

# From Single Moments to Seamless Packages

**Joining Forces with Service Design**

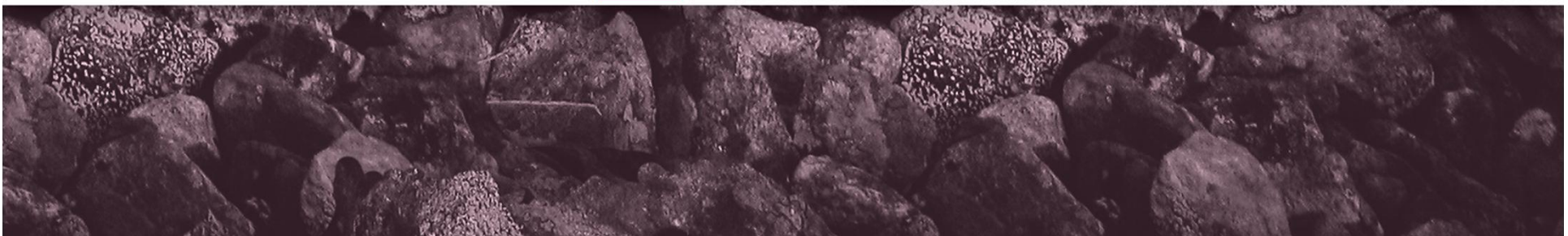
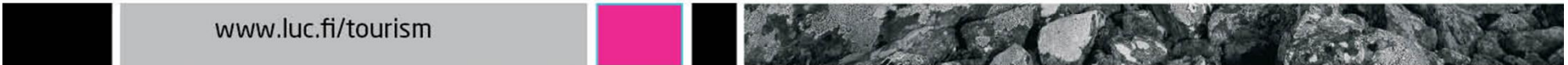
## Common Future for Baltic Tourism II

Herrankukkaro, 15.9.2011

José-Carlos García-Rosell

Lapland Institute for Tourism Research and Education

[www.luc.fi/tourism](http://www.luc.fi/tourism)





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# A service design approach based on the tourism product developer's handbook

