

LATITUDE



Tourism of tomorrow

Resting on responsibility

Products, brands
or just art?

The biggest law
firm in the Baltics

Responsible **14** tourism

Changing the world for the better
ON THE COVER
PHOTO: MARKO JUNTILA



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27 Sustainable turns in tourism

THEME

Tourism of tomorrow

For a growing number of people, travelling is a significant leisure activity. For various countries and regions – including Finnish Lapland – tourism is also vital to the economy and employment. But how should products and services for the tourist be developed in the future? Is there room for ecological, cultural, political and social responsibility in the global tourism business? Where is Arctic tourism heading? And what can tourism learn from design?
SARI VÄYRYNEN

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www.ulapland.fi

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- Tourism
- Focus on
 - Service Design
 - Northern Well-being and the Changing Nature of Work
 - Sustainable Development, Law, and Justice

Faculties:

Art and Design, Education, Law, Social Sciences

Key research centres:

Arctic Centre
 Multidimensional Tourism Institute

People:

4,700 students (undergraduate and postgraduate)
 & 640 members of staff





EDITORIAL

PHOTO: ANNA-LEENA MUOTKA

Arctic interfaces of tourism and design

The strategic profile of our university emphasises research on the Arctic and the North as well as on tourism. Underpinning and providing further definition for these stated strengths are three inter-related focuses: service design; northern well-being and the changing nature of work; and sustainable development, law, and justice.

This issue of *Latitude* focuses on tourism research from the perspective of service design. It provides the reader with insights into the research being done at the University of Lapland on the interface between tourism and design as well as a chance to meet the researchers who are doing it.

Tourism and tourism research, like service design, generate extensive interest today in many quarters. Indeed, we have to ask, What is special about the work being done in these areas at the University of Lapland? How can design improve tourism products and services in the future? What does tourism have to contribute to design? The pages of this magazine offer some current insights into these questions.

The foundation of Arctic tourism can be found
in silence, light, cleanliness and security.

RESPONSIBILITY IN TOURISM is an important societal perspective. For the average person, peace and quiet, rest and, in more concrete terms, a good night's sleep have become things worth paying for.

Here we may well think that the foundation of Arctic tourism can be found in the distinctive features geography has given Lapland: silence, light, cleanliness and security.

At the same time, it is worth noting that all these elements are things the new generation considers luxuries.

In designing the tourist services of the future, we will do well to take into account the views of the new generation on luxury. Embracing this approach, in addition to focusing on values, means engaging with high quality and the other elements which should underpin Arctic tourism and hospitality in tomorrow's tourism markets. Arctic hospitality in fact gives us a viable vision of the future of tourism both as a concept and as a concrete brand which Lapland can offer to the world and which we can study at the University.

MINNA UOTILA

Vice Rector for Academic Affairs
Professor of Design Research



NORTHERN EXPOSURE

Heroes and losers from the North

Heroes, losers or just ordinary guys and gals?

Both Dome Karukoski's road movie *Napapiirin sankarit* ("The heroes of the Arctic Circle") and JP Ahonen's cartoon *Northern Overexposure* open a window on young people's life in northern Finland.

In *Northern Overexposure*, university students Ukko, Otto, Muusa and their friends live with the pressure of graduating, but still have a good time partying, playing games and watching movies together. In *Napapiirin sankarit*, we see Janne, unemployed, at a turning point in his life, wondering how he can meet his girlfriend's expectations.

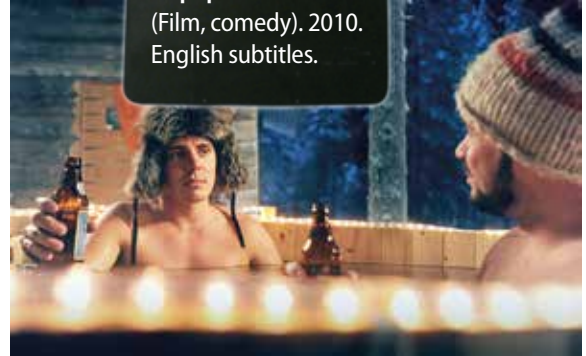
In both works, "The North" is a place to live, with its wild and harsh nature, but also its benefits and social networks. All the young people live with their particular wishes and dreams: they ask themselves questions like, How do I get a job? How do I find someone to love? and Do I stay or leave?

Come what may, the North is not a periphery. It is the centre of their world, the environment they know inside out.

PÄLVI RANTALA, PhD, Researcher of Cultural History



Photos (c) HELSINKI FILMS



Ahonen, JP: *Villimpi Pohjola 2 – Northern Overexposure 2* (comic strip).
Published by: Daily Hero Press 2009. English translation: Jussi Kangasluoma & JP Ahonen.





INSIDE OUT

PHOTO: ARTO LIITI

A fabulous fascination

Eija Timonen developed an interest in writing fiction when she was studying folklore at the University of Helsinki.

“I became well acquainted with Finnish mythology and found the traditional, archaic worldview and the way people were portrayed in it very fascinating”, she says.

This fascination ultimately led to a goodly range of literary works: Eija has published nine children’s books and over 80 scripts for TV shows, animations, miniature plays and multimedia products. She names Eduard Uspenski and Martti Haavio as authors who have influenced her work.

“Writing a children’s book demands a lot of preparation. The process involves many of the same elements one finds when doing research”, she explains.

Eija, currently professor of media science at the University of Lapland, recently led a research project titled “Aristotle in Change”. Funded by the Academy of Finland, the project sought to cover different questions relating to scriptwriting for the point of view of the writer. In her own contribution to the project, Eija investigated how familiar themes vary in the media and how the themes have changed from the past to the present.

“Already in my doctoral thesis, I set out to model how folklore is transformed into an artefact of children’s literature. The dialogue between art and research hasn’t stopped fascinating me”. PAAVO KÄSSI

IT HAPPENED IN THE NORTH

By Chris Brennan PHOTOS: CHRIS BRENNAN

On an early spring day in March, nearly 1,500 spectators of all ages – tourists and locals alike – gather in the Rovaniemi city centre to watch a sporting event that has to be seen to be believed, *Reindeer Sprint Racing*.

Who really is the fastest of Santa's reindeer?

For the past 14 years, reindeer belonging to herders from all around Finnish Lapland, and even other parts of Scandinavia, have come to Rovaniemi to compete for the title of Rovaniemi Reindeer Racing Champion. While it's not clearly known who started reindeer racing as a competitive sport, the Rovaniemi races are the only ones held in a city setting; most are held in rural Lapland. The best reindeer from the rural competitions are invited to compete in the Rovaniemi race.

For the event to take place within city limits and be introduced to a larger audience, ordinances actually had to be changed by the Rovaniemi City Council.

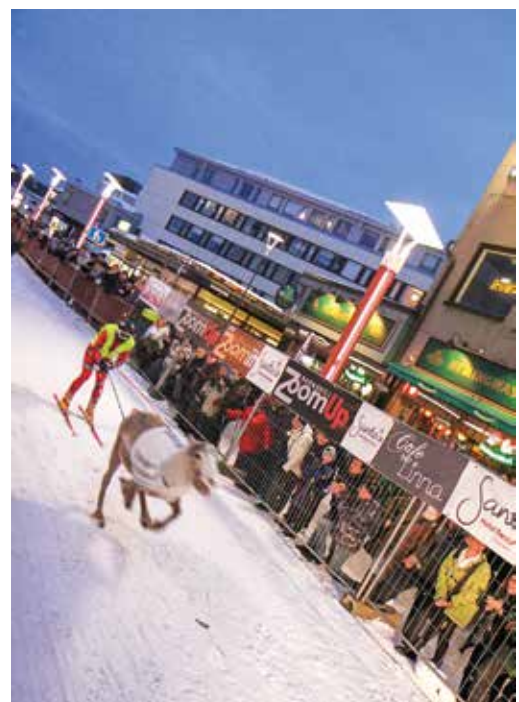
There had been a law on the books since 1928 saying that persons could not “drive” reindeer within the city centre, for example, ride in a sleigh pulled by reindeer. When the idea came up to hold races in the city, the council changed this law so that the event could take place legally.

ONE OF THE RACERS, Hanne (1.) from Rovaniemi (and her reindeer Kingston), began racing because her father is a reindeer herder and as a youngster she was expected to become a reindeer “jockey”, or “driver” since she was small and a good athlete.

She raced for 10 years before taking a seven-year break to become a mother, and returned to racing in 2012. She trains by cross-country skiing regularly and her father trains Kingston to improve the animal's speed.

Hanne's racing equipment includes a helmet, racing suit, slalom skis, and a protective collar to safeguard her from the sharp edges of the skis if a crash occurs. Although it may look funny, the sport is not a joke: racing can be dangerous as sometimes there are collisions in which drivers can break ribs. To be fast, racers should be light yet not too light, with 60 kilos being the standard minimum weight of competitors. •

Photos from the 2012 Rovaniemi Reindeer Sprint Race.





Reindeer Racing

- The Rovaniemi Reindeer Sprint Race is the world's first and oldest reindeer street sprint race.
- Held in the Rovaniemi city centre since 2001
- An invitation-only event, with invitations issued to top-ranking reindeer racers
- Other races – the PoroCup series – are held throughout Lapland in the spring, culminating in the Reindeer Race in Inari. The PoroCup series event has been held for over 60 years.



Q.E.D. THE ILO CONVENTION IN THE NORDIC COUNTRIES

To date, 22 countries, most in Latin and South America, have ratified International Labour Organization (ILO) Convention No. 169 on the rights of indigenous peoples. Two Nordic countries – Denmark and Norway – are among this number; Finland and Sweden have yet to ratify the instrument.

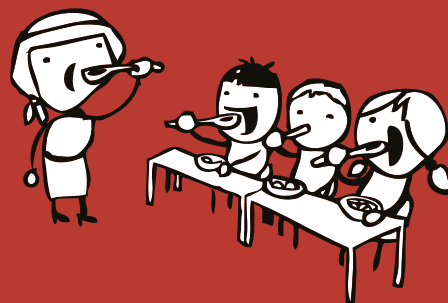
In her doctoral thesis, Tanja Joona, researcher at the Arctic Centre, examines the implications of ratifying the ILO Convention for the Nordic countries and the region's indigenous Sámi people.

