

eGOOD-platform for wellbeing tourism development

28.10.2008

“Welfare Technology as an instrument of Social Innovations”

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eGOOD – Network of the wellbeing tourism in services in Eastern
Finland



The Innovative Actions of Eastern Finland Programme (2006-2008)

eGOOD – Network of the wellbeing tourism in services in Eastern Finland

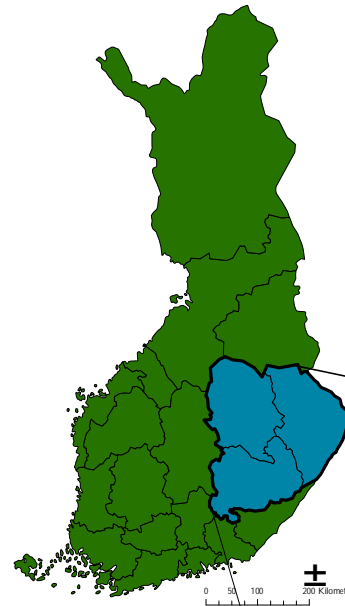
- Duration of the project: 1.6.2006 – 31.3.2008
- Budget: 167 300 €
- Staff:
 - Project manager Anja Tuohino,
 - Planner and researcher Henna Kangas,
 - Project assistant Laura Malmi





Hotelli Ravintola Terveyskylpylä
Herttua
www.herttua.fi


KRUUNUPIISTO

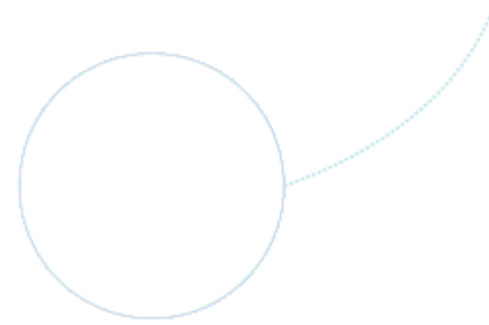


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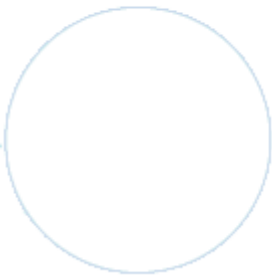
Kaprakka 



Outline



- 1. Background
- 2. Objective of the eGOOD-project
- 3. egood.fi – a tool for product development
- 4. Concept of Lake Wellness
- 5. Future issues



Background 1(2)

- Customer oriented product development is important and it has become an increasingly necessary tool for gaining a competitive advantage also in the tourism industry.
- In Eastern Finland, enterprises have had problems in targeting their products and services to specific customer segments.
- Wellness and wellbeing segment of the travel industry in Finland is limited and sketchy.
- Potential customers are both unclear as to this segment's breadth and depth, and have rising expectations that may or may not be met.



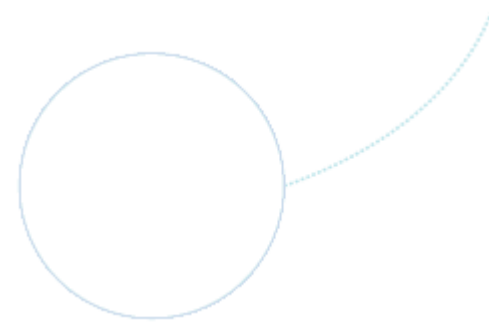
Background 2(2)

- In Eastern Finland there are various business enterprises offering products under the theme of wellness.
- Wellness facilities are diversified
- => Weak profile

- Social holidays supported by public funding are decreasing
- => New business plans are needed

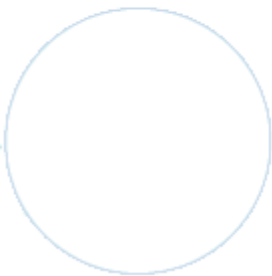
- Lake resources are scarcely utilized





Objective of the eGOOD-project

- As an innovation, eGOOD produces a new operational environment which the welfare and tourism services can utilize for improving their competitiveness and for better predicting clients' behavior in the future.



eGOOD - Mozilla Firefox

Tiedosto Muokkaa Näytä Sivuhistoria Kirjanmerkit Työkalut Ohje

http://www.egood.fi/

Useimmin avatut Ilmainen Hotmail-tili Mukauta linkkirivi Windows Media Windows MOT-haku

ITÄHYVÄ

TERVETULOA eGOOD-SIVULLE!