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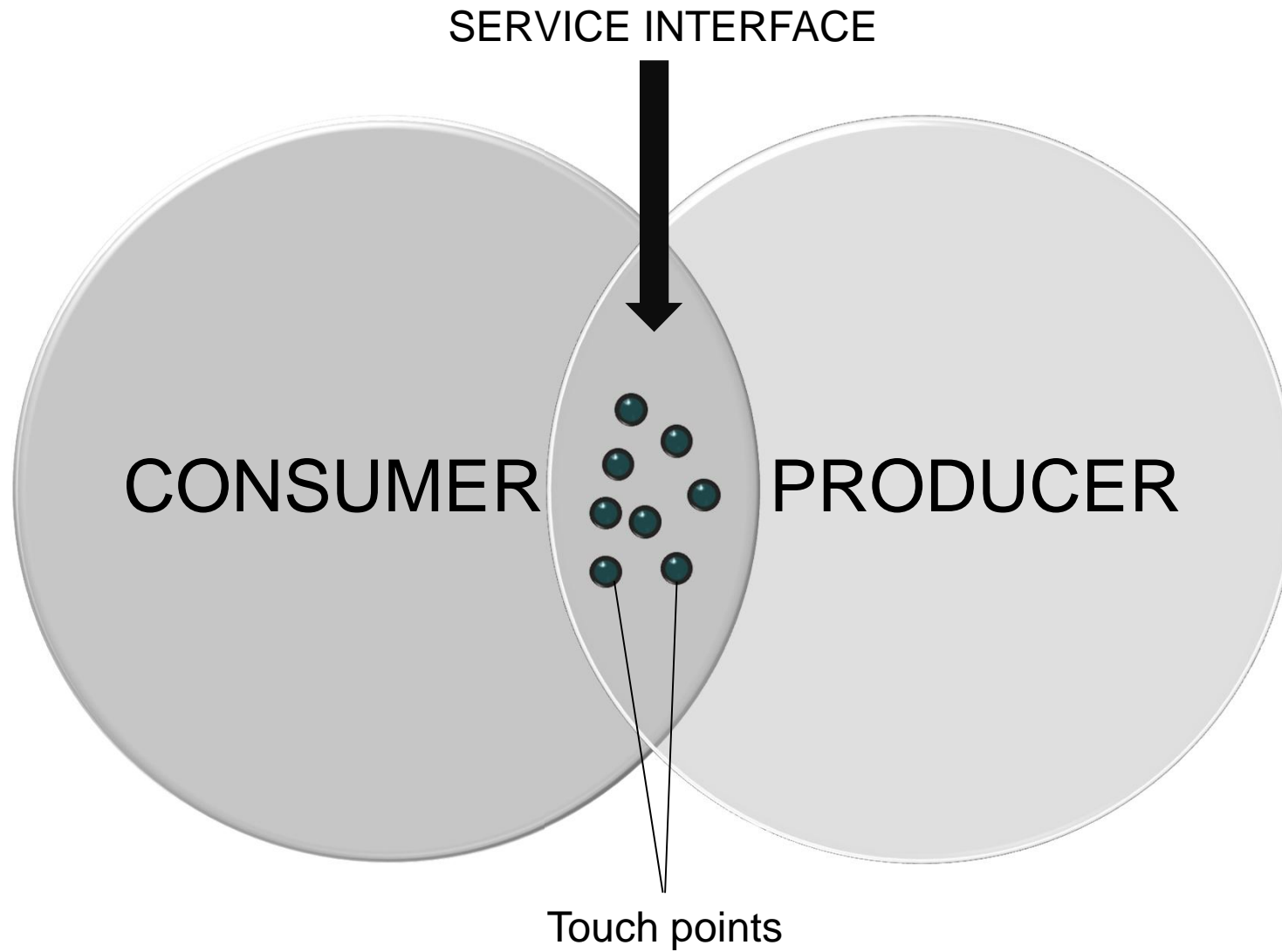
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# Service Design

*”Service design helps to innovate (create new) or improve (existing) services to make them more useful, usable, desirable for clients and efficient as well as effective for organisations. It is a new holistic, multidisciplinary, integrative field.”*