According to the study, Articles 13 to 19 of the Convention, those concerning indigenous peoples' rights to land, have been a central obstacle to ratification for Finland and Sweden, as well as a special challenge for the states that have already ratified the agreement. In Finland, for example, the fundamental questions are how to define the geographical area to which the Convention would apply and to determine who would enjoy the rights of land ownership and possession.

Nevertheless, Dr Joona views ratification of the Convention as a significant human rights issue.

"The Convention could provide substantial protection to traditional northern livelihoods, such as reindeer herding, hunting, and fishing, and a tool to develop other indigenous rights, too. However, it is important to consider the wordings and the national context of the Convention. That is the state's responsibility", Dr Joona notes. SARI VÄRYRYNEN

DID YOU KNOW?



MARKUS YLIKOSKI

In Finnish pre-primary, basic and upper secondary schools around 900,000 pupils and students enjoy a free lunch every school day. Finland was the first country in the world to serve free school meals, a policy begun in 1948.



Life on the northern edge

MARK MAKING BY MARKKU HEIKKILÄ

PHOTO: ANNA-LEENA MUOTKA

I'm standing at the harbour and looking out towards the sea. Not a single ship sails in from the gloom. A stiff wind is blowing, bringing with it swirling clouds of wet snow. Behind me is a small city. Everyone who lives there is somewhere. Not on the streets; not in the shops; not in the town's only cafe or pub; not in either of its restaurants. Just somewhere – that's all. There are plenty of homes to be seen. And there's the office where we just finished discussing co-operation.

This silence. The seminars all start coming back to me. I see the maps with new rail lines jutting north from Lapland towards the city, where they meet arrows radiating beyond its shores – global shipping routes to Asia. Are these the daydreams of consultants and regional developers – or the real shape of things to come?

THIS PLACE IS PROUD to call itself “the capital of the Barents”. Its name is Kirkenes and it is located right where Norway ends and Russia begins. Once this was an important fact. During the Cold War, this bit of a land border was the only point where NATO and the USSR were immediate neighbours.

Over twenty years of co-operation in the Barents. And still, not a single ship can be seen coming into port from the sea whose name evokes the memory of William Barents, the Dutch sea captain and

cartographer who sailed these waters centuries ago. That memory is being used in a different context today.

The Barents Euro-Arctic Region. What exactly has been created? We have come here from another city in the Barents – Rovaniemi – to meet, and we are talking about projects. Barents co-operation is awash in projects. Successful, failed, useless, useful, unrealistic – you name it. But we also work on a first name basis – acquaintances and friends from Murmansk, Rovaniemi, Luleå, Tromsø, Oulu, Arkhangelsk, Kiiiruna. From the Finnish, Swedish, Norwegian and Russian North.

In Kirkenes, the signs at road crossings have the names of the streets in Norwegian and Russian.

IT MAY BE that transboundary co-operation in northern Europe is a reality for no more than a small band of civil servants and a variety of other players. The distances are long, and there is no decent system of transportation to get people from one place to another.

But there's another facet to all of this. In Kirkenes, the signs at road crossings have the names of the streets in Norwegian and Russian. Finnish Lapland is teeming with Russian tourists. Ikea in Haparanda, Sweden, flies the flags of all of the countries in the Barents, as well as the Sámi flag. The Cold War has been forgotten; the entire North has been opened up. And this is no trifling development.

MARKKU HEIKKILÄ

is Head of Science Communications at the Arctic Centre.

Design recipes for business life



REBEKKA HEINO

Take one snowmobile, add fifteen students of industrial design from the University of Lapland, and organise a design competition. This was the recipe that snowmobile manufacturer BRP and the Faculty of Art and Design followed when the company was looking for new design ideas to match the needs of consumers.

The competition, arranged a couple of years ago, is an excellent example of how the Faculty collaborates with the local business community.

“This particular competition was a fantastic opportunity for our students to work with a global leader in the power sports industry”, says Timo Jokela, dean of the Faculty.

“Long-term co-operation with companies is of supreme importance to the Faculty, and it definitely benefits the companies, too.”

Co-operation between the Faculty and the business world boasts a wide variety of research and development projects, competitions and internships. In recent years, students and companies have worked together to design new reindeer leather products, a hospital interior, uses for wool from northern sheep, communications campaigns and a flight deck for an amphibious vehicle. SARI VÄYRYNEN

Q.E.D.

ARCTIC TUNDRA TURNS TO FOREST

In just a few decades, shrubs in the Arctic tundra have turned into trees as a result of climate warming. This is what scientists at the Arctic Centre, University of Eastern Finland and University of Oxford have concluded after investigating the northwestern Eurasian tundra, an area of 100,000 square kilometres stretching from Fennoscandia to West Siberia.

Surveys show that 8 to 15 per cent of the area's low willow and alder shrubs have grown into trees over two metres high over the last 30 to 40 years. What we see are patches of forest springing up on tundra.

“The speed and magnitude of the change is far greater than we expected,” says Research Professor Bruce Forbes from the Arctic Centre at the University of Lapland.

If this change occurs across the whole circumpolar North, it will significantly accelerate global warming. In the Arctic spring and autumn, shrubs have usually been covered by snow, which reflects the Sun's radiation off the Earth's surface. In contrast, trees are tall enough to rise above the snow cover, presenting a darker, light-absorbing surface. Previous models show that the forestation of Arctic tundra could increase global warming by an additional 1–2 degrees by the late 21st century. SARI VÄYRYNEN

DID YOU
KNOW?



MARKUS YLIKOSKI

Finns drink relatively little bottled water compared to people in other Western countries. The tap water throughout the country is clean and fresh, and tastes good.

Travelling to promote democratic dialogue

By Jussi Huotari PHOTOS: JUSSI HUOTARI

A travel story by Jussi Huotari follows the Calotte Academy, an international travelling symposium.



The Calotte Academy – an international travelling symposium – chose to focus on water in 2012.

Starting in Rovaniemi, the confluence of two big rivers in Finnish Lapland, the Academy opened our eyes to the importance of distinguishing between water resources and water services and of whether water is perceived as a public or a private good.

We often consider water resources as something we all share and the state as being responsible for guaranteeing collective public access to water. According to the United Nations, water is a human right, but despite this there are transnational corporations (TNC) doing business by selling water services. There seems to be a “grey zone” between states and TNCs, be-

cause private companies are now providing services which traditionally have been state responsibilities, such as the distribution of fresh water.

AFTER THREE FRUITFUL SESSIONS covering environmental, economic and political perspectives on hydropower, widely used in Northern Scandinavia, the symposium travelled by bus to Kiruna, Sweden, with the Midnight Sun illuminating our late-evening journey.

In Kiruna, we learned of the town’s relocation plans: the iron ore mine is causing erosion that is literally swallowing the land, and the town centre has to be relocated. The relocation and mine expansion scenarios are perceived rather differently depending on the speaker’s

standpoint: according to the representatives of the government-owned mining company, LKAB, the ecosystem will not be adversely affected by the mining activities, while the town’s environmental advisor sees the expansion and relocation as aggravating its problems with an already insecure water supply.

Currently, the municipality of Kiruna lacks a system for monitoring its surface waters comprehensively; only two per cent of its waters are sufficiently monitored. This was an eye-opener for all the participants. The standard is not what that we thought it was. This is not only a Swedish problem; the question of clean drinking water affects the entire Arctic and could turn into a critical problem in the near future.



The Calotte Academy

- An international week-long symposium, held annually “on the road”
- Started in 1991 as an international research project on the Arctic to promote interaction between politics and science
- The Academy’s fundamental rule: set aside lots of time for questions, comments and open discussion
- www.nrf.is > Calotte Academy



ON THE NEXT STOP – Tromsø, Norway – we addressed how water has always been linked to Arctic geopolitics.

Despite the strategic nature of water and sea ice in security and logistics, water is not included in any of the Arctic strategies or agendas. However, if water were considered a strategic resource, this would increase the geopolitical standing of the Arctic states.

After five days of symposium, we finally had a chance to make real contact with the theme. We arrived back in Finland, in Inari, and stayed overnight on the shore of Lake Inari. After a long day of travelling, it was relaxing to take a wood-heated sauna and go for a dip in bracingly fresh water.

The Inari sessions opened up local viewpoints. A member of the Finnish Sámi Parliament and a fisherman from the Tana River, Veikko Guttorm, discussed the importance of water for Sámi culture as well as the most topical Sámi issues in the Finnish part of the Sámi region – mining, language education and new economic developments, including tourism.

ONE OF THE MAIN GOALS of the Calotte Academy is to bring young researchers, senior scientists and policy makers together to engage in a dialogue. As the sessions in Kiruna showed, there is a need for new discussion forums like this.

In the 20-odd years of its existence, the Academy has become an interdisciplinary forum – even an experiment of sorts – and this is because of the people attending it. Every year the group is a little bit different: there are people who have come for the first time and people who are coming back again. This mix creates a good combination of fresh thoughts and continuity, which keeps the dialogue alive. •

Q.E.D.

PUTTING TACIT KNOWLEDGE TO WORK

Organisations can significantly improve their performance and enhance well-being at work by listening to their employees. The staff’s experiences, know-how and tacit knowledge should be tapped more effectively.

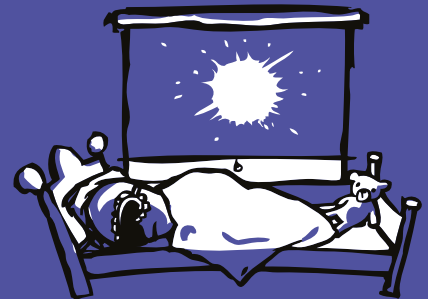
A doctoral thesis by Dr Marko Kesti provides tools for this process. The work elaborates a new method for organisational development based on tacit signals as well as a modeling tool for estimating the long-term economic profits from improving human competencies.

