

International Tourism forum *Karelia 2010*

*Tourism routes across borders, A Quattro Helix approach
Experiences and preconditions for development. Some comments.
Gottfried Effe, University of Oulu, Finland*



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Introduction

[University of Oulu](#)
["Three universities rolled into one"](#)
[Organization](#)
[Campuses](#)
[Activities across most of northern Finland](#)
[University of Oulu 1958–2008](#)
[Basic mission](#)
[Vision 2012](#)
[University of Oulu 2007](#)
[Students](#)
[Degrees](#)
[Personnel](#)

Research

[Multidisciplinary research](#)
[Information Technology and Wireless Communications](#)
[Biotechnology and Molecular Medicine](#)
[Northern and Environmental Issues](#)

Teaching

[University studies](#)
[Specialization areas](#)

Cooperation

[Collaboration and interaction](#)
[Innovations and new specialists](#)
[International efforts](#)
[Incoming exchange students](#)
[Outgoing exchange students](#)

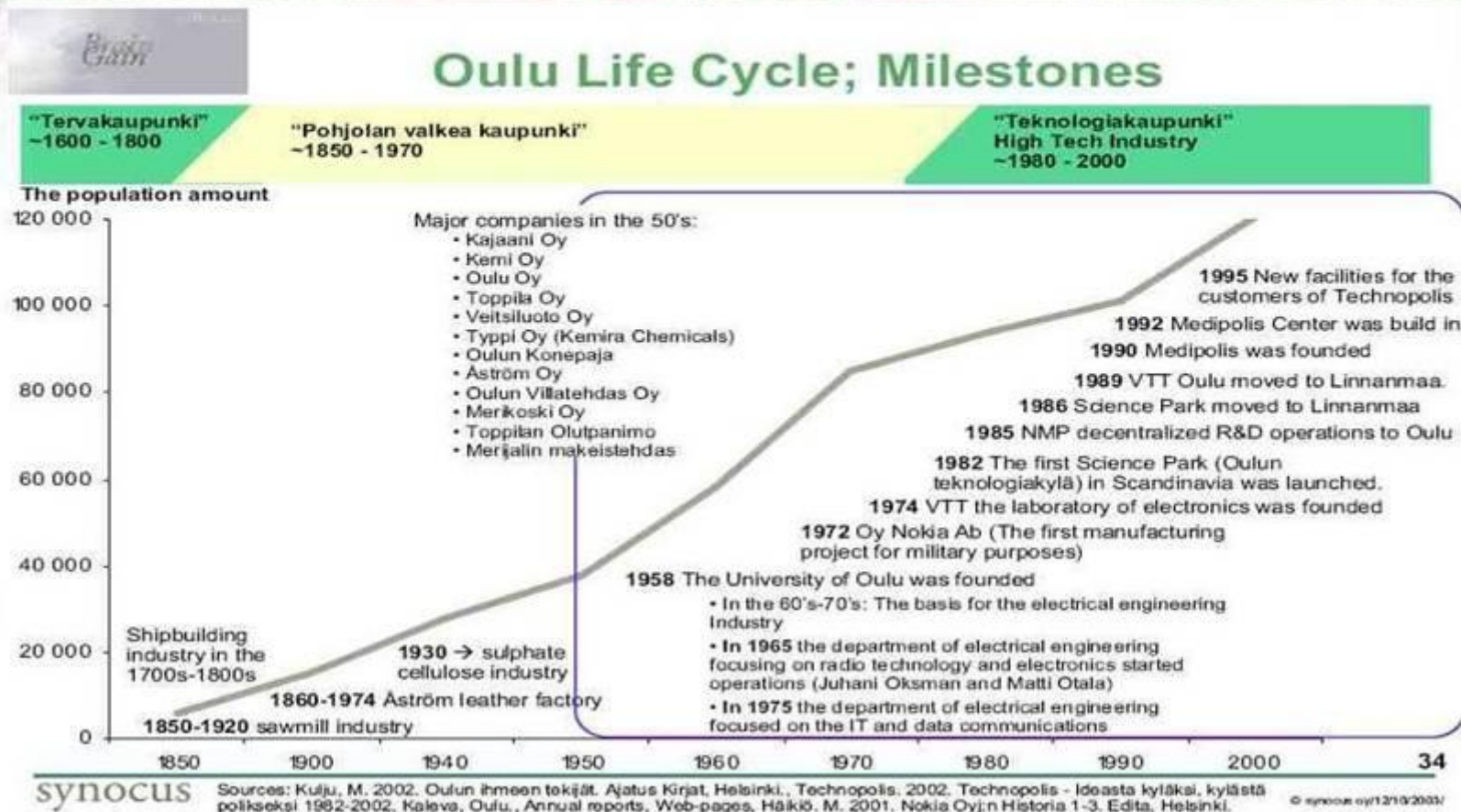
Faculties

[Humanities](#)
[Education](#)
[Science](#)
[Medicine](#)
[Economics and Business](#)
[Technology](#)



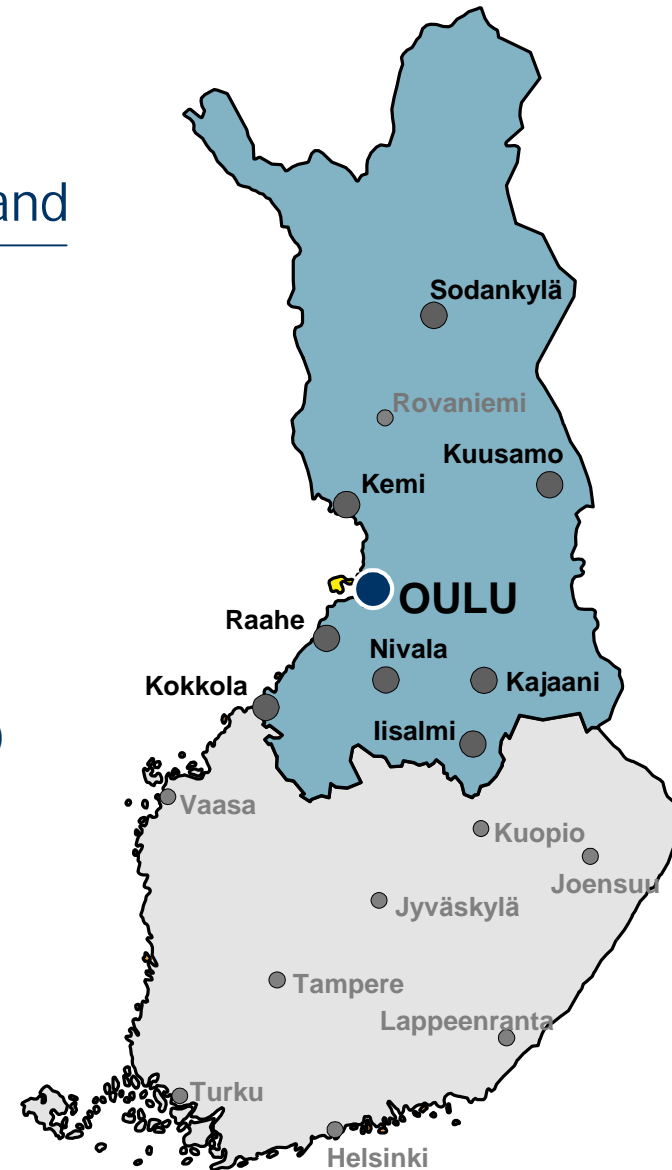
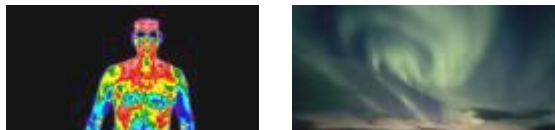
Liite 1 Teknologiakaupunki Oulun kehitysvaiheet

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Activities across most of northern Finland

- Kajaani University Consortium
- Geophysical Observatory (Sodankylä)
- Meri-Lappi Institute (Kemi)
- Oulanka Biological Research Station (Kuusamo)
- Oulu Southern Institute (Nivala)
- Chydenius Institute (Kokkola)
- Pehr Brahe Software Laboratory (Raahе)

