

LAPIN AMK

Lapland University of Applied Sciences

Developing Cultural Heritage Tourism Products for “On the Footsteps of Maupertuis”

TOURISM PRODUCT:

“CREATE YOUR MAUPERTUIS”

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INTRODUCTION

In final report for the course Product Development and pricing we are going to discuss about the process of our group work for completing the assignment 2 for this course, about the challenges that we have faced as a team and individuals, and experience that we have gained during this process. Our main aim was to create a new product for Maupertuis project, which is operating in the environment of Tornio River Valley. Our team was made of people of different nationalities, different perceptions and backgrounds. But the one common thing between all of us was that we all have never faced with this kind of course and assignment. This work was definitely challenging for us, and same time gave us so much skills. Skills in creativity, skills in flexibility, stress management and team work productivity. Developing new product without needed background for real project and real commissioner was putting more pressure on our work, but same time educating us in its full power. Our main product concept is Package Tour for active and adventurous people, which can be tailor made for special groups and occasions. We have a variety of one, two or tree days tours to Tornio Valley. The idea of our product has changed few times during the process of developing after tutor sessions, presentations and advices that we got from the teachers. That product is an outcome of a very hard work from our side, a lot of co-operation and team work.

Further in that particular report we will tell more about our product, our work and results.

2 OPERATING ENVIRONMENT OF TORNIO RIVER VALLEY

The Product, which was developed by our group is considered to be owned by Destination Management Company, for example Nordic Safaris. So the destination that we were working with is Tornio River Valley, which is also very closely connected to the story of Mr. Maupertuis expedition. Working with this new and unique environment was and still very challenging. Without any knowledge about Maupertuis, it was really hard to find that area attractive to the tourist. Even though it had some interesting places and facts, it wasn't that different from any other Lapland tourism destinations. But after the study trip, and exploring the place and the story, a whole picture started to get more clear.

Tornio River Valley is unique by itself, and by the fact that there is a border between two countries: Sweden and Finland, being a time-zone line at the same time. So at one point it is a very good place to see, how international people are, how mixed and unique their language, traditions, how common and same time different their way of living. It also has some sort of a mystery, in its time changing, and authenticity. Talking about authenticity and heritage tourism in overall, most of members of our group weren't familiar with that subject, or on very low level. In tourism studies, the concept of authenticity has been used for over 30 years but in other studies like design, architecture and geography; the idea of authenticity has been used for a time much longer than that in tourism studies (Hall 2007, 1139–1140). And thank that course for opportunity to get this knowledge and implement it right away on practice. In that case Tornio Valley is screaming authenticity. There are so few inhabitants living there, and most of them has a very deep roots in that place, and they are very dedicated to that place, and to that local environment. An experience is considered authentic if it can easily be referred to history and in influential authenticity; people are likely to consider authentic anything that influences others or that which indicates a better way. (Pine–Gilmore 1999, 50–51.) Particularly the story of Maupertuis is bringing the reason for heritage tourism in that place, and of course authenticity expedition, in our point of view is so underestimated by people, and it holds very important historical and scientific fact.

The unique place with co-operation with a story of old times, gives an entirely new product to work with. Now it can activate all senses of the customer. It has a beautiful picture- nature of Tornio River Valley. It had an entire unique story, that all the people should experience. It had traditions, food, music, anything what person could wish for, if he search for unique authentic experience of heritage tourism. Our goal was not only take the story, and include it in the programme, but connect the places and the story. To make a person feel the story, to make him LIVE it, and experience it.

There are couple of companies existing and operating in Tornio Valley, but building our product, we were hoping, and still are, for closer partnership between local companies. With closer cooperation it is real to develop and realize a brand new product, very unique, and the one which will attract tourism to the destination. It will open more opportunities for local businesses to grow, and for people to get a job opportunity. There is always a challenge in heritage tourism, that people are going to fight for their native land, and to convince them that the purposes are only best. And this type of a product has so many advantages, and people can see it, and trust in that, because it brings history, it brings tradition and values.

Tornio as a city brings people in. With its churches and museums, tiny streets , and pure culture.

We, as a team, were trying to get ourselves familiarized with this environment, and it was an incredible experience, opening such an uniqueness and working with it.

3 TARGET MARKET(S) AND CUSTOMER GROUP

Our Maupertuis experience is a specialist in creating unique nature experiences with husky-sledge, reindeer sledge, ice swimming, snowshoeing, ice fishing and let fly the clients back to the history, the time of Maupertuis through the stories of our guides, the smells, the animals, traditional food, locals and the experience of original environment in untouched nature in Torneo Valley. (Nordic Outdoor Experience) This tour activates all of our customers` senses and help to disengage their imagination.

