

## ECTN INTERREG III C Project

### Template for Contact details (as per Microsoft Outlook)

Full Name	Outi Liedes
Job title	Project Management
Company	Turku Science Park Ltd
Address details Street City State/Province Zip/Postal Code Country Region	Tykistökatu 4 B 20520 Turku Finland
Business Tel Country/Region code Area code Local number	+358-24101623 +358  (0)2 4101623
Home Tel	
Mobile Tel	+358-407774423
Fax	+358-2-4101610
Email	outi.liedes@turkusciencepark.com
Web page address	<a href="http://moske.matkailu.org">http://moske.matkailu.org</a> <a href="http://www.turkusciencepark.com">http://www.turkusciencepark.com</a>

## Template for case studies

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Summary of Case study	<p><b>Centre of Expertise for Tourism</b></p> <p>Together with its partners, the Centre of Expertise for Tourism is developing internationally competitive tourism in Finland. Central development areas for tourism are service concepts, value chains, evaluation and forecasting and technology transfer. The objective of the Centre of Expertise is to promote the use of new research information in the development of tourism. The Centre of Expertise consists of four areas of expertise, the operations of which are localised through four regional focal points in the network.</p>
Organisations concerned	<p>The Innovation Centre of Savonlinna is responsible for the coordination of the network. The Areas of Expertise and the Responsible Bodies:</p> <ul style="list-style-type: none"> <li>– Wellbeing Tourism; Jyväskylä Polytechnic</li> <li>– Meetings Industry; Tampere Convention Bureau</li> <li>– Cultural Tourism; Turku Science Park Ltd</li> <li>– Leisure Tourism and Flexible lifestyle; University of Joensuu, Savonlinna Institute for Regional Development and Research</li> </ul>
Case study detail	<p><b>The Centre of Expertise Programme</b></p> <p>The Centre of Expertise Programme is a fixed-term special programme that in accordance with the</p>

Regional Development Act aims to pool local, regional and national resources to utilise high-level expertise. The Centre of Expertise Programme provides support for regional strengths and specialisation as well as cooperation between the various centres of expertise. The programme concentrates on using the expertise in selected, internationally competitive fields and on the development of business activities.

### **The Networked Centre of Expertise for Tourism**

The Centre of Expertise aims at helping the companies to organise services into customer-oriented service concepts that provide the kind of added value customers are expecting. The service concepts become functional through the utilisation of the latest applications of information and communications technology in all areas of business. The Networked Centre of Expertise for Tourism was accepted into the national Centre of Expertise Programme in 2003.

### **Wellbeing an Innovative Element for Tourism Industry**

The motto of the Jyväskylä focal point is 'Spark from Tourism, Spark for Tourism'. The objective of the activities is to identify new business opportunities for tourism within the area of wellbeing. A further objective is to increase the education of the bodies responsible for tourism and the use of communications technology in tourism. The aim is to create customer-oriented service chains that promote wellbeing and form a foundation for top-level tourist business.

The School of Tourism and Services Management at Jyväskylä Polytechnic, which operates as the organiser of the operations in the Central Finland area, is striving towards its goals through close cooperation with leading companies, local bodies, educational organisations, Centres of Expertise and the municipalities of the region. Jyväskylä aims at utilising the extensive expertise in the field of wellbeing in the region and promoting the know-how for the benefit of both the tourist companies located in Central Finland and other bodies operating in the focal points.

### **Cooperation Yields International Congress Expertise**

	<p>The focus of the meetings industry is on product development, education, development of marketing and sales channels and the use of modern communications technology in the area. Tampere Convention Bureau – the congress marketing unit of Tampere – is in charge of the coordination of the operations. Local partners include meeting and congress bodies in Tampere as well as other Centres of Expertise in the Tampere region. National projects are launched in cooperation with the other focal points of the network and with companies in the meetings and congress industry. International organisations in the area are also important partners.</p> <p><b>Cultural Tourism as Business</b></p> <p>Operations in the area of cultural tourism aim at developing business models and products, research and education, event and historical tourism and digital tourist information services. Partners include local tourist organisations, companies, universities and polytechnics, centres of expertise for cultural and digital content production and ICT as well as the other focal points of the network. Turku Science Park Ltd. is responsible for the coordination of the operations.</p> <p><b>New Markets through Flexible lifestyle</b></p> <p>The focus of the Savonlinna focal point is on the development of tourist and leisure services in new market areas with an emphasis on the increasingly flexible use of consumers' time and impulsiveness. The objective of the Centre of Expertise is to identify innovative operational business models that can be applied in the decentralised network environment for the service business.</p> <p>Coordination needs exist in the construction of service packages and in the utilisation of electronic distribution channels and especially in target marketing. These needs present versatile new business opportunities for companies operating in the fields of marketing, information systems, commodity markets and content production in particular.</p>
Outputs	