

# The Challenge of Lapland 2018, Destination Rovaniemi, Finland



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## Developing, Performing and Staging Tourism Experiences through Intercultural Innovation



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Joint Experience Program of University of Lapland, Lapland University of Applied Sciences, Kempten University of Applied Sciences and NHTV Breda University of Applied Sciences.  
April 2018, Finland

## General information

### 1.1 A remarkable Experience of Learning

- Active learning in multicultural groups in an international environment
- Active learning through 'Flipping the classroom' and 'Fieldtrips at the Destination'
- To experience how Interculturality contributes to Tourism Innovation
- About how to develop, perform and stage Tourism Experiences
- About cultural differences and the innovative power of value-based concepts
- About an Introduction about Experience, Value-based Visions, Experience Concepts and Customer Personas, Customer journey, Co-creation, Creativity in Tourism Design, Storification, Online Experiences
- About the culture and Tourism Market in Lapland
- Through new versatile methods, such as Design Thinking, Concepting, Flipping the classroom, International (Video) Lectures, Creative Workshops and Explorative Fieldwork at the destination

### 1.2 The Program Topic and Methodology

The topic of this joint Experience Program is "Developing, Performing and Staging Tourism Experiences through Intercultural Innovation". Real-time question(s) of Finnish tourism organization(s) will be approached by the Design Thinking Method – understand, explore, prototype and evaluate- to find experiential and innovative solutions together.

### 1.3 Building Blocks

The program follows a Theoretical Journey (at the home Institute), a Practical Journey and Cultural Journey (both at the destination). The Theoretical Journey will be supported by (video) lectures and virtual group discussions whereas the focus of the Practical Journey lies on international workshops at the destination, collaboration with the tourism business and on discovering Rovaniemi and surroundings. You've entered the stage of Prototyping and Testing and Presenting. Finally, the focus of the Cultural Journey is intertwined with the Practical Journey, partly organized by the international group members, partly by the organizers of this Joint Program. Excursions and evening program will be part of this Cultural Journey. Of course there will be time for self organized activities.

## 1.4 International Partners

- Lapland University of Applied Sciences; Rovaniemi, Finland
- Lapland University; Rovaniemi, Finland
- Kempten University of Applied Sciences; Kempten, Germany
- NHTV Breda University of Applied Sciences; Breda, The Netherlands

For more information about the international participants, see the consortiums platform <https://blogi.eoppimispalvelut.fi/leto/files/2016/06/IO6-From-innovative-methods-to-permanent-practices---an-investigation.pdf>.

## 1.5 In practice

- Per Institute 5 students can participate. Conditions:
  - Education level: minimal Second year Bachelor Education
  - Be able to read, speak and write in English
  - Be motivated to work in multicultural and international groups
  - Be available for the encounters during Theoretical Journey (distance learning)
  - Be available for the full 7 day period in late April at the destination
- From February onwards the Theoretical Journey (2 credits) start. The necessary instruments which enable online and interactive communication will be available for each participant
- The precise dates of the actual Practical Journey will be announced autumn 2017, as also the location; concrete assignments of the Field and the excursion program will be communicated in December 2017.
- The Practical Journey is approximately 5 days, the Cultural Journey 2 days (excluding the evening program; in total 2 credits); travel days are not included in this week program. The credits are based on the working hours, the hours for cross-cultural encounters and the fieldtrip experience.
- Lectures and workshops (both online and offline) are held by an international staff of well experienced lecturers
- The official language of the program is English
- The results and evaluation of the program are presented in a seminar at the end of the Practical Journey. Stakeholders, entrepreneurs and other interested parties might be present to comment and react
- Overnight accommodation will be provided in Rovaniemi (Lapland, Finland) and surroundings.

## 1.6 Credits

This International program offers students the possibility to earn 4 ECTS. Therefore, the study load is 112 hours. These hours are made prior to the program and during the program. In addition, 1 extra credit can be earned by a post-assignment.

Total 112 Hours:

Theoretical Journey and pre assignments	56
Practical and Cultural Journey	56
Additional post-assignment	28 (5 ECTS)

Pre-assignments: Students prepare a presentation for the start of the Practical Journey. The main assignment will be led by the challenge and questions of the participating Finnish tourism organization(s).

Post assignment: A written report that includes a problem analysis, theoretical orientation, results, conclusions and a critical reflection on the personal developments.

## 1.7 Costs and Credits

Estimated costs are between 550 to 750 euro per person (1 week overnight stay per person and return flight to Rovaniemi), based on prices April 2017. Prices for excursions (maximum 100 euro per person) and personal expenses, such as drinks, food are not included.

## 1.8 The destination

Rovaniemi, the capital city of Finnish Lapland, is located at approximately 6 kilometers from the Arctic Circle. Situated at the junction of the Kemijoki River and the Ounasjoki River, it's the largest (university) city of this part of Finland: around 65.000 inhabitants. Three learning institutes, Lapland University, Lapland University of Applied Science and Lapland Tourism College (vocational) are located at Rovaniemi and united in The Multidimensional Tourism Institute (MTI). The city is also known as the home town of Santa Claus. Other famous tourism attractions in Rovaniemi and its' surroundings are the Nordern Lights, the Ice hotels, the superb wilderness, the reindeers, husky rides and the many (winter)sport activities. For more information about Rovaniemi and surroundings, see the Internet, e.g. <http://visitrovaniemi.fi>, <http://www.onlyinlapland.com/>, <http://www.visitfinland.com/lapland/>.



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