

ECTN INTERREG III C Project

Template for Contact details (as per Microsoft Outlook)

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Company	Centre of Expertise for Cultural Tourism in Finland
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Template for case studies

Organisation (English)	Centre of Expertise for Cultural Tourism in Finland
Organisation (in original language)	
Contact details	Outi Liedes
Full Name	
Job title	Expert in Cultural Tourism in Finland
Address details	Turku Science Park Ltd Lemminkaisenkatu 4B Data City FIN 20520 Turku Finland
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Legal Status of organisation	
Title of the Institution / Project in English	A journey through time, historical role plays
Title of the Institution / Project in Original Language	
Summary of Case study/project	Description of the Park, attractions and strategies.
Organisations Concerned	Turku Science Park, Matkailun, EU,
Case study/Project detailed description	<p>Unique experiences have already been beneficially exploited in tourism marketing for some years. Particularly in brochures and other marketing materials for nature travel and activity programmes, adventure and fun are promised.</p> <p>A unique experience is ultimately a personal, subjective experience: unique tourist experiences</p>

<p>Case study/Project detailed description cont....</p>	<p>cannot be produced with absolute certainty, but it is possible to create the basic prerequisites for the development of unique experience tourism by means of the service concept, service process and service system.</p> <p>Elements of unique experiences <i>Individuality</i> <i>Authenticity</i> <i>Tale</i> <i>Multi-sensory</i> <i>Interactio</i> <i>Contrast</i></p> <p>Levels of experience</p> <p><u>The Game Master</u> leads the participants to the era and atmosphere of the role play. The participants will also get written material to help them live up to their role and to inspire them.</p> <p><u>The role description</u> describes what kind of a person the character is, what his or her background is and what his or her personal relationships are like. Each character has individual motives, missions and goals – some of these might be linked to other characters in the play. The description of the character should be kept with you during the play especially if there has been only a short time available to get acquainted with the character. Also the name tag should be kept visible.</p> <p>Also appearance is an essential part of the characters personality, thus the wardrobe is important.</p> <p>An important part of the play is the conclusion, when all the secrets are revealed. This will also stress the fact that the participant and the character are two different people.</p> <p>There are no winners or losers in a role play! The most important thing is to participate, not reaching the goals. The story that is created during the play is the essential.</p> <p><u>FEW TIPS</u> 1. Keep your secret! Don't let anyone else see your character description. Aim to keep at least some of your secrets as long as possible. Distraction and</p>
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	<p>avoiding is allowed, but remember that when directly asked you must tell the truth. Otherwise the play does not move forward.</p> <p>2. Know your allies! Most characters have goals that are linked to a side track to the main theme. Your character description reveals who are your allies, your friends and your enemies. Talk to them, try to find out as much about them as you can – but...</p> <p>3. Trust no-one! Everyone has their own secret agendas and you cannot be sure of their motives. Forming alliances is possible and even necessary but remember that in the end you are on your own!</p> <p>4. Get involved and throw yourself into the play! This the most important tip. The play is based upon involvement and interactions. The more people you get involved with, the better chances you have to be part of the most interesting intrigues of the play.</p> <p>5. Make use of all your human skills – in good and in bad! Making the others trust you, manipulating and scamming – there's a good start!</p>
Outputs	