

Well-being and business from nature

Nature-related research and development activities

Tourism Business Research Group Satakunta University of Applied Sciences

The research group contributes to the growth of green and blue economies as emerging sectors. It supports the competitiveness of nature-based entrepreneurship, nature-based service and tourism business development and addresses the possibilities of the growing markets. The group specialises in identifying business opportunities related to the use of forest and marine resources and converting them into profitable and sustainable business activities and product and service offerings. In addition, the group promotes sustainable development of nature-based tourism destinations. One of the aims of the research group is to provide a relevant skillset for the green and blue economies to enable their growth.

Relevant development themes:

- Nature-based entrepreneurship and business
- Nature-based tourism destination management
- Blue growth and its business opportunities, coastal tourism
- Green Empowerment - the development of nature-based services supporting and improving the overall physical and mental well-being
- Skill and competence improvement by developing relevant, professional training

The research group works intensively with the Regional Council of Satakunta, National Park Agency, Green Care Finland and Visit Finland. It coordinates the nature and rural tourism networks as well as nature-based entrepreneurship development in its region with a wide network of different actors. It has compiled a strategy on regional nature tourism and promotes the Visit Finland's national nature tourism development programme. The group has accomplished and it is now leading several research projects in regional, national and Baltic Sea region which are mainly funded by EAFRD, ERDF and ESF. International projects which generate knowledge and new alliances are highly welcomed.

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