



KAJAANIN
AMMATTIKORKEAKOULU
UNIVERSITY OF APPLIED SCIENCES

Kajaani University of Applied Sciences is a proactive, genuinely international university with a strong regional and national profile. An international learning and development community consisting of approximately 2000 students and 230 experts operates in its own compact campus area located in Kajaani's impressive natural surroundings. Kajaani University of Applied Sciences was ranked as the best university of Applied Sciences in Finland in 2011 by the Finnish Newspaper Talouselämä.

COLLABORATIVE PROJECTS IN ACTIVITY TOURISM

Kajaani University of Applied Sciences subject experts in activity tourism regularly collaborate with industry and other universities and educational institutions to deliver commercially relevant research and development projects. Our collaborative projects focus on meeting immediate objectives and future opportunities.

There is a strong emphasis on developing sport and tourism services in activity tourism collaborative projects. Several core focus themes are currently present in activity tourism collaborative projects – safety management in wildlife tourism, ecommerce and cross-border product development. In sport main theme is health promotion among different age groups.

In our multidisciplinary research projects the focus has been on future forecasting and image surveys, tourist behavior studies as well as the economic impacts of tourism.

Our collaborative projects have wide networks consisting of a variety of organizations from all over Finland and also from abroad. Dynamic networks offer a fruitful platform for the further collaborative development of common issues and ideas.

With over 20 experts, we are helping companies of all sizes to keep pace with changing demands, and to develop competitive advantage. The activity tourism innovation and research team works with you, in line with your needs, to develop innovative research project ideas and to engage with University resources.

Please contact our research and development team for more information on how to develop and set up collaborative projects with the activity tourism innovation and research team at Kajaani University of Applied Sciences.

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PROJECTS

DIGITAL MARKETING - ECOMMERSE

The Digital Marketing of Tourism project develops and extends the internet marketing of participating travel resorts and individual companies. It increases awareness and knowledge of internet marketing, implements effective marketing activities in cooperation with the travel resorts and prepares the companies for continuous and systematic marketing. The ultimate target is to bring the resorts' and companies' services and experiences directly to consumers and business customers via the Internet so that it is easy to find, book and pay for them. Customer contacts and customer service are increasingly being transferred to the Internet.

FUTURE FORECASTING

The Research and Development of Tourism Forecasting in Kainuu and Koillismaa project produced preliminary information and competence for one of Finland's most important tourism regions (e.g. Vuokatti and Ruka-Kuusamo). The project aimed to grow the region's tourist industry's active impact (proactivity) on the future with the aid of forecasting expertise. In this way the region can better prepare for alternative futures with the aid of strategic decision-making, by developing business operations and by focusing education, research and project activities.

WHITE ROAD: CROSS-BORDER PRODUCT DEVELOPMENT

The overall objective of the project is to increase inbound tourism in Kainuu, the Kuusamo Region and the Republic of Karelia by creating new, high quality and highly accessible travel products corresponding to the needs of customers from Russia, Finland and Central Europe. The other objectives are:

- to develop the professional competences of tourism company personnel
- to enhance the cooperation and exchange of information between authorities at a local and regional level
- to facilitate both small and large scale investments in tourism.

In the White Road project there are 13 partners from Finland, Russia and Holland. Altogether there are more than 50 participating stakeholders.

SAFETY MANAGEMENT IN WILDLIFE TOURISM

Theme of the project is to improve safety management of both commercial and recreational wildlife watching and photography in Finland. The project have several aims:

- to initiate a process leading to business self-regulation in the form of codes of conduct for safe wildlife watching
- to produce information on safe wildlife watching practices for service providers and their customers as well as for the supervising authorities
- to integrate safety issues into wildlife watching products and the entire service chain.

The other partners in the project are leading wildlife watching businesses and Metsähallitus (Natural Heritage Services), the Lapland Institute for Tourism Research and Education, the Environment and Health Supervision Unit of the Kainuu Regional Authority as well as the Finnish Tourist Board.