ITÄHYVÄ - Itä-Suomen hyvinvointipalvelujen yhteistyöverkosto -hanke vastaa osaltaan tiedon hallinnan ja käsittelyn haasteisiin, joita yritysten suuri informaatiomäärä muun muassa resursseista ja asiakkaista on tuonut tullessaan. Tiedon hallinta ja käsittely tapahtuu **eGOOD-tietovarannon (eGOOD operational environment)** avulla.

Toimintaympäristö tukee asiakaslähtöistä (verkosto)tuotekehitystä ja yritysverkoston resurssien parempaa hyödyntämistä tarjoamalla uudenlaisia yhdistämismetodeja yksittäisten asiakasprofiilien, profiiliryhmien, tuotteiden ja palveluiden sekä resurssien välille. Tietovarannon sisällölliset tiedot on kerätty pääasiassa yrityshaastatteluilta ja asiakastutkimuksella. Hanke käynnistyi lokakuussa 2006 ja se päättyy maaliskuussa 2008.



Yritystasolla hankkeen toteutuksesta vastaavat

- Lomakeskus Huhmari
- Kaprakka
- Perhelomat ry
- Kruunupuisto – Punkaharjun kuntoutuskeskus
- Hotelli ja Ravintola Kuntoutuskeskus Herttua
- Hotelli Ruusuhoivi.

Pohjois-Karjalan ammattikorkeakoulun itsenäisen suoriutumisen innovaatiokeskus (ISAK, www.isak.fi) vastaa itsenäisen suoriutumisen kehittämisestä (mm. esteettömyys) ja tutkimuksesta.

ITÄHYVÄ -hankkeen hallinnoijana ja toteuttajana toimii Joensuun yliopiston Savonlinnan koulutus- ja kehittämiskeskus yhteistyössä Matkailualan opetus- ja tutkimuslaitoksen kanssa.

