **story** could be based on legends, dreaming, enthusiasm of exploring and discovering, the eternal battle of good and evil, hoping for a better tomorrow, expanding our world view, living in harmony with nature, back to the roots, feeling good, survival and transcending oneself...

SOCIAL PROCESSES (encounters)

Third paper: 30 min



"Everyone in our village plays a crucial role in the story we want to tell our clients. Being aware of this has helped our company not only to keep a seamless story line, but also to develop products that contribute to the social, ecological and cultural sustainability of our village"

- (1) Make a list of all the stakeholders who are indispensable for keeping the story of the theme seamless? (2) What happens to the story of the theme if any one of these actors is removed? (3) Who affects the story of the theme independent of whether one wants it or not?
- (4) Define the types of customers of the theme? Instead of determining differences (e.g. nationality, age, income) between these types of customers, try to identify some aspects that they may share in common.

DISCUSSION

Time: 20 min

At the end of the workshop, each group present its results to all participants and discuss them together.

