

TFK-ohjelmasta 2021 tuetut hankkeet

TFK programme funded projects 2021

Project title: Karelian Wellness Tourism	
<p>Coordinator</p> <p>University of Eastern Finland</p> <p>Olga Hannonen olga.hannonen@uef.fi</p>	<p>The project is aimed to consolidate the established collaboration, mutual learning and exchange of practical skills between students and staff of the Petrozavodsk State University (PetrSU), Russia and the University of Eastern Finland (UEF) through an intensive student course and staff mobility. Since 2019 the participating institutions have been successfully collaborating through staff exchange, an intensive course planning and implementation, and CBC regional tourism project development on wellness tourism. The proposed intensive English language course on 'Karelian Wellness Tourism' builds upon this successful cooperation. It includes a one-week course in Russia (2022), and a one-week course in Finland (2023) as well as staff mobility. The courses offer students an opportunity to combine theoretical knowledge and an application of practical exercise in a real-life challenging context of cross-cultural wellness tourism development.</p>
<p>Partners</p> <p>Petrozavodsk State University</p>	<p>Wellness is one of the global trends that is growing faster than any other tourism sector. However, wellness is a contextual concept that is practiced differently depending on a country, culture, and history. Finland's tourism strategy for 2015-2025 is underlining the importance of wellbeing services. In Russia, curative and wellness tourism is widely used, while the nourishing of healthy lifestyles is one of the strategic priorities of state policy. New wellness products are developed for constantly growing customer needs. They utilize the region's existing resources as part of the product development. Taking national and regional specifics of wellness tourism, the intensive course will offer Finnish students an exceptional opportunity to familiarize themselves with a Russian Karelia, a nature-based wellness destination, while Russian students will learn wellness practices of Finnish North Karelia.</p>

The staff mobility prior and during the intensive courses will support the knowledge exchange in relation to customer-oriented approach in tourism industry that will be practically applied in the course. Students will get the first hand-experience with local service selection and enhance the cultural understanding of wellness tourism. They will acquire an important knowledge to establish new and develop current wellness tourism products and services. Five new cross-border Karelian wellness tourism products will be designed during each intensive week course. The designed wellness products will directly serve the needs of local wellness providers that will be visited during the course.

New online learning course on Wellness Tourism Product Development in Border Regions will be developed in the framework of the project and will be included to PetrSU and UEF curricula on a permanent basis. In future this course will be used to provide distant training for students from different disciplines and for tourism professionals in order to improve their skills in wellness tourism business.



OPETUSHALLITUS
UTBILDNINGSSTYRELSEN

Finnish National Agency for Education EDUFI
Hakaniemenranta 6, P.B. 380, FI-00531 Helsinki
Puh. /Tel. +358 (0) 29 533 1000, Faksi /Fax +358 (0) 29 533 1035
www.oph.fi