



Supporting **tourism business** growth and competitiveness

The research group of tourism business focuses on supporting growth, profitability and competitiveness of tourism industry. It coordinates the regional development activities and networks in the fields of rural, nature-based, food and well-being tourism. In particular, the group focuses on the emerging forms of tourism entrepreneurship.

In addition, the group leads co-operation activities in skills development in the Baltic Sea Region. It aims at redirecting, re-training and updating of skills in order the industry to adapt to the changing business environment.

The research group contributes to the growth of green and blue economies as emerging sectors.

It supports the competitiveness of nature-based entrepreneurship, nature-based service and tourism business development and addresses the possibilities of the growing markets. The group specialises in identifying business opportunities related to the use of forest and marine resources and converting them into profitable and sustainable business activities, product and service offerings.



Satakunta University of Applied Sciences

Tourism Business
Research Group

THE MAIN THEMES OF THE RESEARCH AND DEVELOPMENT ACTIVITIES ARE:

- Use of natural resources in tourism business – green and blue business opportunities
- Coastal and maritime tourism
- Green Empowerment - development of nature-based services supporting and improving the overall physical and mental well-being
- Regional development of rural, nature-based, food and well-being tourism
- Skills development in tourism business and green entrepreneurship

The group has accomplished and is leading several regional, national and international research projects. These projects are mainly funded by the EU Structural & Investment Funds: EAFRD, ERDF and ESF.

The research group welcomes new international partners and projects!

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