*Stefan Moritz, 2005*



# Nike Town

Explore **Chicago** The City of Chicago's Official Tourism Site

## Niketown Chicago

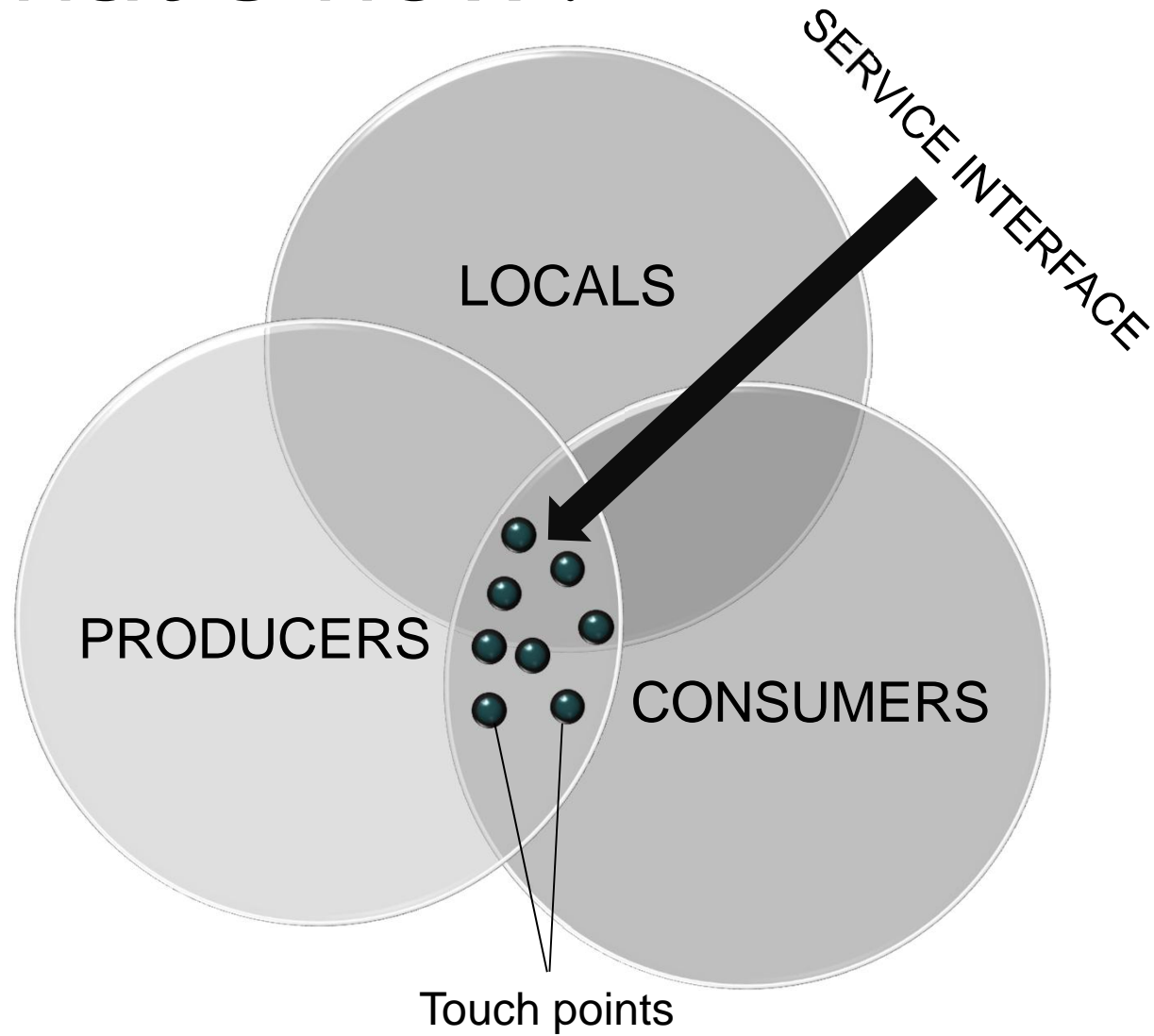
**Niketown Chicago** has three floors of sports apparel technology and accessories. From running, training, golf, yoga, active wear, kids, Jordan, tennis, and much more. Niketown Chicago is a building that constantly changes its atmosphere to bring the customer a new exciting experience at all times, our staff members are all available in every section with knowledge and specifications on any questions you have about our Nike product.