Development based on tacit signals tracks staff ideas using an online survey. The optimal measures for improvement are then collectively agreed based on the results. According to the research the most salient improvements are relatively small actions that make work go more smoothly and are carried out within immediate work communities.

Smarter practices increase the amount of effective working time and improve motivation. This is reflected positively in performance, productivity and operating capacity.

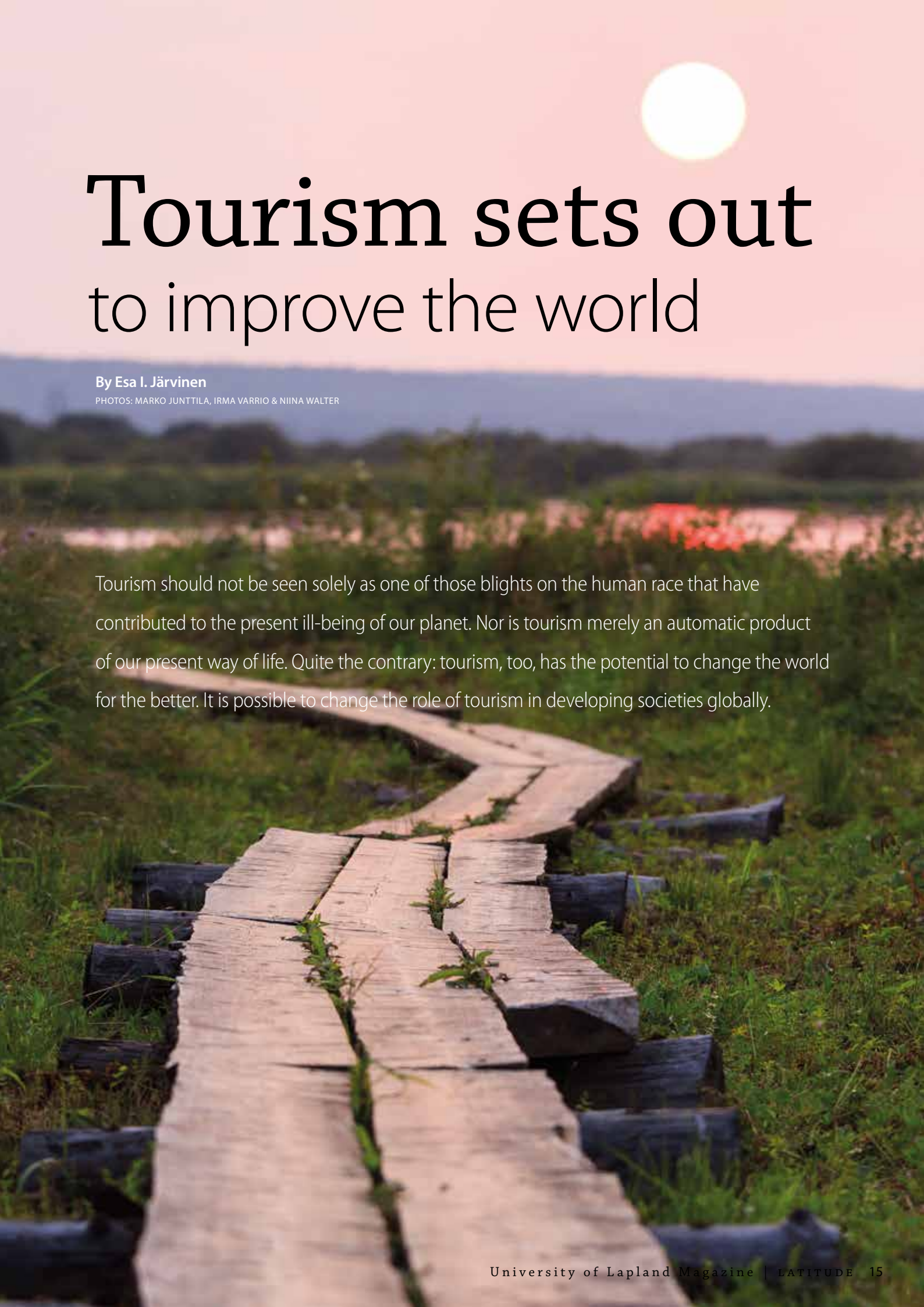
The tacit signal method has proved to be significant innovation for organisational development internationally, because it affords a clear model that links human resources to the improvement of business operations and competitiveness. SARI VÄYRYNEN

DID YOU KNOW?



A single summer day can last for over two months in Lapland: in Nuorgam, Finland’s northern tip, the sun does not set for more than 70 days between May and July, and even in Rovaniemi, at the Arctic Circle, the “nightless night” lasts for a month.



A photograph of a wooden boardwalk winding through a lush green field towards a sunset over a body of water. The sun is a bright, glowing orb in the upper right corner, casting a warm, orange glow over the scene. The boardwalk is made of weathered wooden planks and leads the eye from the foreground into the distance. The background shows a body of water and distant hills under a soft, hazy sky.

Tourism sets out to improve the world

By Esa I. Järvinen

PHOTOS: MARKO JUNTILA, IRMA VARRIO & NIINA WALTER

Tourism should not be seen solely as one of those blights on the human race that have contributed to the present ill-being of our planet. Nor is tourism merely an automatic product of our present way of life. Quite the contrary: tourism, too, has the potential to change the world for the better. It is possible to change the role of tourism in developing societies globally.

“Responsibility which is responsibility to shareholders alone is not enough.

Soile Veijola, professor of Cultural Studies of Tourism at the University of Lapland, says that what we see is a radical departure from the thinking that prevails today:

“Tourism is not part of the problem but part of the solution if we think of today’s crises, such as climate change, unsustainable tourism and the throw-away nature of people and places.”

New perspectives on responsible tourism are being explored in a multidisciplinary, international research initiative launched and coordinated by Professor Veijola, “Acapella Village: Designing Culturally and Ecologically Sustainable Tourist Communities for the Future”.

“Doing research on, planning and concepting the future of tourism requires a multidisciplinary effort”, notes Professor Veijola. “We cannot create responsible tourism and a responsible future for tourism from a single mould. Our perspective has to be a comprehensive one.”

The initiative involves more than just research on tourism.

“But when we use tourism as a prism we can move a lot faster than if we try to solve all the world’s problems at one go. It is splendid that tourism, with its reputation for being banal, trivial and problematic, can be used to test the criteria for a good life, standards that could then be applied more broadly.”

Professor Veijola has been working on different facets of Acapella Village since 2009. The cluster of projects has not set out to build an actual village but rather to challenge the assumptions and traditional dichotomies of modern life, such as the difference between work and free-time or holiday. Unquestioned distinctions such as these are clearly visible and laid bare in tourism, as elsewhere.

“Our destinations have to be distant and expensive. Tourism is tantamount to seeking the exotic and new. Then again, we can stay closer to home – visiting something almost familiar – for a longer period of time. This would clearly be a more sustainable mindset.”

Professor Veijola would like to explore the potential of turning attitudes on their head like this. In other words, dichotomies would be deconstructed and the focus would shift to society’s social and cultural needs and meanings and to how society is changing.

We have to do more than keep an eye out for the latest trends and cater to people’s whims; we should build concepts for the future which would be utopias, utopias that would promote a change in more sustainable directions.

The research on tomorrow’s tourism communities examines responsibility from perspectives reflecting the values of the Multidimensional Tourism Institute (MTI): ecological, cultural, economic, political and social.

Professor Veijola considers the concept of sustainability difficult in that it has fallen into a rut and become primarily associated with ecological sustainability. In addition, the concept entails an essentially unchanging time frame.

“But the world and reality are not intended to remain the same; they change over time.”

“The concept of acting responsibly, which encompasses the whole spectrum of work in the tourism industry, could be most useful in tourism if responsibility remains the focal element.”

As Professor Veijola sees things, this means that responsibility must be shared by all the actors in tourism, not that some try to make a quick profit.

“Responsibility and power also have to somehow be balanced such that we don’t see some actors as having the power, others as having the responsibility, and still others who are paying the price.”

She suspects that tourism is still not being developed sustainably, let alone responsibly or creatively, and that these approaches cannot be properly integrated.

“For me, the clear ideal in responsibility is that the local community is always the one to benefit from all of the activities taking place in it. This approach is based on wholly different values than that of large companies, which think only of money changing hands, maximal investments in physical development, and jobs, which in the high season often amount to cheap labour and often also exploitation of workers.”

The benefits, if Professor Veijola had her way, would flow democratically to the entire community. In her view, responsibility which is responsibility to shareholders alone is not enough.

“Tourism is tantamount to seeking the exotic and new. Then again, we can stay closer to home for a longer period of time. This would clearly be a more sustainable mindset.





“The benefits from any tourism activity should remain with the local residents.”

The Acapella Village initiative started up with strategic funding granted by the University. Working with design researcher Petra Falin and, for example, Fulbright grantee at MTI, Jennie Germann Molz, Professor Veijola has continued with the theme.

“I have tried to shape the project entity in the form of a game in which new actors and combinations are doing research on tourism. As a research focus, the tourist village of the future is one that would be good to investigate thoroughly through basic research first; only then does it make sense to go on and begin working out concepts.”

According to Professor Veijola, combining research in tourism and design is quite a leap in itself, but she and Petra Falin have invited researchers from many other fields as well to join in the effort: architecture and community planning, environmental education, hospitality research and mobility research.

The key area of co-operation where design is concerned is service design, which is one of the university's research focuses along with tourism.

Service design is user-oriented design of a service experience, such as a tourism product, in which the service corresponds to not only the user's needs but also the service provider's financial objectives.

Satu Miettinen, professor of industrial design, is of the view that service design and the joint participatory development of products provide an opportunity to engage with the local community more comprehensively than has been the case to date.

Professor Miettinen studied the potential of service design in the development of tourism already some years ago, in her doctoral thesis in 2007. The focus there was communities of women artisans in Namibia who were thinking how they could turn their know-how into a marketable tourist product.