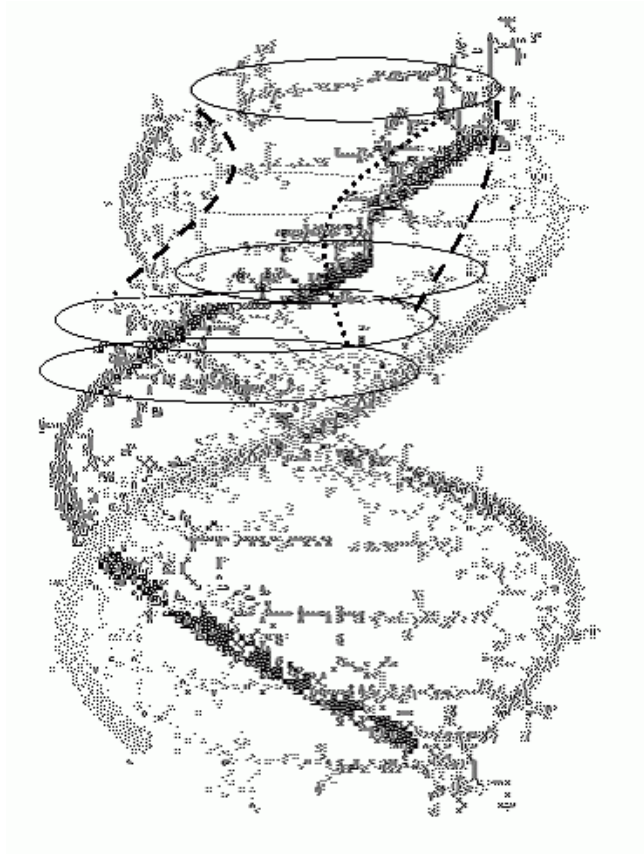




Tourism Routes - across borders

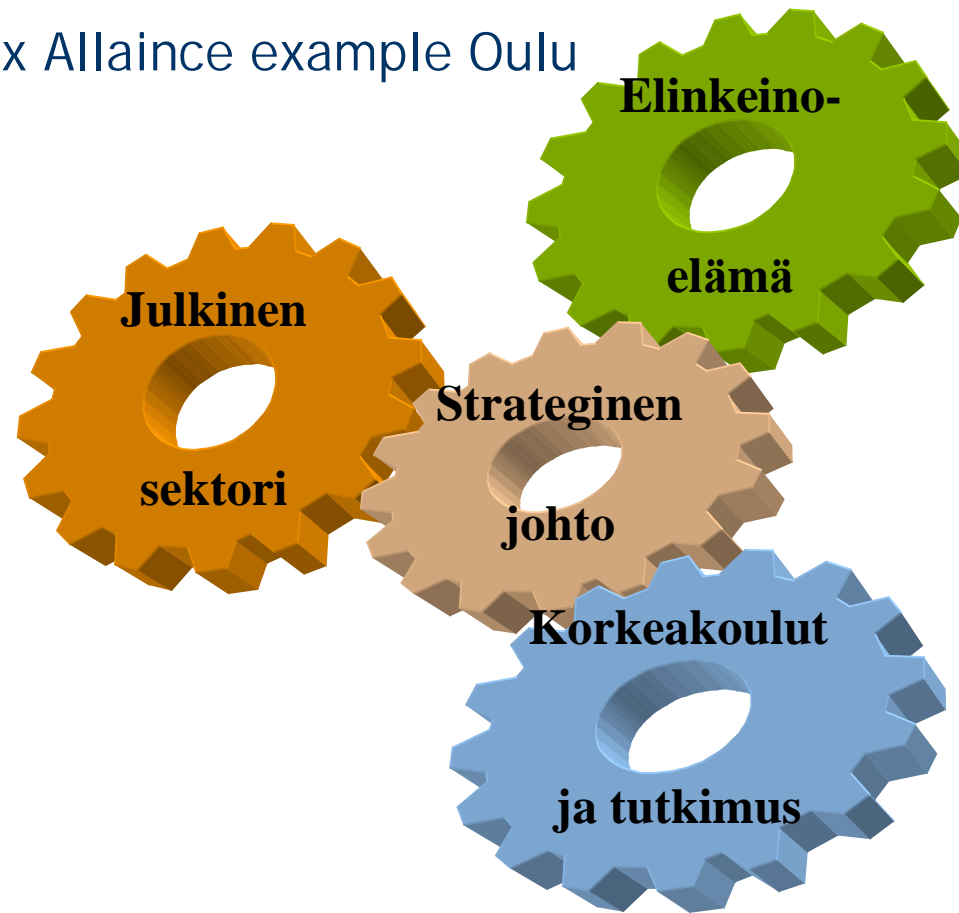
- The Blue Route
- The White Route
- Nature routes, National Parks
- Culture routes - footprints of history (Kalevala, Kishi, Solovetsky)
- Others (Gateway, round trips, special interest tours)
- Historical - cultural routes and the chance for "modern" tourism routes