# What about tourism destinations?

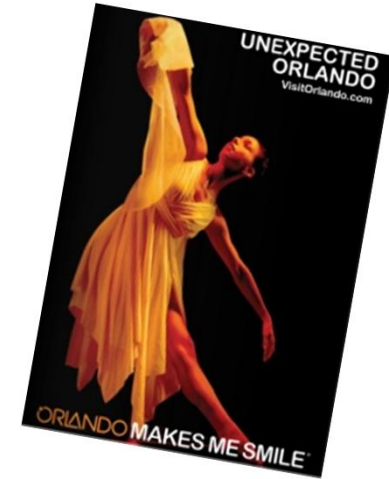


# What's new?

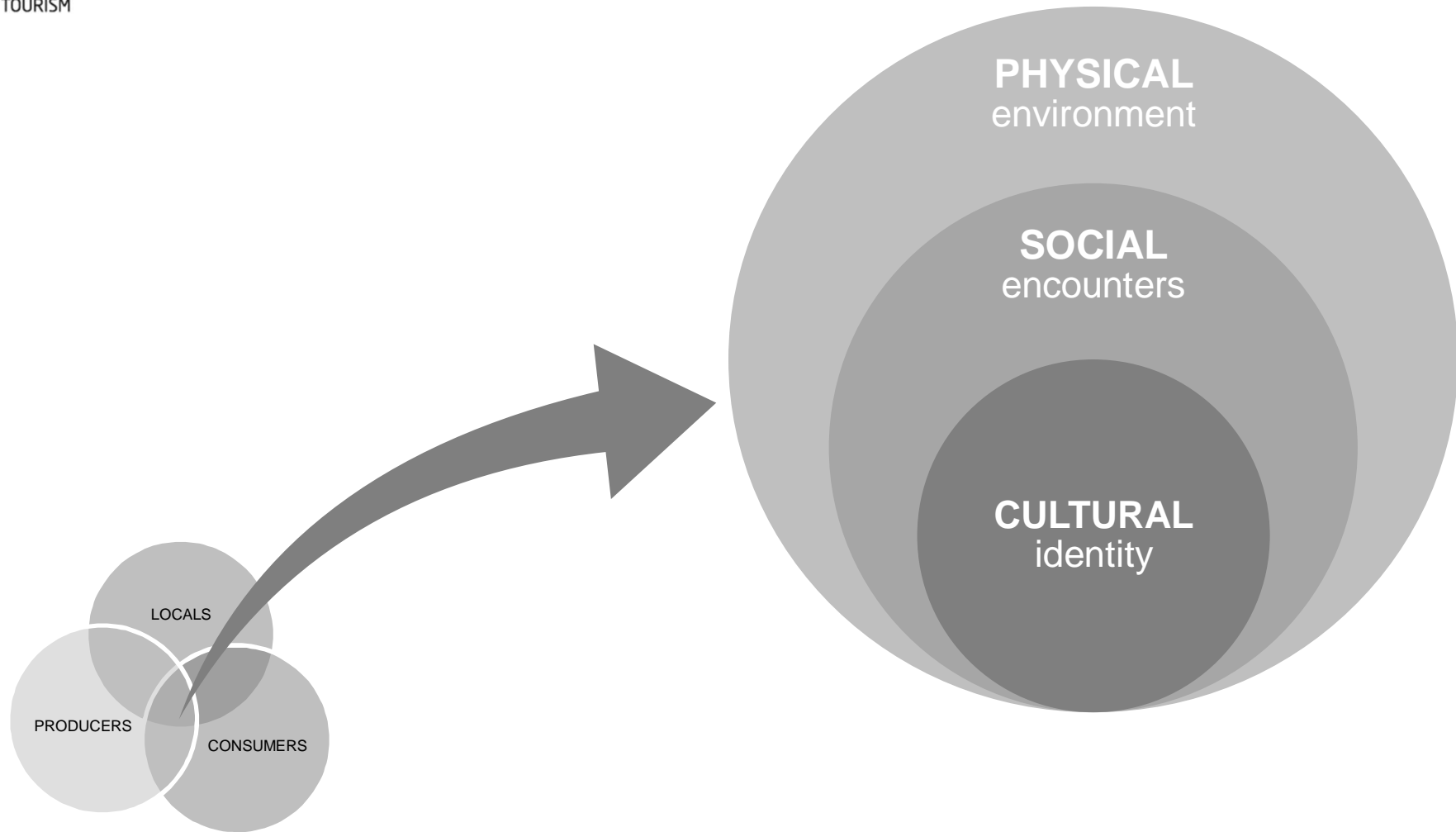


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# Orlando - Florida



# Processes shaping the service interface



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# Designing seamless packages with the handbook

## Designing the service interface

- \* Developing cultural processes (identity, meaningful story)
- \* Developing social processes that support the identity/story of the destination (or destination theme)
- \* Developing physical processes that support the identity/story of the destination (or destination theme)



## Designing joint packages

- \* Developing a common vision and strategy for the joint package
- \* Working with key stakeholders to generate ideas, co-create and conceptualise a joint package
- \* Developing a meaningful story for the package that is consistent with the identity/story of the destination (or destination theme)