Lisätietoa hankkeesta: <http://mot.joensuu.fi/itahyva>



Kirjaudu sisään

Käyttäjätunnus

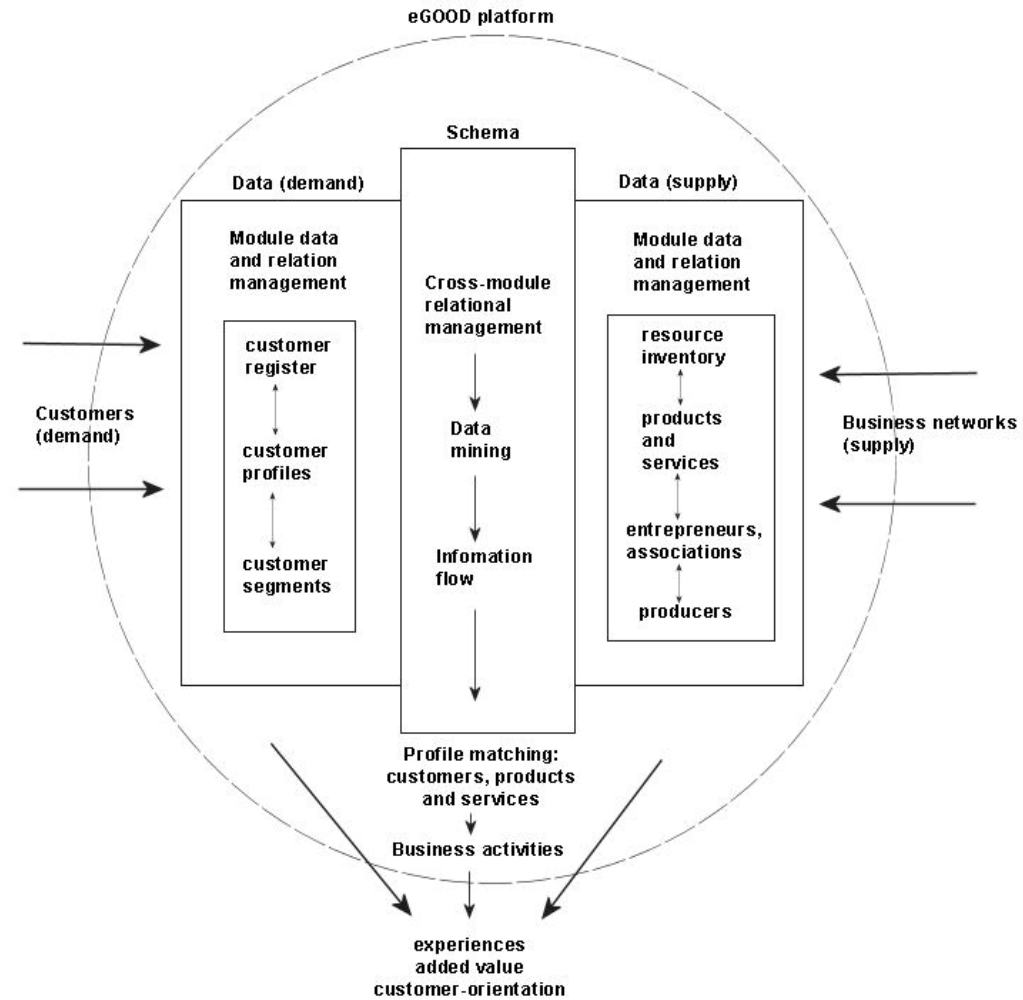
Salasana

Valmis

eGOOD-platform

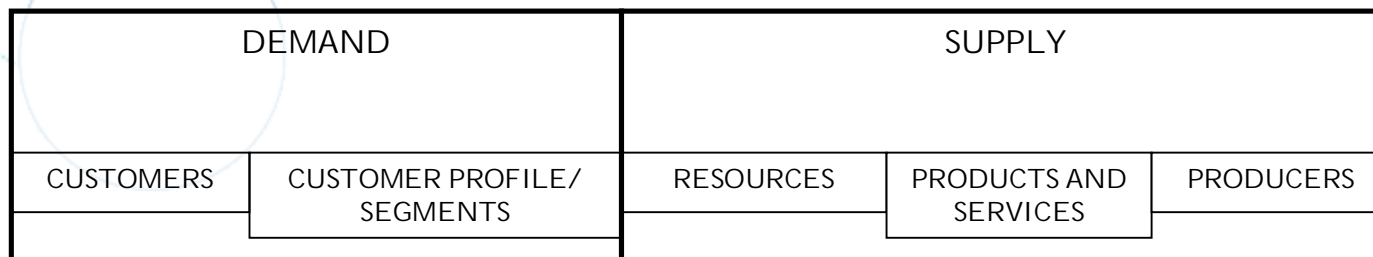
- The eGOOD operational environment helps enterprises to evaluate whether they have products and services available for each customer segment or not.
- If there are deficiencies in the supply, the operational environment can be used as a product development tool.
- In other words, it can be determined if an enterprise or a network has the resources needed for creating a missing product for a certain customer segment. In this way, the product is tailored to fulfill the exact need of the particular customer segment.