- The overlay of communications and expectations at the network level guides the reconstruction of institutional arrangements

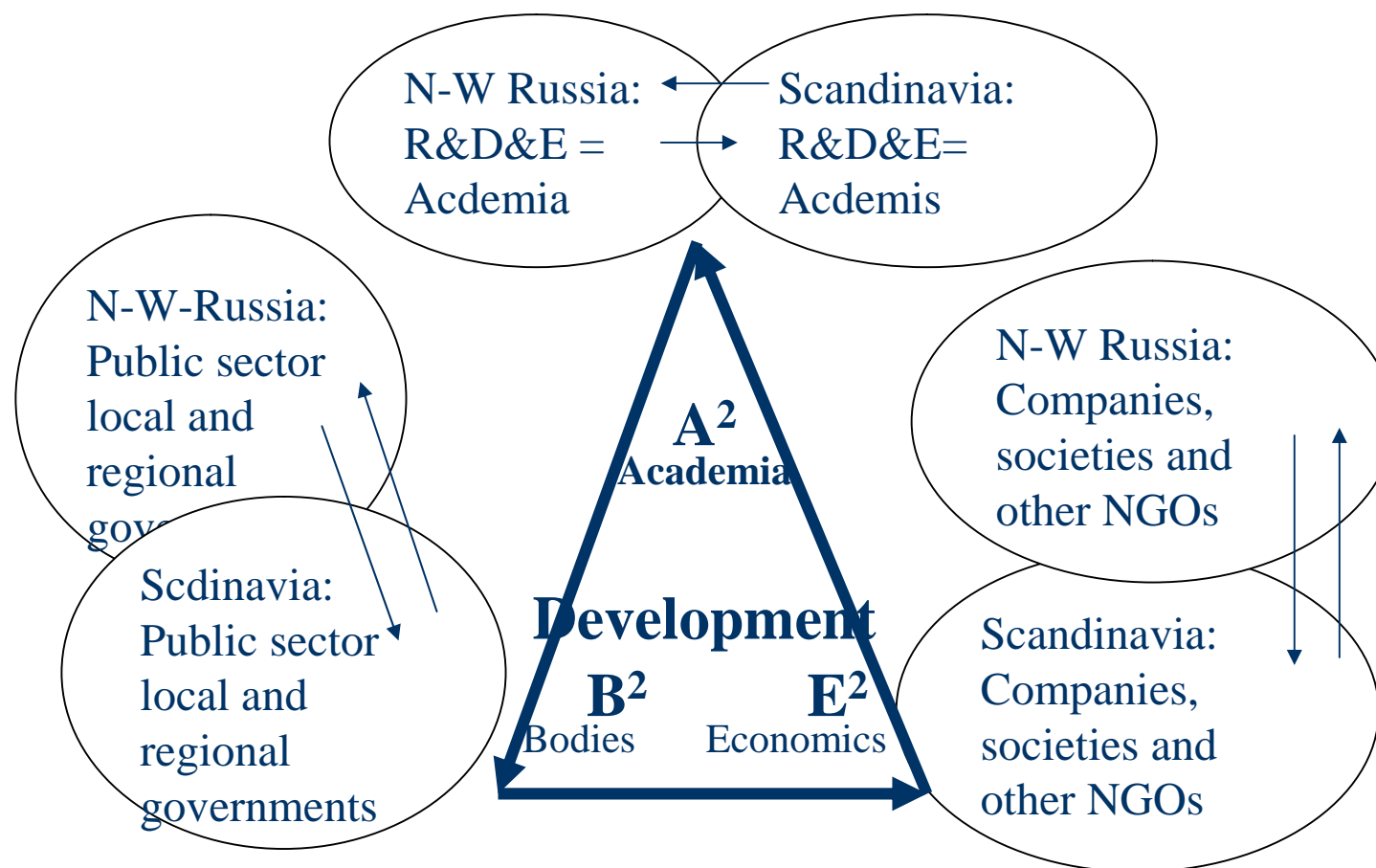
Tripple Helix Allaince example Oulu