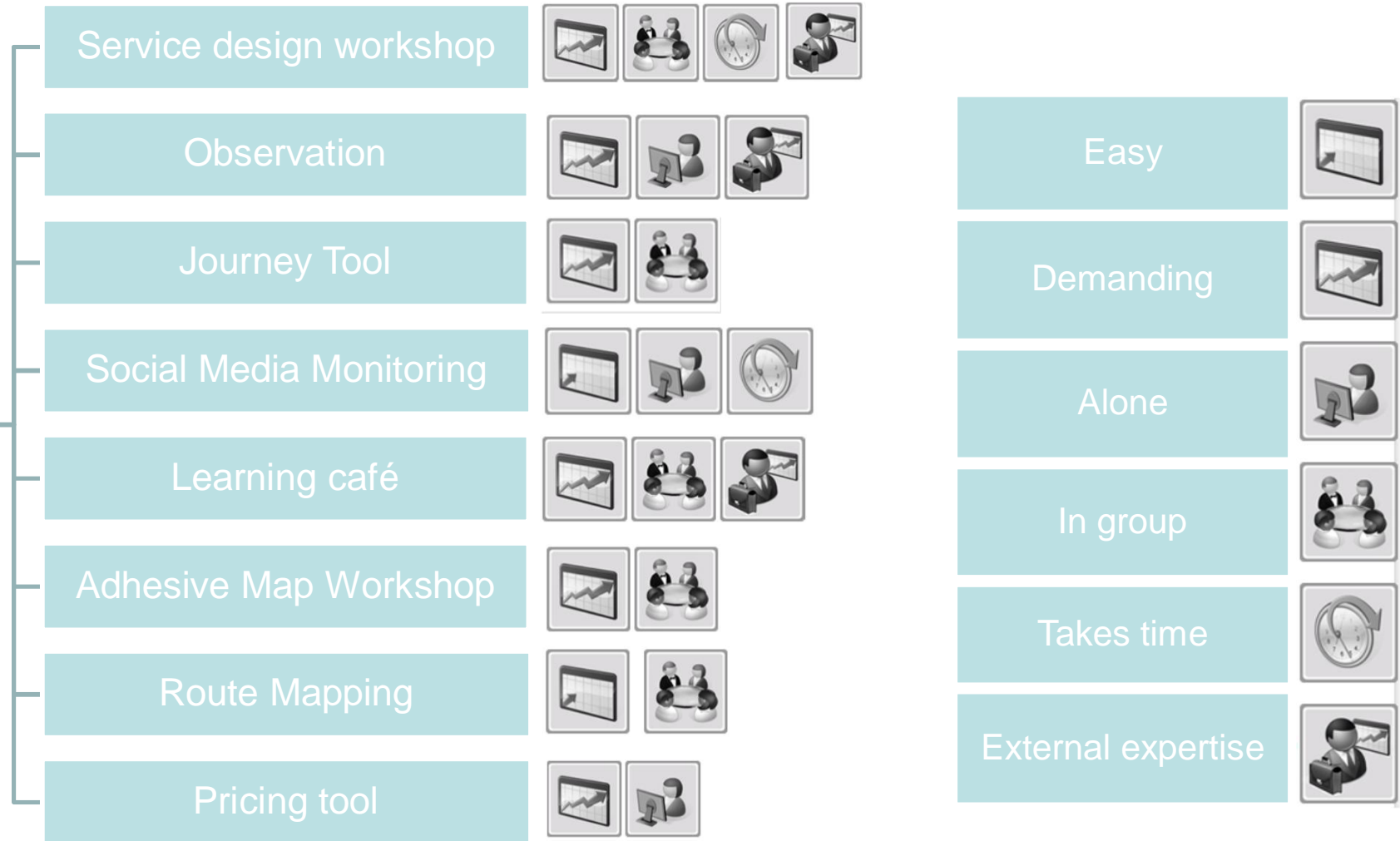


## Focusing on customership

- \* Designing the opportunities for customers (and other stakeholders) to participate in the ongoing co-creation of the joint package
- \* Developing methods for gaining new insights into customers and markets

# Designing joint packages with the TPD's handbook

## Tools



# Thank you!

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