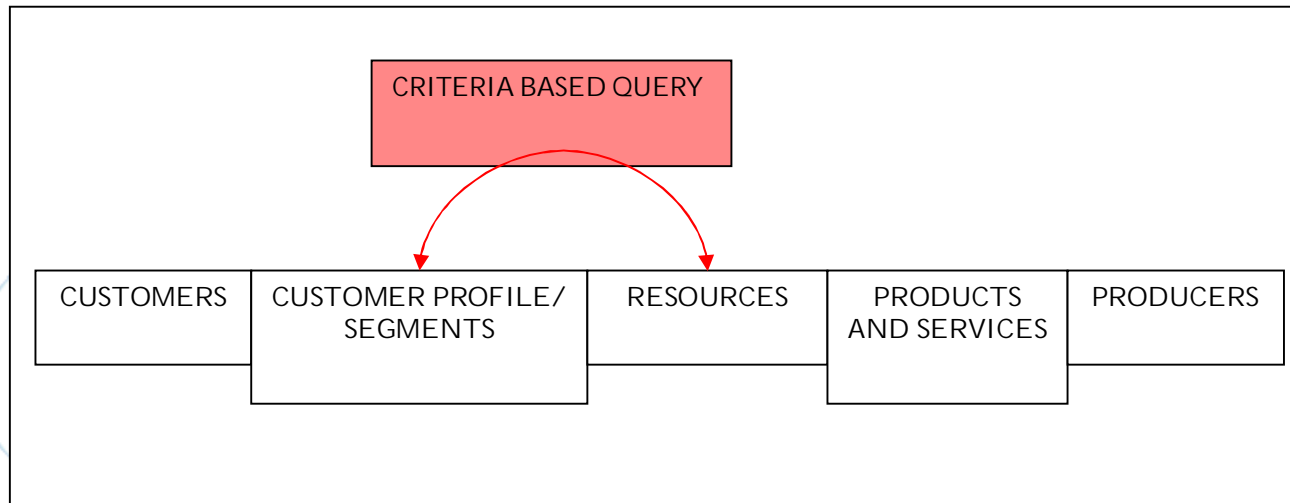
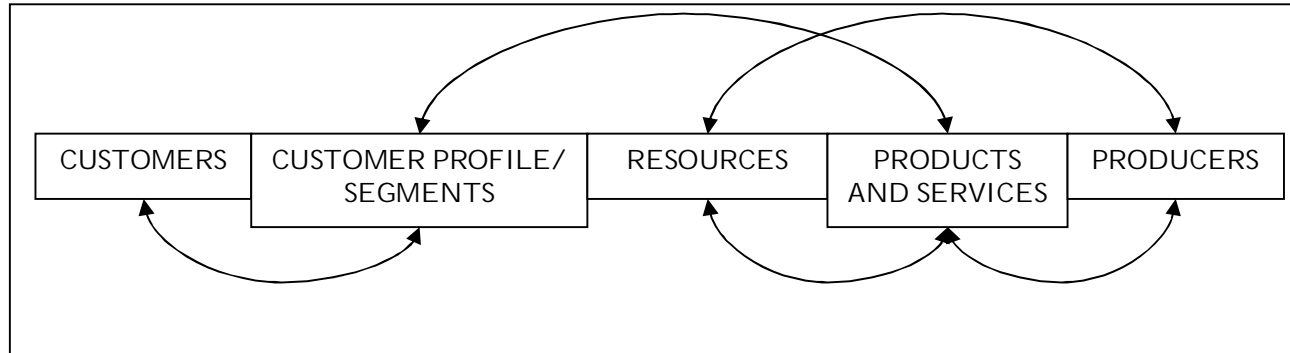


CONTENTS OF eGOOD OPERATIONAL ENVIRONMENT MODULES

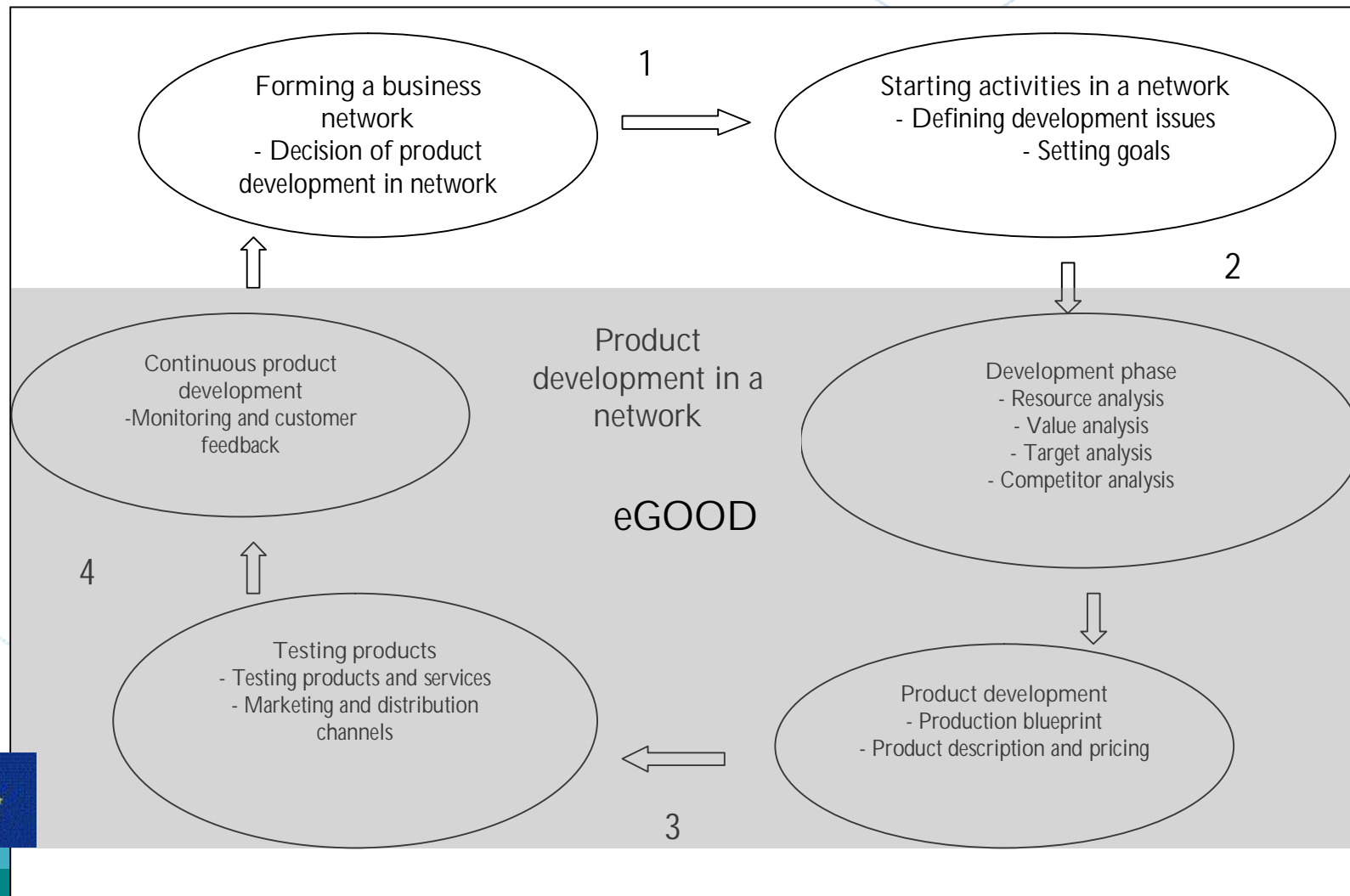
- The demand and supply data in the eGOOD platform are divided into five modules
- Demand data are in two modules: Customer Register module and Customer Profile and Segment module
- Supply data in three modules: Resource module, Product and Service module and Producer module