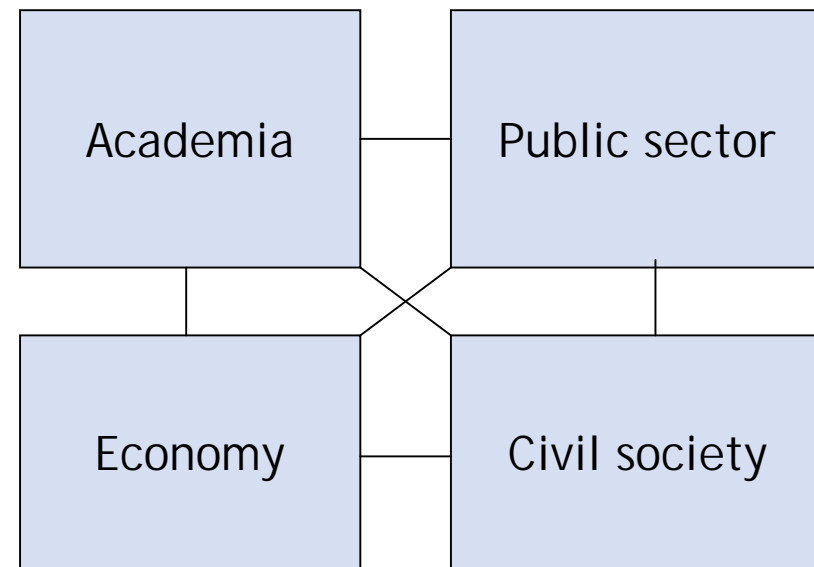
Big possibilities, large area, exotic destinations, old cultures, gobally new desination



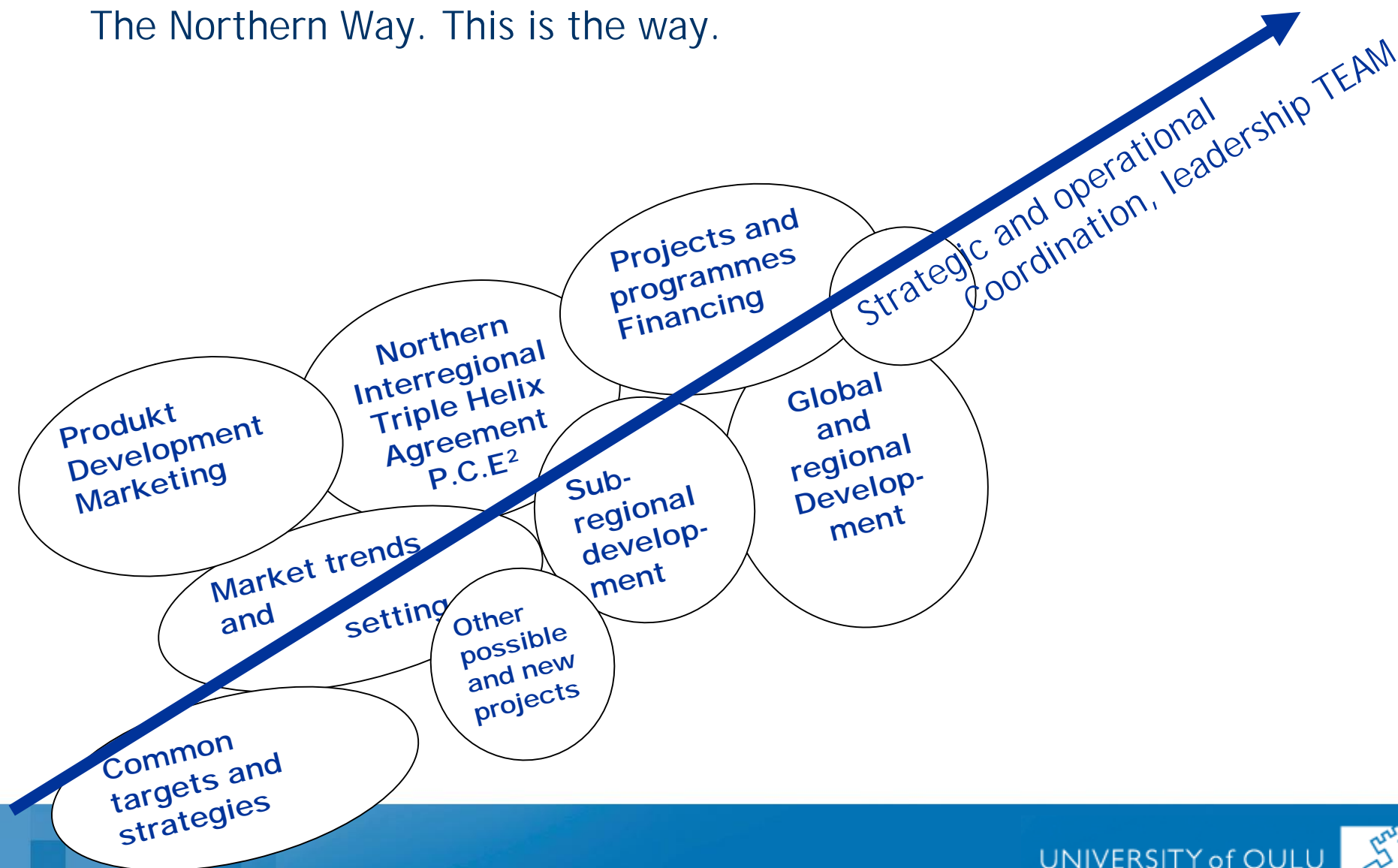
Cooperation Development in the Triple Helix