Basically who are interested in it, they are our target market. As our product includes a lot of activities which requires relatively high level of energy and sportiness, we are focusing on the active and sporty group. It determines a kind of age border as well. Under 18 we do not pay attention to attract people to this experience. The ceiling is not given. Of course we have possibilities for every age, from babies to 130 year-old persons, even we can deal with disabled people as well.

Beside this our target market has to be adventures. As we are working during the winter, we offer several challenging outside activities (like ice swimming). We are waiting for groups from 8 to 20, so this trip is a brilliant possibility for families, friends or elder retired people to get together and come closer. If we see the families, we offer a lot of exciting activities for children as well (ice sculpture preparing or reindeer sledge). Young people are usually desires challenging activities and the elder age people have a bigger chance to have the money and the time to pay and travel to this organised trip.

So basically our customer group is the friends` groups and retired people and we can create groups from individual adventures people.

4 TOURISM PRODUCT OF SERVICE CONCEPT “PAY AS YOU GO”

Tourism Product “Create your Maupertuis adventure”

We choose this name because in the beginning we would give our customers the chance to make a programme they wanted, a programme they would like and that fits them. But this concept seemed to hard to realize so we changed the philosophy behind our name. Now when you see our name, you read Maupertuis. If you don't know him and don't know what he did, it's no problem. You can book our trip, we will explain you the story and you can create your Maupertuis adventure by imagining how Maupertuis experienced every part of his expedition in Lapland.

Product

We created a tour in the Tornio river Valley. We made tours for one day, two days or three days. The operating environment would be between Tornio and Pello. We pass the border also so we are not only in Finland but also in Sweden for some time. As I mentioned before, we have three different packages. Each package uses the same route and the same rest points. We created our route by looking at the cities or villages or other points Maupertuis or his companions visited. The owner of our product would be Nordic safaris for the reason that they already have and organize most of the activities we do with our customers.

All our tours start in Tornio. Every tour has 2 local guides who will tell the story. During the bus drives they will talk about life in Lapland and Tornio during the time of Maupertuis and each location or point we go to. Each location we stop to do an activity or to enjoy the view is a certain point where Maupertuis stopped and did some measurements. At every resting point and before every activity they will continue the story of Maupertuis and talk about what he did at each point and how he experienced it. In that way people can pretend they are Maupertuis and create their own adventure in their mind.

In Tornio we start telling the story of Maupertuis. We tell who he was and why he came to Lapland and Tornio. We will also visit the old wooden church in Tornio as it is one of the most important things to visit in Tornio.

After that we will leave Tornio and go to Kaakamavaara. On the way to Kaakamavaara we continue the story and tell why the expedition went to Kaakamavaara. Arrived in Kaakamavaara we tell what Maupertuis did there and how he experienced it.

Next point is Huitaperi. Here in Huitaperi we will stop to enjoy the view and talk about Maupertuis. Here he stopped to do some more measurements and after that they took the boat and went further down the river.

Back on the bus we leave for Aavasaksa. Here Maupertuis used a reindeer sledge as a way of transportation so the activity we will do with our customers is reindeer sledging. This way the customer can imagine how it felt for Maupertuis. For the one day trip this point will be the point where we have lunch. Traditional Finnish food. For the two days and three days trip this is the accommodation point.

Next point is Pullinki. Some people of the expedition went there and had a little adventure. So we planned an activity there.

The last stop is Pello. Here for the one day and two day trip this is the end. There is transportation back to Tornio available. This was the last point of the Maupertuis expedition. There are 2 observatories and 1 memorial stone of Maupertuis which we will visit.

This is how the trip will go. From point to point, later in the paper all the activities, lunches and dinners will be written per point. This was an explanation of how the trip will go and what the customer will experience. It is a wide variety of activities to do and locations to visit. We give the customer a great Lapland experience in combination with the story of Maupertuis and his expedition. We tried to connect every activity with the story, we tried to put every activity on the right place so we can give the story easy.

The main product modules are the accommodation, transportation, activities and food and beverages.

One of the most important things we need is transportation because we will cover a distance of 181 km in one, two or three days. So the main product

we use to travel is the bus. we don't drive really long distances in one time (always between 30 en 45 km) so the bus drives won't be that long each time. We also use other ways of transportation. In each package we use the snowmobile and husky each once as a way of transportation. And even in the three day package we use horses once as a way of transportation.

Accommodation is available for every tour. For the one day trip accommodation is optional. This means that customers can decide before booking the trip if they want accommodation at the end of the day. They will spend the night in kitisvara (Pello) in a cottage. Therefore they will be charged with an extra amount of money. For the two day and three day tour, we have accommodation in Aavasaksa and Kitisvara (Pello). There the customers will sleep in cottages. Breakfast is always included if you order the accommodation.