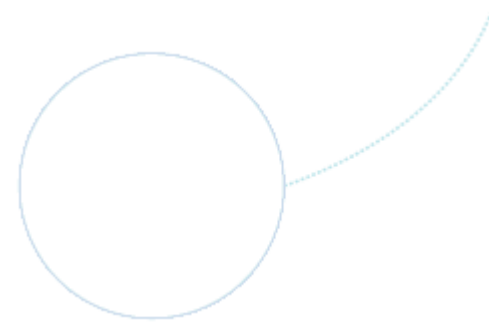


QUERIES

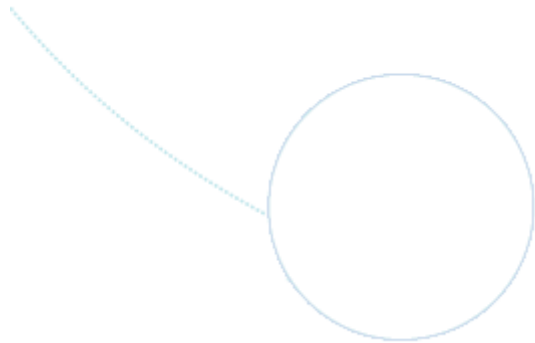


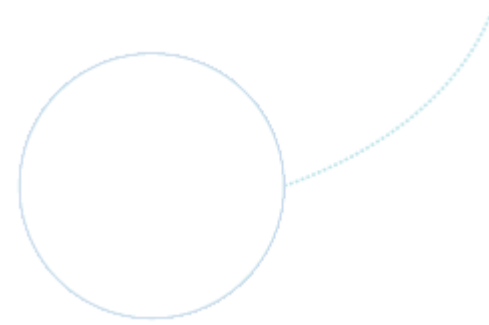
IMPLEMENTATION





Wellness or Wellbeing ?