The Qattro Helix Model of University-Industry-Government-Civil society relations



The Northern Way. This is the way.



Spasibo bolshoi!



Vision 2012



- A multidisciplinary scientific community with an international reach, the University of Oulu conducts research and teaching of the highest international standard.

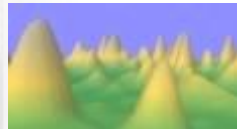


- The university has reached top international level in its research focus areas.
- Teaching, closely and systematically linked to research, is up-to-date and relevant.
- Interaction with society creates innovations and promotes regional development.



Science is our core competence

- Research in 70 fields of science
- Three research focus areas:
 - Information Technology and Wireless Communications
 - Biotechnology and Molecular Medicine
 - Northern and Environmental Issues
- New initiatives: advanced steel research, international business, geo- and mining engineering



Northern and Environmental Issues



- Global Change in the North
- Northern Land Use and Land Cover
- Circumpolar Health and Wellbeing
- Graduate School of Circumpolar Wellbeing, Health and Adaptation and Multidisciplinary Environmental Graduate Net School
- Sámi Language and Sámi Culture
- Thule Institute, Giellagas Institute, Sodankylä Observatory, Oulanka Research Station



University studies



- University education is grounded in knowledge derived from cutting edge research and prepares students for life-long learning and professional development
- Teaching and learning stem from participation in the scientific community, professional expertise and international connections
- Continuing education caters for the needs of working professionals
- Open university offers an avenue of study for nontraditional students



Collaboration and interaction

- The university's impact on and interaction with surrounding society rests on successful research and education and exceptionally close partnerships
- City of Oulu, towns and municipalities, Oulu University Hospital, Council of Oulu Region, Employment and Economic Development Centre, Technical Research Centre of Finland, Geological Survey of Finland, Regional Environment Centre, Nokia, Polar Electro, EB, Stora Enso, Rautaruukki, Outokumpu, Kemira, Technopolis
- Triple Helix – international research and education environment
- Oulu Inspires – innovation strategy
- Skills in Northern Finland – collaborative network of provincial universities



Innovations and new specialists

- Annual crop of tens of inventions, patents and spinoff companies
- Education meets working life requirements and graduates gain employment
- 76 percent of graduates find employment in northern Finland