“Service design introduced a means to develop tourist products through discussion and interaction. Developing things together gives stakeholders the power to decide what kind of product will result. It is also crucial that the benefits from the activity remain with the local residents.”



Small businesses in tourism know their responsibility

TOURISM HAS THE OPPORTUNITY TO destroy locations but it can also be a renewing force.

Antti Haahti, professor of tourism, says that this would involve a new form of entrepreneurial activity.

“If the focus is established squarely on local entrepreneurs and the local identity, there is every possibility for business activities that keep local structures intact. It is essential.”

Although the generally accepted conception of sustainable entrepreneurship is grounded in the principles of the market economy, it does not exclude responsibility on the part of entrepreneurs for the local community.

“The mindset fits in with classical economics in the sense that entrepreneurs are part of society and have a clear responsibility to act to secure and promote the quality of life of the entire community, not just look out for their own interests.”

PROFESSOR HAAHTI HIMSELF has experience – as a third-generation entrepreneur – operating a guesthouse whose strengths specifically derive from the spirit of the location. For this reason he has a strong conviction that shirking one’s

responsibility cannot be accepted in the business world.

“In interviewing tourism entrepreneurs for 20 or 30 years, I have observed that there is a distinct correlation between responsibility and success.”

“I have no doubt that most small businesses in the tourist sector work on this basis. They make a concerted effort to protect the environment, because it is viewed as a crucial resource.”

ALTHOUGH THE NOTION OF sustainable development has been accepted globally, how well it is implemented depends on which tourism sector one considers.

“When we speak of the different forms of tourism, we are dealing with the full spectrum of human behaviour.”

“Tourists bring their own morals with them. Then again, we know that moral norms often disappear and people’s behaviour changes when they travel. This is why a trip organiser should build the package such that there is no chance of nature or anything else being ruined”, Professor Haahti says.



How, then, can service design contribute to strengthening responsibility in tourism? Professor Miettinen says that working together provides the keys for promoting at least social and cultural sustainability.

Service design encompasses many ways to address customers, their wishes and needs and to reach the point where everyone is involved in product definition. It is in the next phase that the company works out the financial parameters.

“Often tourist enterprises have a strong need to find new lines of business or to develop their present one so that the investments they have made do not go to waste. Then again, they can try to create new content for an existing product such that it provides more of an experience and more meaning to a tourist.”

Professor Veijola points out that the tourist industry should really start building the tourist villages of the future today. However, she wants to take things slowly and spend a few more years on the research.

“To the extent resources permit, alongside the research efforts we will work up ‘sparring systems’ that will make it possible for us to interact with construction projects that are already under way.” •

Research on tourism and design at the University of Lapland

- Multidisciplinary tourism research approaches tourism as a complex phenomenon and investigates its impacts on the economy, nature, culture and society. This line of inquiry emphasises the economic, ecological, cultural, social and political responsibility of tourism.
- Service design affords an opportunity to tap the potential of interaction between art and science. Research makes it possible to develop both products and design concepts in different fields, among them tourism.



Vigorous villages

– the future of tourism in the Arctic

By tourism researcher Outi Rantala

ILLUSTRATIONS: MARKUS YLIKOSKI, STUDENT OF ART EDUCATION

What path will Arctic tourism take? We asked researchers in the field.

Lapland is often conceived of as the “tourism province of Finland”. This gives the University of Lapland a unique possibility to invest its energies in research and education relating to northern tourism. At the same time, the location sets expectations for researchers to participate in tourism development and to anticipate critical trends.

According to recent studies on Arctic and northern tourism, current development seems to hinge on increased accessibility and diversified products.

Professor Arvid Viken of Finnmark University College, Norway, notes, “The perception of the Arctic is changing,

from something inaccessible to a more common tourist destination. This certainly has to do with the fact that the Arctic is touristically produced; in most areas there are escorted tours to buy. Before, it could have been some sort of an expedition.”

Professor Viken is director of the Tourist Destination Development project, a joint effort of nine Northern universities – including the University of Lapland and the Multidimensional Tourism Institute (MTI) – studying tourism work and employment, destination planning, and governance processes in various Northern tourist destinations.

Slowing down in the Arctic

A common feature of the tourist destinations in Finnish Lapland – and the Arctic area in general – is their closeness to wilderness: the destinations are surrounded by nature and much of their attractiveness is based on images evoked by wilderness.

Wilderness provides an especially suitable environment for developing tourism related to such trends as slowing down and de-growth. For example, these trends shape the way tourists sleep and value sleep. The Arctic nature, with its dark winter night and bright Midnight Sun in summer, offers a good starting point to leave one's daily routines behind for a while and retool one's rhythm.

CURRENTLY almost no research data exist regarding the socio-cultural phenomenon of sleep.

Researchers at the University of Lapland have set out to fill this gap in a project titled "A New Sleep Order", led by Professor Anu Valtonen. The aim of the research group is to point out alternative ways of sleeping and resting in a culture which seems to be governed by economic and medical discourses.

Tourist destinations in Finnish Lapland operate according to a strong seasonal variation: the main tourist seasons are situated in wintertime, which includes the Christmas and skiing holidays. The summer forms a somewhat silent season. The autumn colours primarily attract Finnish tourists. This means that the "touristic year" has taken on a form opposite to the natural seasons of the local people, who tend to be more active and energetic in the summertime and to slow down for the dark wintertime.

ACCORDING TO MR PERTTI AULA, a teacher of industrial design, the objectives of Arctic design are based on the interaction of human beings and nature.

Could the untapped potential for tourism outside the big tourism destinations – with their bright artificial lights and loud Christmas music – be found by following the rhythms of nature and the possibilities offered by small villages to slow down?

Sleeping close to nature without cell phones and alarm clocks offers possibilities to follow a natural rhythm and to pay close attention to one's well-being. At the same time, the comparative scarcity of services prompts the social interaction which is often lacking in the bustle of everyday life.



In Finnish Lapland, small villages are becoming interesting destinations by offering visitors a taste of day-to-day life.

"Another trend shows that tourism in the Arctic now covers a wide range of products from popular tourism products like skiing and hiking to all sorts of niche products. A further trend is probably a real trend: a rather strong public and media focus on the North", he continues.

Dr Seija Tuulentie, a senior researcher at the Finnish Forest Research Institute, agrees with Professor Viken on the course of tourism development:

"From the Finnish point of view, the last ten years have meant that tourism has become more professional, international and diverse. There are many kinds of interests – from skiing tourists to silence seekers and from elderly bus tourists to younger extremists", she says, and estimates that in the future, the competition will become keener now that Sweden and Norway have become more interested in tourism.

"Russia, too, has started to develop tourist facilities, especially ski resorts", she points out.

Booming trends may be found in the focus on the cultural heritage and peculiarities of the daily life of people living in the Arctic.



“For example, in Finnish Lapland we are now witnessing how small villages are becoming interesting destinations by offering visitors a taste of their day-to-day life. This recent development is connected to such global trends as slow life, sustainability and well-being”, notes Dr José-Carlos García-Rosell, a lecturer at the Multidimensional Tourism Institute.

“The trends are addressed in the tourism industry by using elements that have been viewed as trivial by local inhabitants. A good example is the village of Salla with its slogan ‘in the middle of nowhere’ and products such as a ‘nothing is happening week’. Silence, the periphery, polar nights and everyday life are becoming essential ingredients for the development of attractive destinations”, he observes.

It seems that small villages and residents in remote rural areas are starting to benefit from tourism.

“This keeps many villages inhabited. It may also prevent involuntary migration to big cities and help those young people – especially women – who want to return home to work after their studies”, Dr Tuulentie points out.

The small villages in northern Norway have already benefited from the tremendous growth in winter tourism, particularly that related to the Hurtigruten cruises. According to Professor Viken, the principal reason for this was a shift in strategies from 2006 onwards that made winter into a season and developed new products, both on board and ashore. This development has been mainly industry and market driven.

It cannot be overly stressed how important it is to include different stakeholder views when developing tourism in the Arctic.

“A single organisation should not be responsible for developing tourism; instead, the development should be a co-creation process that involves a broad range of organisations and stakeholder groups”, Dr García-Rosell emphasises. And this idea is seconded by Dr Tuulentie:

“Different actors – from locals to second-home owners and tourists – should be listened to, and the knowledge gained from them then used in planning. The situation as a whole of Northern societies should be taken into account in development strategies, too. Tourism is part of society – a fact that often seems to be forgotten.”

Both scholars point out that research should be innovative and bring to light issues that are not self-evident in practical tourism work, and that such studies should also help decision makers to understand the importance of tourism to remote regions.

Dr Tuulentie goes on to note, “It is a researcher’s task to attend to sustainability issues that are not easily measured and changed into the language of economics. This applies especially to ecological and social sustainability.”

Professor Viken adds, “For example in Svalbard, a destination located in the Arctic Ocean, co-operation and partnership between the tourism industry, government and research has led to innovative, environmentally sound and sustainable tourism development.” •



1.



2.



Johan R. Edelheim

- Director of the Multidimensional Tourism Institute in Rovaniemi since August 2011
- Started his tourism career at the age of 16 in a local pizzeria, first job overseas at the age of 18 as a hotel trainee in Kiel, Germany.
- Has worked in the tourism industry ever since: first in hotels in Finland, Spain, Sweden and United States, then for over a decade as a lecturer in tourism in universities and colleges in Australia, China, Thailand, Singapore and Finland
- PhD in Cultural Studies in 2007 (Macquarie University, Sydney, Australia)
- Research interests include culturally critical tourism and hospitality studies; tourism and hospitality education; and clarifications of tourism and hospitality concepts.
- Citizen of Australia and Finland
- Speaks Finnish, English, Swedish, German and Norwegian

Service sectors to boost tourism in Finland

By M Ofiul Hasnat

PHOTOS: KAISA SIREN

The service sectors, especially health and education services, have the potential to attract more people and bring significant development to Finnish tourism, believes Dr Johan R. Edelheim, director of the Multidimensional Tourism Institute (MTI).

I We have to think what tourism products we have and how we can make them attractive to the people across the world”, says Dr Edelheim, suggesting that the government should look at the tourism industry from a global viewpoint.

