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Research group of tourism business at SAMK

OBJECTIVES

The research group of tourism business focuses on developing business competence, its networks and services in tourism industry. The business potential of natural resources and rural attractions are considered important factors when enhancing the competitiveness of tourism companies and destinations. Particular attention is paid to promoting emerging forms of tourism entrepreneurship.

Another aim of the research group is to provide a relevant skillset for the tourism industry to grow. This goal is achieved by translating their needs into curricula and implementing joint, work-based study programmes online in national and international co-operation.

BELOW ARE THE MAIN THEMES OF OUR RESEARCH AND DEVELOPMENT ACTIVITIES:

- Rural, nature and food tourism
- Well-being and business from nature – use of natural resources in tourism business
- Business competence in tourism industry: product development, service design, customer experience management, sales and marketing, eTourism

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COORDINATOR OF TOURISM DEVELOPMENT

The research group coordinates regional tourism development in the field of rural, nature, food and green well-being tourism. It works intensively with various regional and national partners: companies, municipalities, associations, the regional council of Satakunta as well as other actors related to tourism business development. The research group also leads co-operational activities of competence development in tourism business in the Baltic Sea region. The research group has accomplished several regional, national and international research projects mainly funded by the European Agricultural Fund for Rural Development (EAFRD) and the European Regional Development Fund (ERDF).

Tourism business research group
- Improving the business growth,
profitability and competitiveness
of tourism businesses