In all our trips lunch, dinner and snacks and beverages are included. This means that we have snacks and beverages for everyone at our resting points. Such as coffee, tea, water, sausages and typical Finnish snacks like karjalanpiirakka. Lunch and dinner are the same on the first day of every trip. For lunch we have a fishsoup (Salmon) with bread. Dinner is a reindeer dish with potatoes and lingonberries. For the two day and three day tours, the food for the other days will be the same kind of food. All the food will be prepared in the Finnish traditional way.

The last important part for our tours are the activities. We provide a great variety of activities. For the one day tour we tried to take the activities that were the closest linked to the expedition of Maupertuis. Due to a time limit we couldn't take all activities we wanted to provide for our costumers.

On the first day we will do snowmobiling (2 hours), handy craft (45 minutes), reindeer sledging (1 hour), ice-skiing or ice-fishing (1 hour and 30 minutes) and to finish and relax we will provide a smoked sauna for 1 hour.

The activities for the two day and three day tour are approximately the same, except that the three day tour has sightseeing and shopping extra on the third day. So on the two day and three day tour we will do snow shoeing (1 hours), snowmobiling (2 hours), horseback riding (2 hours), handy craft (1 hour), reindeer sledging (1 hour) and sauna (1 hour on the first day. On the second we start with husky sledging (2 hours) followed by ice-swimming or

ice-fishing (2 hours) , making a sculpture out of ice (2 hours) and to end the day again smoked sauna for 1 hour.

For the three day tour the third day has, as I mentioned before, sightseeing tour in Tornio for two hours and after that shopping.

In the appendix you will find all the portion cards and the day programmes per hour combined with all the calculations.

Uniqueness and innovativeness

The thing that makes our product unique and innovative is that we combine a perfect Lapland experience with the story of Maupertuis and his expedition and about the Tornio river valley. We use the story of Maupertuis to recreate the old times by doing activities that are typical for Lapland, we try to be authentic. We created a product where we tell the story but where our customers also can experience the story by doing a great variety of activities. By telling the story and doing activities and recreating an authentic environment, we want to give the customer the opportunity to use their imagination to create the old world again and live the story of Maupertuis. By doing this the story will be the same with everybody but the way they experience the story and live it can be different from person to person.

Another point that is important is that we use all the senses. We have the story we tell that you can hear, the handy craft you can feel, the environment where Maupertuis did his measurements to see. We have the traditional Finnish food they can smell and taste. And a sixth one is the spirit. That represents how they feel the story, how they imagine it.

Authenticity is defined, normalised, perpetuated and/or transformed in an ongoing process of socio-discursive negotiation, in which different actors participate, with different interests, scopes of influence and positions of power. (cf. Cohen, 1988; Hughes, 1995; Rickly-Boyd, 2012)

Influence values and identity Nordic Safaris

Actually the values and the identity of Nordic Safaris was the same as the values we wanted to represent with our product. We looked at their values and identity. The basic elements of their tours are nature, local culture and

food. But also they also wanted to promote the historical and modern image of Tornio. That's what we also wanted to do with our product. We have a lot of activities in the nature like husky sledging, horseback ride, handy craft (out of wood), making an ice sculpture. We also wanted to tell the most important happening in the history of Tornio by telling the story over day trips and also by doing a variety on activities so people can experience Tornio how it is now but also hear how it was in the older times, more specific the time of Maupertuis. Also one of the good things was that almost all our activities are also organized by Nordic Safaris.

5 SUSTAINABLE PRICING

The price of our product depends on the number of days that the customer can choose. Our customers have a choice between one, two or three day package tour. Gross prices are: for one day 347,97eu for two day 832,77eu and for 3 day package tour 909,09eu. All calculation methods we found in the book: Accounting essentials for hospitality managers .

The price includes all activities(snowmobiles, huskies, reindeer sleigh, handy craft, ice skiing or ice fishing, horse riding, sauna), food (breakfast, lunch, snacks and hot drinks, dinner), accommodation (2 people in one cottage), transportation and tour leader / guide. The prices, which we have taken into account, are from winter holiday - high season. It should be noted that the quoted prices are all included. The price is calculated on the assumption that a minimum number of clients is 8. Each activity rates are calculated for 9 people (8 clients and 1 guide), food for 10 people (8 clients and 2 guides).

Breakfast, lunch, snacks and hot drinks and dinner we counted from the portion card. First, we found recipes for various dishes (salmon soup, cloudberry tart, reindeer dish, etc.) and we wrote down the ingredients. Secondly we checked their prices and then we calculated their prices, depending on their weight, in the portion card (appendix2,3,4).

We have plans to establish cooperation with rental cars company- SIXT . Transport prices, which we are given in Annex no. 1, are the cost of renting a car and gasoline. It is not calculated consumption of the car, because this car is rented.

Prices of activities are given as an example of regional companies, like Nordic Safaris, Swedish Lapland and Laponia Safaris.