He points to Finland’s excellent medical system, which could easily be turned into a marketable tourism product to attract those seeking high-quality medical services.

Untapped potential is to be found in educational services, too. Dr Edelheim refers to Australia, where he lived for years: educational institutions there provide diploma and degree programmes at very expensive rates.

“For many countries student tourism provides two-way profit. In Finland, education is still mostly tuition free but perhaps fees could be charged for overseas students in certain programmes. The Finnish government could do this through providers from the private and public sectors.”

Since August 2011, Dr Edelheim has headed the unique Multidimensional Tourism Institute in Finnish Lapland, a unit which combines all educational levels in the field, as well as innovative research and development activities. He notes that as a field of study tourism is multidimensional and interdisciplinary, and that the most common theme in international tourism research is systems of management.

“Responsibility comes first, in both the tourism industry and tourism research, as resources are diminishing globally. The tourism industries need to take care of resources in a responsible manner”, he says, citing the MTI’s guiding principle.

“It means that both the tourism industry and tourism research must be not only economically viable, but also socially, culturally, politically and ecologically sustainable; they also have to work hard to make tourism worthwhile.”

According to Dr Edelheim, businesses are often focused solely on daily operations. However, entrepreneurs need to be given an opportunity to develop services for 5, 10 or 15 years ahead, and thus prepare themselves for new opportu-

nities. This is where research is needed: to help anticipate the future. While research creates new information, education gives future professionals ideas on how to improve their operations.

It was a love of travel and languages which prompted Dr Edelheim to go into the tourism sector; he has traveled his entire life and worked in the hospitality industry since the age of 16. With his integrity, seriousness and passion for tourism, life has taken him to his present position, where he is developing new visions for Finnish tourism.

“Currently, seasonality is a big challenge for tourism in Finland. Work needs to be done to rethink what attracts people here in order to even out the seasonal variations in the numbers of tourists”, he notes, and clarifies:

“We have a huge number of tourists during Christmas, New Year’s, Easter and winter and relatively few in summer, but we should have them the year round.”

The main barriers to the expansion of tourism in Finland are a rigid way of think that hinders the development of wholly novel tourism products and services, the lack of global points of view and the lack of an independent tourism authority. Dr Edelheim says the national government should do more for tourism, because local authorities are too often focused on short-term matters.

He compares tourism in Finland and Australia and notes that in Australia every state, as well as the federal government, has a tourism ministry; most of the universities have a tourism faculty and strong lobbies working to secure support for tourism research.

In the case of Finland, tourism is the responsibility of the Ministry of Employment and the Economy, and Finnish universities – apart from University of Lapland – do not offer tourism studies as a major field of study. In addition, the Academy of Finland, the principal funding agency for basic research in the country, does not list tourism and hospitality research as a field in its own right, which makes it harder for people with good ideas to compete successfully for research funding.



Johan Edelheim chose to feature three sites in Rovaniemi that he finds interesting: Santa Claus village on the Arctic Circle (1), the view over the Kemijoki River from the footbridge in Pöykkölä (2), and the Korundi House of Culture (3).

Still, Dr Edelheim is feeling positive about the development of tourism in Finland. Where tourism in Lapland, the land of contrasts, is concerned, he expresses satisfaction over the good infrastructure, the attractions and even the climate:

“For example, I am proud of Santa Claus village on the Arctic Circle in Rovaniemi; it is well designed for tourists and a good place to be entertained on holiday. But unfortunately there are hardly any images or signs of Christmas and Santa Claus in the centre of Rovaniemi, although the city is the home town of Santa Claus”.

“And, in addition to Santa, we need to present more proudly what we have to offer, such as our beautiful nature, harmonious architecture and other functioning, well-designed tourism services.”

According to Dr Edelheim, the region could be made more attractive to tourists the year round, especially if more consideration is given to developing tourism services that make the area stand out in the competition with other destinations.

“We need to look at other parts of the world, at what they are doing and what the growing sectors are. And we need to see our services from the point of view of the people from other parts of the world, not from our own viewpoint – at the same time remembering that people like to travel for difference”, he says.

He proposes that more attention should be paid to soft things, such as personal service, well-crafted stories and atmosphere.

The Multidimensional Tourism Institute

- A unique community of knowledge and skills
- Combines all tourism education on offer in the local institutions of higher education, applied sciences and vocational education, as well as innovative research and development activities
- Founded in 2009 by the Department of Tourism Research at the University of Lapland, the School of Tourism and Hospitality Management at the Rovaniemi University of Applied Sciences, and Lapland Tourism College
- The only institute in Finland providing the whole range of tourism education: the students graduate as professionals and experts in tourism, working as policy advisors, cooks and waiters, hotel managers, tour guiding entrepreneurs, or as researchers and teachers specialising in hospitality, tourism or leisure.
- Scientific and applied research in culturally, ecologically, economically, politically and socially responsible tourism
- Four sites – two in Rovaniemi, one in Kittilä, and one in Sodankylä. Personnel: 120. Number of students: approx. 1,200.

On this note, he goes on to observe: “Intangible elements mean much more to the success of a region than things, products, and the built environment. Tangible attractions are easy to copy and buildings grow old – but narratives stay fresh because they can be retold in different ways over and over again. Our cultural heritage plays a big part here: its living indigenous traditions are one of the most powerful tourism resources in Lapland. And best of all, stories are not dependent on the weather or the seasons – they can be enjoyed at any time.”

Nevertheless, not even the tourism business can be prepared for everything.

“Unplanned experiences are the best: you go somewhere by mistake and are suddenly involved in unanticipated events. Sometimes the experience is positive, sometimes not, but generally speaking that is where the good travel stories are born.” •

From ecological to sustainable tourism in the Arctic

The massive growth of tourism since the advent of the jet age has led to a number of management issues as a result of increased overcrowding at destinations, seasonality in employment, homogenisation of cultures and abuse of natural resources.

Inspired by the idea of sustainability, what is known as “ecotourism” has long been regarded as an important project to reduce and manage the harmful impacts of tourism as a whole. Stimulated by media attention, last-chance tourists respond eagerly to the opportunity to visit these sensitive ecosystems threatened by the ecological crisis.

As a result, ecotourism, despite good intentions, has helped stimulate rather than reduce demand for exotic nature destinations, further increasing the pressures on natural habitats. Some destinations, such as the Nordic and Arctic regions, where tourism is often seen as a promise of a better economic future, face even greater risks, especially in the case of indigenous communities sensitive to social and cultural disruptions.

IN SUCH CONDITIONS, the concept of sustainable development – and, by extension, sustainable tourism – presents a better option for tourism development because it requires that environmental and cultural protection be balanced against the need for (local) employment and economical benefits.

This concept, however, should not be confused with the many other different forms of tourism – responsible tourism, social tourism, community tourism and ecological tourism – because they refer to very different realities. Nature-based tourism refers to a particular type of location or destination where a tourism experience takes place. It is a neutral term that includes both ecological forms of tourism – kayaking and hiking, for instance – and non-ecological forms of tourism, like snowmobiling. Hence, ecotourism (ecological tourism) becomes a management strategy, not a tourism product.

Successful examples of sustainable tourism include the involvement of indigenous groups and leaders in tourism in some communities in Northern Canada, the valorisation of local cultural traditions and gastronomy, the trials with alternative fuels in whale-watching in Iceland, and electric snowmobiles

in Finnish Lapland. Other solutions include the development of a stable tourism flow: organised travel. Instead of aiming for small groups, a constant tourism flow is maintained throughout each tourism season. Larger groups of visitors require more personnel – improving employment – and more efficient use of transportation.



Horseback riding in Iceland, an example of sustainable tourism, where the ecological integrity is preserved and profit is generated for a local operator and community (accommodation and board).

THERE IS A NEED to develop a form of tourism in the Nordic countries that first and foremost produces economic benefits for local communities, for example, through employment opportunities. Secondly, it should create pride among locals without turning the Nordic cultures into caricatures of themselves. Lastly, it should encourage cultural and non-destructive recreational activities such as hiking, kayaking or horseback riding – all the while protecting sensitive natural resources.

ALAIN A. GRENIER

is professor of nature-based tourism and sustainable development at Université du Québec à Montréal /ESG-UQAM. He is editor-in-chief of *Téoros*, an academic French-language journal of tourism.

Blazing the Baltic trail

By Sari Väyrynen

PHOTO: KAUPU KIKKAS / SORAINEN

Leading the biggest law firm in the Baltic countries was beyond the wildest dreams of **Aku Sorainen** when he started writing his master's thesis at the University of Lapland.

Once upon a time in a night train from Rovaniemi to Helsinki, a young law student named Aku Sorainen came to share a compartment with a local butcher. After chatting a while, Aku found out that his travelling companion was in the midst of a divorce. In the next breath, Sorainen promised to handle the legal end of things for him; the butcher's first payment for these services was to treat the hungry student to two meat pies and two beers.

This was the first advocacy assignment for the man who nowadays runs his own established law firm, SORAINEN, in a modern glass office building with a grand view of the centre of Tallinn, Estonia.

AKU SORAINEN began studying law at the University of Lapland in 1987. He had dreamed of a career in law since he was a teenager but a career as an attorney did not appeal to him until he was writing his master's thesis. The thesis goes a long way towards explaining how he became the founder and the leader of the biggest law firm in the Baltic States and Belarus.

"When Estonia, Latvia, and Lithuania regained their independence from the Soviet Union in the autumn of 1991, many Finnish companies were expanding to Estonia. The situation inspired me to write my thesis on the legislation in the Baltics regulating foreign investments and business", Sorainen recalls.

But it was very hard to get any information on the Baltic countries without spending time there. This was beyond the student budget, so he contacted some big Finnish companies, which agreed to sponsor the study. In early 1993, when the thesis was complete, The Association of Finnish Law-

yers published it, and suddenly Aku Sorainen found himself known in Finland as a Baltic specialist, with a group of potential customers no less.

"What can one do in such a situation? Move to Tallinn, of course, and start practising law", he says with a smile.