Lake Wellness



Lake Wellness 1(3)

- Why?
 - Improving a holistic (physical and mental) wellbeing
 - Liking of the feeling, that other people are interested in me (capacity, measurements)
 - Learning new things about self-knowledge, surpassing own expectations
 - Increase in killer instinct
 - Increase in spirituality: mental growth potential e.g. through water experiences (hole in the ice)
 - Experience and communion with nature through pure water
 - Utilization of unique lake resource in tourism content production



Lake Wellness 2(3)

- How?
 - Utilization of water and aquatic landscape in tourism product development and service chains
 - Combination of activities, software and hardware technologies in product development (e.g. nordic walking and activity monitors or training softwares)
 - Sauna world as a value added product: sauna for physical purposes, Palju (hot water barrels) for mental purposes?
 - Psychological dimension
 - Medical dimension
 - CUSTOMER DO NOT NEED TO KNOW THE FORMAT

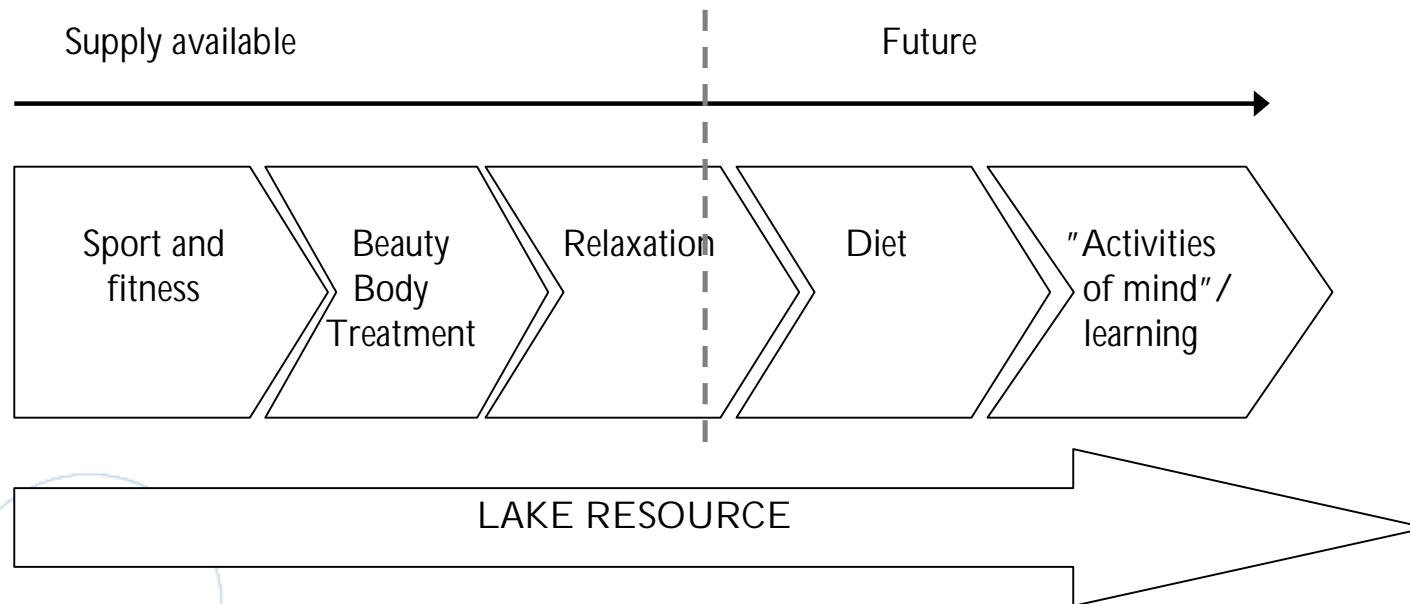


Lake Wellness 3(3)

- Fundamental pillars:
 - Spirit and mind: relaxing excursions in the forest and lacustrine environment
 - Health: Nordic walking around the lake shores or through forests, traditional and preventative treatments
 - Healthy cuisine: local raw materials and pure water fish
 - Inner and external beauty: Finnish sauna, peat sauna treatments
 - Relaxion and comfort: swimming in the pool and in the lake, Finnish Sauna experience, baths in hot water barrels
 - (Tailor-made) movement: (guided) tours in and on the lake, kick sledding or trip skating on the ice



Lake Wellness value chain



Value chain of Lake Wellness concept (Peclaner & Fischer 2006, 71; modified by H. Kangas 2008).

The future?

- Regional Data Warehousing for Finnish Tourism Industry – project utilizes the eGOOD-platform (Rural Policy Committee)
- Lake Wellness as a part of Nordic Wellbeing –concept (Nordic Innovation Center)
- Wellbeing tourism development in Finland – strategy work





Thank you!
Kiitos!

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