6 MARKETING COMMUNICATION AND DISTRIBUTION

Maupertuis is not a well-known person in these days but still it gives the base of our product as everything which is included in the price is in connection with him, so the appropriate and successful marketing is really required to attract people for this tour which is normally a “once in a lifetime” experience. We will use personal and non-personal communication channels as well. “Personal communication is communication between two or more persons with a specific person communication with others. The message emanates from a specific person. It can be done face to face, or by a person to audience, over telephone, or through post or couriers or through emails or through mobile messages.” (Articles on Management Subjects with practice perspective by Dr. Narayana Rao, Professor, NITIE.) So our goal is to give a good experience for the customers and in this way we can start this process. To be more exact, not we, but our clients would start this chain. The news from this experience would spread from mouth to mouth between them.

As our product is owned by Nordic Safaris, we would like to use their channels for advertising. Their webpage is already visited by a lot of people, so if we use an advertisement on their page for our product it could work efficiently. Furthermore we will create brochures to sort them on the streets (this is the product card which can be found in the appendix) and of course we will use the social media as well. The facebook is one of the most useful advertising sheet nowadays because not just almost everybody use it, but people check it more times a day. Of course in this case our target group is the younger generation, the friend groups, families and the individuals who want to be part of this experience of the history.

The elder generation can get information not just through the internet but from the brochures in the streets and from television.

Next to social media and Nordic Safaris’ channels we will cooperate with some tourism offices which offer our product as a unique winter experience. It can be in one package with the Nordic Safaris activities, it just provides a

wider range of selection.

7 Realisation of the 'pay as you go'

Resources production and launch

When taking the product into production we need to make sure that we know what kind of product we want to develop and if it is a new product or not. We need to make it different from other products to make sure it's unique and people would rather buy our product instead of another one. So we have to do some research about existing products.

When we take it into production we need to make sure that all our activities can be done. We need to make sure if it is possible to do a certain activity at one place. Like when we do snowmobiling we need to know the route we take and need to know if where we can pass and where not. This means we need permits and if needed the right of usage of the owner of the land. We have to make a route to follow. Also an important thing is that the story is told right.

The company needs to decide on the message to communicate, media through which to communicate and how to integrate all of these communication media to reinforce messages and call to action. (Biranjan Raut, 44)

Before taking it for sale, we need to make sure that all the equipment that is needed is ready. Also all the guides who will guide the activities need to be checked if they are qualified to guide. All legal documents need to be in order. So that there are no complications when selling and doing the tours. Also the guides need to have a first aid degree in case something goes wrong. Also an important thing is to test the program before we start to sell it, to make sure everything is possible to do and in case to make some changes. So if all the permits are in order, everything has been tested, all the equipment and tools needed for the activities are in place, if everybody knows what to do then your product is ready to be launched.

Prerequisites

As prerequisites we need to have all the permits to operate in the environment. We need permits which allow us to use private land, gives us right of passage.

By selling our product we should be able to attract more tourists to the region which will lead over time to more job opportunities for the local people.

Each activity and each place we visit need to be connected with the story of Maupertuis. Working together with local businesses. Educated guides en personnel. In case of accidents guides or other personnel should be able to do first aid.

Limitations

Weather conditions. Our packages are winter tours so the weather should be cold. Temperature needs to be between -30°C and $+7^{\circ}\text{C}$. If temperature is too high snow starts to melt and the activities won't be that good. Lower than -30°C is too cold to do the activities because everything is outside and some are also with high speed which makes it really cold.

We have to try to make the customer stay in Tornio which is not that easy.

We also have to tell the story in a way that people stay interested and really want to know more about Maupertuis and his expedition.

Group size can also be a problem, we only have two guides per tour so if we have a big group from 15-20 people it can be more difficult for the guides to keep control maybe.

We have to keep the authenticity of our product.

One of the biggest limitations is the time and distance. There are not a lot of moments to rest so most of the time people are busy because we have to travel a long time in a short period.

8 CONCLUSION

During this project we had to use the knowledge of all other subjects and various fields. It has allowed us to improve our knowledge in various areas, eg regarding the determination of sustainable prices, VAT rates, what is a gross and net price, and what is the difference between them and how to design a tourist product. We have learned also how to do an analysis of the region and the businesses operating here. We saw how quickly the trend has changed . Also, we noticed that our potential customers not always like the same things as we did. We had to predict the future and new trends, assuming the success of our product.

Through this project, we learned a lot of new information about Lapland. Most of us have never heard anything about Maupertuis. We learned a lot about his expedition to Lapland, whose aim was to measure the length of the meridian and determine the shape of the Earth. We found a lot of interesting stories from his trip. We were able to feel like we stepped back in time.

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10 APPENDIX

Product Card

Appendix 1

Appendix 2

Appendix 3

Appendix 4