THE FRESH GRADUATE did not have much experience in practising law but this did not cause him to shrink from the challenge. He got in touch with the Finnish law firm Hedman, which sent him to set up an office in Tallinn in March 1993.

Living conditions were rather ascetic: the heating and hot water were often off and security was dubious. Even so, Aku Sorainen succeeded in setting up the first foreign law firm in Tallinn and in advising foreign companies on how to access the Estonian market.

"My Finnish background, education and values made it possible to start up here. The Estonian legal system was built at the beginning of the 1990s mostly on the basis of Finnish, Swedish and German legislation, so it was easy for me to understand the terminology and structures. In addition, the level-headed, commonsensical Finnish approach to things has been a passport to sustainable success", reckons Sorainen.

After two years, he decided to start up his own business. At first, he and the first employee, Kristiina Agur – then a secretary, now regional head of human resources at SORAINEN – worked in one rented room and with a computer and printer lent to them by their first customer, AGA Gas Company.

"Even back when I was writing my master's thesis,

I dreamed of founding a law firm that would operate in all the Baltic countries. As soon as it became possible, we expanded – to Latvia in 1997 and Lithuania in 1999.”

In 2008, SORAINEN opened a fourth office – in Belarus. The reality is now beyond what were once Aku’s wildest dreams.

“When the business was still young, I thought I could manage twenty employees at the maximum. Now the firm employs over 200 people, over 140 of whom are lawyers. We have 24 partners and ten specialised regional legal teams.”

“From the outset our key customers have been large and midsized companies, whom we advise mainly on business law and tax issues but, increasingly, on litigation as well”, Sorainen adds.

SORAINEN has been recognised repeatedly as one of the top law and tax firms in the Baltic countries and Belarus. In Estonia, it has also received an award as the best and most family-friendly employer.

“We have been in the right place at the right time; but to prosper, it is essential for the company to find the right people for the right jobs – to build up a dream team”, notes Sorainen.

“When we find those people, we do all we can to keep them motivated.”

In all four countries where it now operates, the firm has a consistent business culture and common work processes that comply with the ISO 9001 quality management system. Personnel development is strengthened through the company’s own training programme, SORAINEN Academy, which offers training modules to all personnel groups.

A tour of the company’s premises shows that success is not only results and systems but human interaction as well. People greet each other with smiles; mentoring happens naturally with senior and junior lawyers sharing offices; the walls have art made by staff and their children. Team spirit is recognised with art and sports events: at the annual Summer Days people from all the offices get together and the firm even has a staff band, which this May was chosen the second best company band in Estonia.

One should also not forget the characteristics of the founder: clear enthusiasm for the business, consistency in implementing a long-term strategy, attention to detail and, finally, a talent for building and maintaining contacts and business relationships.

SORAINEN’S ADVICE for law students interested in an international career or starting their own business is to value and show entrepreneurship and humility as well as to acquire international experience.

“Any kind of international experience teaches you how to adjust to different societies and cultures. When I was in high school, I spent one year in Denver, USA, as an exchange student, and I still feel it was one of the most important years in my life.”

“When it comes to business, everything starts small. Learn first with the small set, then bit by bit set your sights higher.”

In studies, this highly experienced lawyer and business person underlines the importance of the master’s thesis.

“It is your first real opportunity to focus on a certain theme and gain special know-how that will allow you to out-



Aku Sorainen

- Founder and senior partner of the law firm SORAINEN
- Master of Laws, University of Lapland 1993
- Member of Finnish Bar Association, Estonian Bar Association (first foreign citizen to be accepted) and International Bar Association
- Associate member of the Latvian and Lithuanian Bar Associations
- Honorary consul of Malta in Estonia
- Member of the supervisory board of the University of Tartu
- Married, three children

shine other job applicants.”

“Still, you should remember life outside of studies, too”, says Sorainen, and thinks back on his student days in Rovaniemi: “I had lots of hobbies: I did a lot of sports, got a night flying licence for single-engine aircraft, did a skydiving course and studied in a local music institute. I was also a trumpet player in Rovaniemi Big Band. We visited salsa festivals all around Lapland and even had a tour in Cuba. It was such an intensive and great time. Altogether, Rovaniemi offered a great springboard for the future.” •



A journey of

choices

By Maureen Bett

PHOTOS: KAISA SIREN

It is often said that you are where you are today because of a choice you made or did not make. I made some choices and took a 7,553.3 km journey from Kenya to the University of Lapland to fulfil my dream and ambition.

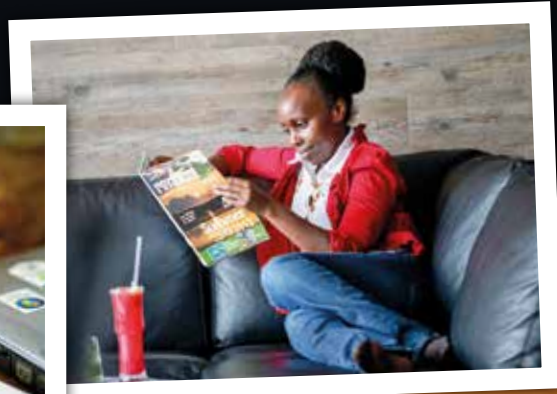
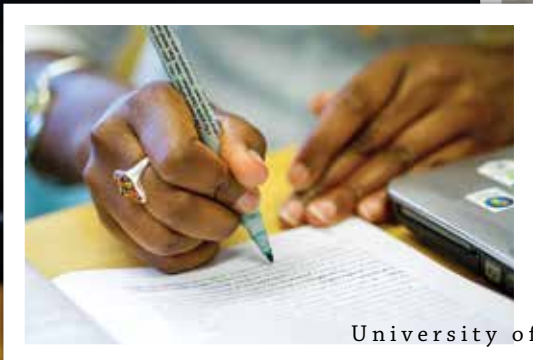




BROAD PERSPECTIVES FROM MEDIA EDUCATION

When I was looking for an international master's programme to continue with my studies, I was attracted to Finland because of the country's education system, which was ranked third by the Legatum Prosperity Index in 2011. The programme's appeal lay in its curriculum and multidisciplinary approach to teaching and learning.

Studying Media Education at the University of Lapland is the best choice I have made so far. The career options are broad: the discipline prepares people for any profession requiring critical thinking, research, and writing skills. And the Centre for Media Pedagogy at the University crowns it all, nurturing as it does seasoned and budding researchers and opening up the University to the world.





REWARDING AND CHALLENGING STUDIES

As a student, I have enjoyed the individual attention, small class sizes and the small student body, which does not put a strain on the resources. I have also benefited from the practical focus in course delivery; most courses operate at the interface between technology and ideas.

Generally speaking, the Finnish education system has been a unique experience for me compared to my previous educational background. The system affords students the opportunity to be both individualistic and team oriented. Also, the excellent interaction between students and staff gives a good basis for better and deeper learning, which is rewarding.

HARMONIOUS RHYTHM OF LIFE

The city of Rovaniemi is an ideal environment for adjusting to the Finnish way of life in a relatively slow-paced city. The residents are helpful but it takes quite a while before they open up. On the other hand, the language is a bit discouraging: it poses challenges – especially when looking for a job or internship.

With breathtaking scenery and a range of outdoor activities it's impossible to stay indoors. Personally I tried out ice skating and downhill skiing, which I loved, and it helped take my mind off of the depressingly dark winter.



NOVEL VIEWS AND CULTURAL KNOWLEDGE

I believe studying abroad gives one a new frame of reference for understanding the world and one's role in it. At the same time, it provides cultural exposure, as well as new job opportunities and self-edification. Maybe that's why more and more of tomorrow's leaders study abroad: it gives the experience and versatility needed in leadership roles.

Not surprisingly, after my master's studies I plan to pursue a PhD here. Lapland is a once-in-a-lifetime opportunity, a choice I have not regretted.



FAQ

FUNNY BUT ASKED QUESTIONS



Has anyone ever taken a train from Helsinki to Rovaniemi?

Quite a few people have in fact. During any given year, a good 370,000 passengers either travel to Rovaniemi by train from different parts of Finland, or board a train in Rovaniemi heading south.

Day in and day out, including weekends, ten trains run from Helsinki to Rovaniemi. The trip takes from 8 to 12 hours depending on the type of train, so it's worth taking entertainment and provisions with you and keeping an open mind.

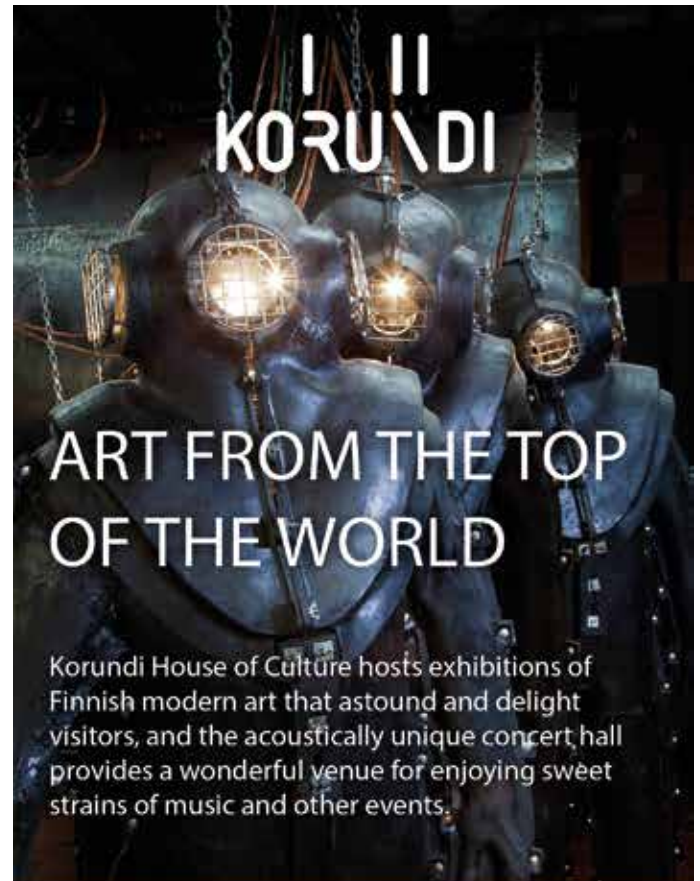
www.vr.fi

Are there penguins in Lapland?

