



# Finland - The land of the happy

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CONCEPT: TIME MACHINE VILLAGE

Group C5: Paula Hokkanen, Alan Albergoni, Veera Kaipiainen, Rabera Onkendi & Dorcas Nyaga

# Assignment: Cultural village and voluntourism in Central Finland

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- ❖ The commissioner had an abstract idea of a cultural village located in Central Finland
  - ❖ The village concept/content was not yet defined
- ❖ We needed to do market competitor analysis and to find out what kind of voluntourist would be interested in the village concept
- ❖ We also needed to figure out the type of work the tourists want to do, and what to compensate them with
- ❖ Our final product is an overall concept for the village
  - ❖ Time Machine Village
  - ❖ Competitiveness analysis
  - ❖ Addressed customer needs
  - ❖ Marketing recommendations

# Customers and customer insights

## Customer research

- ❖ Initial research: Webropol survey and digital interviews
  - ❖ 25 responses to the survey
  - ❖ Students and workers
  - ❖ Nationalities like USA, Italy, Kenya, Sweden...

## Customer Insights

- ❖ They loved the general idea
- ❖ New thing in Nordic countries, no competition
- ❖ History of Finland, folklore, traditions, shamanism...

## What kind of group are the voluntourists?

- ❖ Aged 18-35
- ❖ Interested in new experiences and want to try diverse things
- ❖ Like nature and “simple life”

## What type of work they want to do?

- ❖ Cleaning, cooking, fishing, hunting, berry/shroom picking, not-physically-demanding work
- ❖ They also have many skills they could teach the locals/other tourists

## What do they want in return?

- ❖ Accommodation, food, travel/transportation expenses (e.g. flight discount, bus inside Fin), language course

# Description of the concept: Time Machine Village

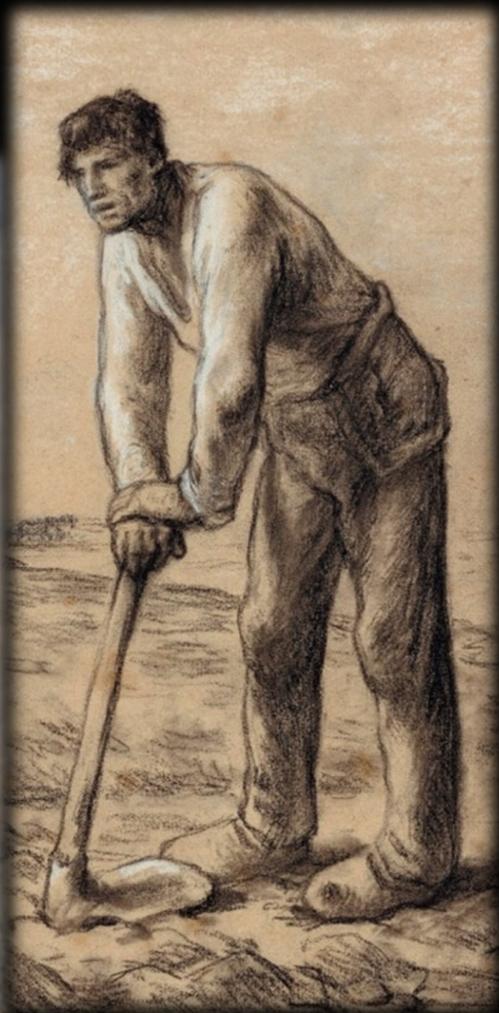
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- ❖ “Welcome to Finland of the past”
- ❖ Time Machine Village takes the tourists back in time to experience the *real Finnish culture*
- ❖ Operates seasonally → different work according to the real medieval/rural farm life
- ❖ Celebrating traditional holidays and history (so be prepared to meet the original Santa “Nuuttipukki”)
- ❖ The most extreme voluntourists can experience life without electricity, heating your own water and overall “living the hard life”
- ❖ Spiritual wellbeing is taken care of by shamanic healing rituals





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# BRANDING AND MARKETING

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How to reach people globally and make the Time Machine Village known:

- ❖ Create a “story” that the customers want to be a part of
  - ❖ Extensive video clips
  - ❖ Using that Finnish craziness and uniqueness
- ❖ Website with pictures and blog page
- ❖ Country representatives (e.g. Chinese representative markets to the Chinese)
- ❖ Partnerships with airlines and travel agencies for discounts in travel expenses



# Resources and evaluation of implementation

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- ❖ The village needs some initial building, but many things can be found ready-made
- ❖ Medieval enthusiasts could be asked to work as the staff
- ❖ Old Finns have tons of almost-forgotten folklore knowledge that they would like to share
- ❖ There is basically no competition for this concept
- ❖ Villages with lots of forest area (e.g. Multia) could be suitable
- ❖ There are background services that the commissioner should provide that would make the voluntourist more interested (next slide)

# EXTRA SERVICES FOR CUSTOMERS

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When customers come to our village, we believe that support and help are key components for them to enjoy the experience. These so-called extra services vary and cover different challenges tourists may face.

- ❖ Translators and online language courses
  - ❖ Helping with language barriers
- ❖ Background info package
  - ❖ Weather conditions
  - ❖ Rental clothes for winter season (minor fee)
  - ❖ Coaches to help with traveling to Jyväskylä (certain intervals, when new groups arrive)
- ❖ Services help with integrating into the village
- ❖ Employees will offer physical and emotional help if the experience gets overwhelming



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