Penguins live in the southern hemisphere, especially in Antarctica, whereas Lapland is located in the northern hemisphere in the Arctic region, the northernmost part of the Earth.

The only "penguins" one can find here are in the freezers of local groceries: one of the most popular ice cream brands in Finland is "Pingviini", Finnish for "penguin".

Lapland is best known for another animal: the reindeer. The province is home to almost 200,000 of them.



I II
KORUNDI

ART FROM THE TOP OF THE WORLD

Korundi House of Culture hosts exhibitions of Finnish modern art that astound and delight visitors, and the acoustically unique concert hall provides a wonderful venue for enjoying sweet strains of music and other events.

Korundi House of Culture • Lapinkävijäntie 4, FI-96100 Rovaniemi
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Open every day 11 am–6pm

Joint ticket
15 €/adult

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Science Centre and Museum • Pohjoisranta 4, FI-96200 Rovaniemi
tel. +358 16 322 3260 • info@arctikum.fi • www.arctikum.fi
Open: 13 January – 31 May Tue-Sun 10 a.m. – 6 p.m.





Kalle Lampela

- Born in Rovaniemi, where he currently lives.
- Master of Arts (art education), Master of Social Sciences (sociology) and Doctor of Arts (art and design).
- Uses different techniques: painting, drawing, embroidery, ready-made.
- Member of Contemporary Santa Claus Artist Association.

Artist and artisan

By Paavo Kässi PHOTOS: ARTO LIITI

Is there room for autonomous art anymore?

Or is it doomed to be merely a means of economic or political gain?

Kalle Lampela, an artist and doctor of arts,
explores the possibilities of contemporary art.

Kalle Lampela questions the idea that artists should use only one single technique or style. “There isn’t anything unusual about an artist expressing him- or herself with different techniques and styles”, he explains.

“Quite the contrary, it’s rather bizarre to declare that someone is an artist of a certain type. Artists should try to avoid using a stereotypical palette and expand their own way of expression. My friend and colleague Eemil Karila is a good example of this: even while following his commitment to visual art, he has carried out projects in the areas of dance and music.”

AFTER FINISHING HIS STUDIES in art education at the University of Lapland in 2000, Kalle rented a workroom in an old industrial building in Rovaniemi and began to make art. In 2007, he started his doctoral studies in the University’s Faculty of Art and Design. Three years later he finished a master’s degree in social sciences with a major in sociology. Although he was writing his doctoral thesis from

the point of view of art, his methodology is more typical of approaches in the social sciences.

In his doctoral thesis, completed in 2012 as part of a broader research project funded by the Academy of Finland, Kalle examined the views of Finnish artists on the instrumentalisation of art. He notes that art has ceased to be independent.

“The intrinsic value of art has become irrelevant in post-welfare Finland”, he asserts.

“Nowadays artists’ associations have managers, who try to turn artists’ works into products and brands. Art doesn’t possess any autonomous value of its own.”

Another case in which art is instrumentalised is when it reduced to a mere means of furthering political ambitions. This is what Kalle has noticed in his research.

“At first I was only interested in the economic exploitation of art. After starting to analyse the data, I discovered that many artists found the idea of art as a vehicle for politics to be problematic. I then decided to focus on this point of view as well”.



Kalle Lampela makes experiments with manual typewriters. Testing a DDR Erika.

AS PART OF the artistic section of his doctoral thesis, Kalle held two exhibitions and performed one intervention. The first exhibition, titled “Sofa”, was held in Galleria Katve at the University. It was a process exhibition, where the artist himself was present the whole time, talking with visitors and painting a citation by philosopher Hannah Arendt.

The second exhibition was held in Galleria Titanik in Turku, where Kalle presented a group of embroidered pieces, as well as two conceptual works, one representing the first volume of Karl Marx’s *Capital* and the other Theodor Adorno’s *Aesthetic Theory*. The latter pieces, which at first glance look like black and red ink squares on two big pieces of paper, were constructed by the artist using a mechanical typewriter he came across in the attic of his workroom.

“I have been strongly affected and inspired by both the idea of artisanship and the cryptic philosophical work of Theodor Adorno. When I found the typewriter, I started experimenting with it. Later I began to write the contents of these two books on one single sheet of paper”.

The last part of the artistic section is “Interventionist Manifesto”, a textual intervention that deals with the issues that Kalle discusses in his thesis and that he sent to representatives of different Finnish art institutions.

“The manifesto was a direct, conceptual intervention in the everyday life of art. This kind of method seemed to be far more efficient in enabling the art to be critical than holding the two exhibitions.”

THE PHILOSOPHY OF THEODOR ADORNO has functioned both as a challenge and a source of inspiration for Kalle.

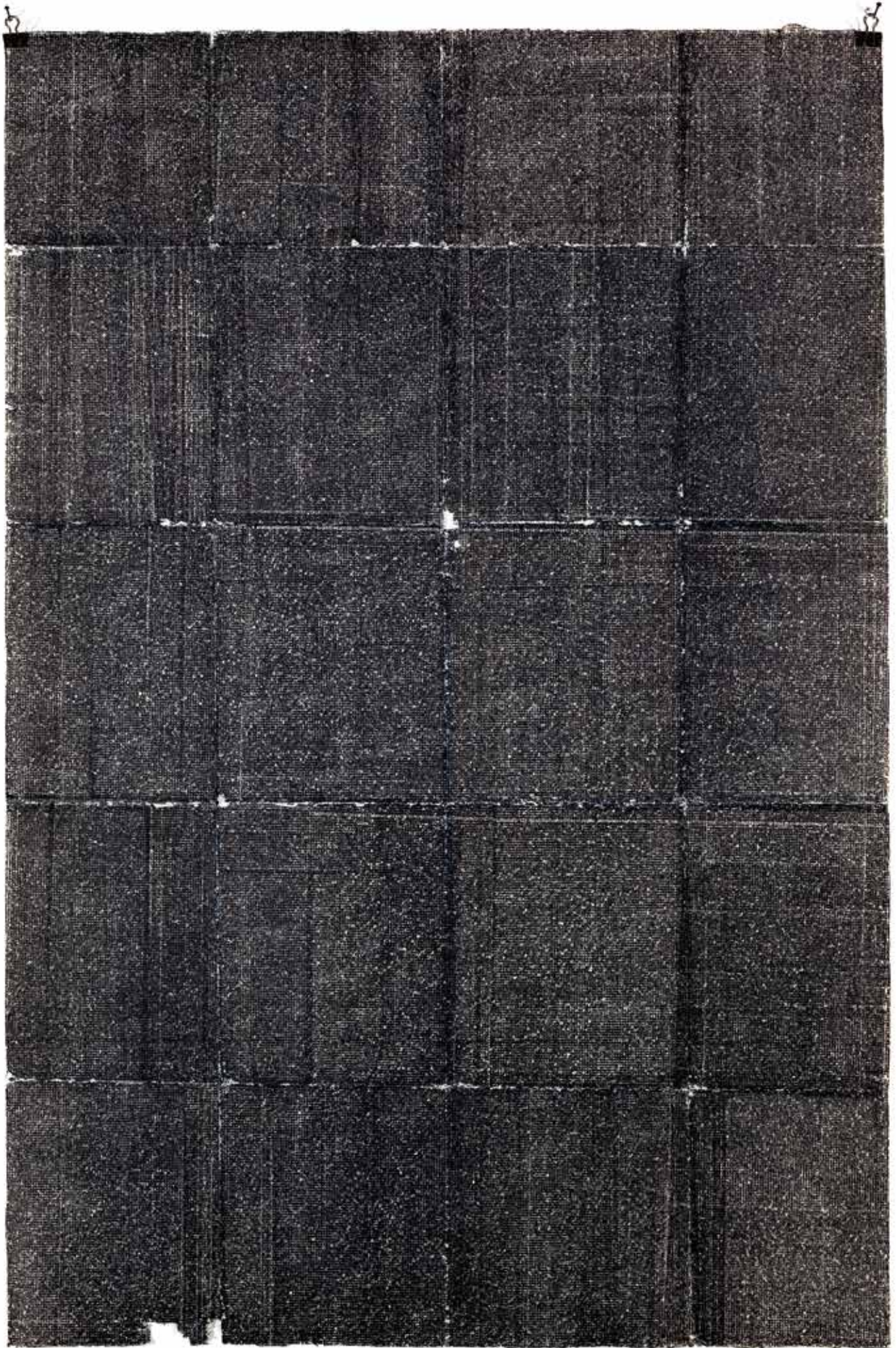
“The first time I read Adorno’s *Aesthetic Theory*, I didn’t really understand much of it. Nevertheless, I felt that I needed to understand it. It was partly my interest in Adorno’s book that prompted me to study the social sciences.”

“The typewritten works and the embroidered pieces share the same underlying conceptual problem, one which I found in Adorno’s philosophy. In a way, my works can be seen as empirical experimentations used to test Adorno’s idea of the possibility of art as a form of social criticism.”

Kalle Lampela doesn’t consider himself a political artist, although he has dealt with topics of political history in his art.

“Rather than promoting a specific ideology, my intention is to criticise, mock and ridicule”, he explains, and reveals that his interests lean towards grotesque and taunting expression.

“Doing research demands a disciplined approach. In the case of my doctoral thesis, I have put the grotesque stuff aside, but I’m still interested in it.” •

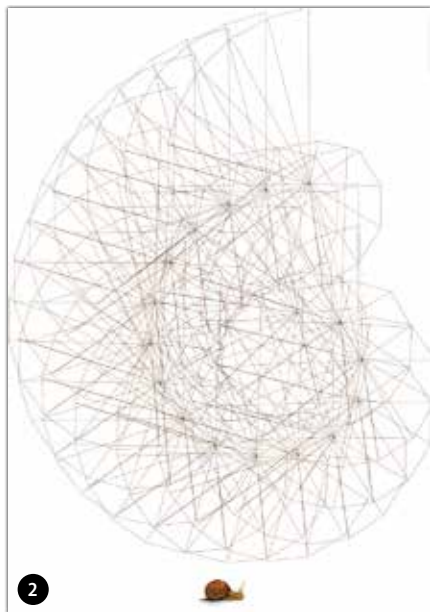


Aesthetic Theory, 2009, typing on rotogravure paper, 112 x 76 cm.



IIRO RAUTAINEN

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4



KAJO DESIGN TEAM

5



IIRO RAUTAINEN

6



IIRO RAUTAINEN

7

1. An evening gown from **Lilli Norio's** collection. Designer Lilli Norio has studied clothing design at the Faculty of Art and Design. Her creations can be seen on the Finnish pop music scene: one star performing in her designs, among others, is Antti Tuisku.

2.-3. Posters with a theme **MYSTERY** by graphic design students. **Heidi Pöysä** (2.) reflects on the most unique and multidimensional mystery of all – nature and its secrets. **Marianna Mört** (3.) provides a portrayal of the mystery of optimism and pessimism: Is the glass half-empty or half-full?

4.-5. & 8.-11. The Faculty of Art and Design has regularly had a stand at Habitare, the national furniture, decorating and design fair. Its most recent exhibit there, in autumn 2012, featured works by students of interior, textile and industrial design. **Elisa Käyrä's** pattern **TAIKALINTU** (MAGIC BIRD) (4.) was inspired by a portentous bird of yore – a Siberian jay living deep in the woods. **Vuokko Östeberg's** pattern **SULKAPEITE** (FEATHER COAT) (5.) shows feathers up close – all fuzzy and downy.

Presenting gifted young designers:

Shedding

ARCTIC LIGHT on design

Edited by Sari Väyrynen



8

KAJO DESIGN TEAM



9

KAJO DESIGN TEAM

10



KAJO DESIGN TEAM

6. The design week, arranged every year in February in Rovaniemi, showcases Arctic design in its every form, featuring a fashion and design show organised by the Faculty of Art and Design students and staff, among others. The inspirations for **Jaana Moona's LUHKIMO** collection are the *luhka* – the traditional Sámi winter cape – and the Japanese kimono.

7. A men's suit from **Lilli Norio's** collection.

8. **KEKE**, designed by **Jenni Mattila**, is seat-cum-storage. The modules can be put side by side or one on top of the other and the shelves and cushions are detachable. The materials are Finnish birch and water-resistant plywood. Design and production of the cushions: **Niina Autio**.

9. **Krista Korpikoski's SPRING ICE** combines ecological and durable materials from Lapland: birch, stainless steel, and reindeer leather. You can use it either as a seat or, in a higher version, as a table and storage space.

10. **HANSA**, a pattern by **Ida-Lotta Metsävainio**, draws on designs traditionally used in mittens in Lapland.

11. **Elina Hildén** and **Netta Korhonen** won the rocking chair design contest for young designers. The seat cover on the **KOIVUNEN** chair, made of birch, is a traditional Finnish rag rug.



11

ELINA HILDÉN

Publications

Interpretations of Reidar Särestöniemi's art

Reidar Särestöniemi (1925–1981) is one of the best-known artists from Finnish Lapland. His signature works are large paintings rich in colour and highlighting the region's features.

The book, published in Finnish and English, offers new interpretations of and perspectives on Särestöniemi's art. The articles shed light on the themes, styles and techniques of his art as well as his home and life. The volume contains almost two hundred photographs of his works.

Tuija Hautala-Hirvioja, Riitta Kuusikko, Sisko Ylimartimo (eds.):

Harvoin lempeä tuuli puhaltaa arktisille jängille – Rarely Does a Gentle Wind Blow on Arctic Fens

Rovaniemi Art Museum and Lapland University Press,

Arctic design – is there such a thing?

Arctic Design. Opening the Discussion aims at encouraging discussion on the role of design in the development of the Arctic region.

The articles in the volume approach Arctic design as it is reflected in concept definition, service design, and the life of communities and indigenous peoples.

The work also presents seven companies based in Rovaniemi that are key players in Arctic design.

Päivi Tahkokallio (ed.):

Arctic Design. Opening the discussion

University of Lapland, Faculty of Art and Design, 2012, 116 pp.

A RELATED TITLE:

Miettinen Satu & Valtonen Anu (ed.):

Service Design with Theory. Discussions on Change, Value and Methods

Lapland University Press, 2012, 223 pp.

Discussions and debates on service design research.

For information on ordering, please visit:
www.ulapland.fi/publications



Foundations of Sámi pedagogy

What is Sámi pedagogy and what are its distinctive features? *The Basics of Sámi Pedagogy* addresses essential questions in the area of Sámi pedagogy. The volume contains the work in five languages: North Sámi, Finnish, English, Swedish and Russian.

The volume gives valuable insights to teachers and students working in multicultural environments and with indigenous peoples. In particular, it points out the importance of enabling the Sámi people to create their own educational practices and of supporting education that is based on the Sámi's own culture.

Pigga Keskitalo, Kaarina Määttä:

Sámi pedagogihka iešvuodát – The Basics of Sámi Pedagogy

Lapland University Press, 2011, 154 pp.

A RELATED TITLE:

Pigga Keskitalo, Kaarina Määttä, Satu Uusiautti:

Sámi Education

Peter Lang Publishing, 2013.

Discussions on Sámi pedagogy, and the development and challenges of Sámi education.

RECENT TITLES:

Michael Hurd:

Where Is Turnip Troll, and Other Stories from Lapland

Illustrated by Ulla Etto. Lapland University Press, 2013.

Children's book about the adventures of eleven troll children in Lapland.

Timo Koivurova:

Introduction to International Environmental Law

Routledge, 2014, 218 pp.

A concise overview of international environmental law and the relations and agreements among nations to facilitate environmental protection.

Lassi Heininen (ed.):

Arctic Yearbook 2013

Northern Research Forum, 2013.

Critical discussion about the current state of Arctic geopolitics and security.

Available online: www.arcticyearbook.com

Kaarina Määttä, Satu Uusiautti:

Many Faces of Love

Sense Publishers, 2013, 246 pp.

A comprehensive research-based analysis of love in human life.



**SEE THE FOREST
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Learning Coach Piritta Majamäki singing while working at the Pilke Science Centre



SOUNDS OF THE WOODS

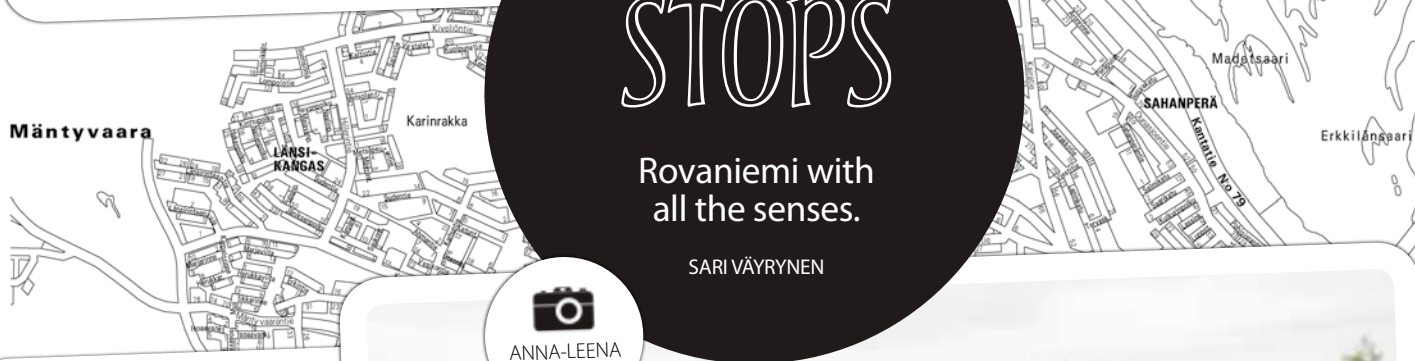
Evergreens is one of the most popular stops in the Pilke Science Centre. The karaoke songs there, which feature both Finnish and English titles, all have something to do with forests or trees. What could be better for a place focusing on sustainable use of northern forests? The graphics for the karaoke application are the work of a graphic design student from the University of Lapland.

TOP STOPS

Rovaniemi with all the senses.

SARI VÄYRYNEN

Mäntyvaara



ANNA-LEENA MUOTKA

TWITCHER'S PARADISE

The 150-year-old forests on Ounasvaara Hill are ideal for bird-watching year round. Ounasvaara is home to one-third of the bird species that nest in Rovaniemi. You'll find around 50 species, especially old-growth forest species such as the Siberian Jay, Capercaillie and Hazel Grouse, with these perhaps accompanied by newcomers like the Siberian Nutcracker, which very rarely nests and overwinters in Finland. In winter, feeding sites are maintained by volunteers. You can find a site quite easily – just stand for a couple of minutes in the parking lot for the nature trail and follow the birdsong.



Jukka Jokimäki, senior scientist at the Arctic Centre – and avid birdwatcher – on Ounasvaara

Kemijoki





Pirkko Pulkkanen and Jenni Sjöman at Jyrhämänpukuja *laavu* by the Kemijoki River



UP FOR A TREK – DOWNTOWN?

Campfires and nature scenery are commonly associated with hiking in the wilderness. But you can get into a trekking mood all year round practically in the centre of Rovaniemi by stopping at a public *laavu* (lean-to), where you can make a fire, make coffee and enjoying the fresh air. There are over 70 public *laavus* in the Rovaniemi area.



BLEND OF FLAVOURS

Slow down and enjoy a tasty brunch or party with friends. Local and international flavours blend into a fascinating mixture in Cafe & Bar 21's cosy atmosphere in the centre of Rovaniemi.



Eveliina Aikio having brunch at Cafe & Bar 21



○ Rovaniemen Kaupunki/ Maankäyttö 2011



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application deadlines by faculty

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