

## THE 59<sup>TH</sup> CONFERENCE OF Aiest

International Association of Scientific Experts in Tourism  
<http://www.aiest.org>

### Management of Change in Tourism: Creating Opportunities - Overcoming Obstacles

August 23-27, 2009, **Savonlinna**, Finland  
(Local organizer: Savonlinna Travel)

**CONTACT:** Savonlinna Travel, Ms. Päivi Ruuskanen, [paivi.ruuskanen@savonlinnatravel.com](mailto:paivi.ruuskanen@savonlinnatravel.com)

- 1) **in the matters concerning the conference registration or cancellation**
- 2) **in the matters concerning the payment of the conference fee**
- 3) **with travel information and bookings in Finland**

### WELCOME TO SAVONLINNA – TERVETULOA SAVONLINNAAN!

<http://www.savonlinna.travel>

**Town of Savonlinna** (Nyslott in Swedish, literally Newcastle), founded in 1639 is today a municipality of about 28.000 inhabitants in southeastern Finland. Located in the centre of Saimaa Lake District Savonlinna with its attractive Lakeland scenery, is one of the most relaxing towns in Finland.

The town is mostly sustained by woodworking industries and its position as major junction on the Saimaa water route; moreover Savonlinna is developing itself through tourism and cultural offerings. The town is famous for its annual international Opera Festival, first established in 1907. The Opera Festival lasts the whole July and takes place in the courtyard of *Olavinlinna* Castle. Savonlinna offers also music events all year-round in the 800-seat timber-framed *Savonlinnasali*: the concert and conference centre situated in *Kasinonsaari* Island.

The great attraction of the town is the Olavinlinna Castle is located at the end of the historical Linnankatu Street, a 15 minutes' walk by lakeside from the Market Square. Perched on a small Island, connected to the town through a small wooden bridge, the castle of St. Olof was founded in 1475. The Danish-born founder of the castle, knight Erik Axelsson Tott, decided that a powerful fortification should be built to protect the strategically important Savo region. The castle was supposed to repel Russian attacks from the east to guarantee the control of the Savo region for the Swedish Crown. The changes in the ownership of the castle between Russia and Sweden left their marks on Olavinlinna: this can be seen in the varied architecture of the castle. Nowadays it is the best preserved medieval castle in Nordic countries and therefore a popular tourist attraction.

### Conference Venue

The **Aiest Conference** takes place in the **Centre for Innovation (*Innovaatiokeskus*) located in Puistokatu 5** which is easily reachable crossing the bridge from Market Square, only 200 m from Hotel Seurahuone. Puistokatu 5 has been built in 1926 as primary school, drawn by prominent Finnish architect Wivi Lönn. The Building was renovated in 2006 to accommodate the Centre for Innovation. Centre for Tourism Studies, University of Joensuu is situated on the 3<sup>rd</sup> floor.

### Finnish University Network for Tourism Studies (FUNTS)

FUNTS started its teaching in the autumn of 1995. With its multidisciplinary approach it is considered a pioneer in the field, even in international terms. The aim of the network university

is to unite the 16 member universities through research and education in tourism studies. The students from the member universities are admitted into the network program and the tourism studies are included into either Bachelor's (basic studies) and/or Master's degree as a minor. The students will graduate from their own universities and receive master's degree in their major with an orientation towards tourism studies. FUNTS offers courses for PhD-students and the Summer School also welcomes PhD-students from foreign universities. The aim of the annual enrolment is that the students accepted to the program represent a diversified range of disciplines. FUNTS is administrated by University of Joensuu, Centre for Tourism Studies.

### **CONFERENCE INFORMATION**

The Conference is made up by parallel sessions, which will take place in following rooms at Puistokatu 5.

Wivi Lönn Hall (room 121, 1<sup>st</sup> floor) - Main Conference Hall  
Room 122 (1<sup>st</sup> floor) "backstage"  
Room 108 (1<sup>st</sup> floor) "corner room"  
Room 324 (3<sup>rd</sup> floor) meeting room

### **PAPER PRESENTATIONS**

Please send your presentations to AIEST, [aiest@unisg.ch](mailto:aiest@unisg.ch) until **August 13, 2009**. AIEST can then decide about the sequence of the presentations and form adequate groups. Nevertheless, please take your presentation with you on a USB memory stick to download on computers in case something would not function properly.

### **INFO DESK (REGISTRATION)**

The Info desk, located in the main entrance of Puistokatu 5 building, is open according to the Conference timetable. Please do not hesitate contacting the info desk staff for any request or in case of help during the conference.

### **INTERNET**

The computer room is on the 2<sup>nd</sup> floor: Room number 202 is available for Internet and e-mail use during the Conference hours.

### **LIBRARY**

The library is located on the 2<sup>nd</sup> floor and is open from Monday to Thursday from 9.00 to 18.00 and Friday from 10.00 to 15.00. There you can find 40 national and international tourism periodicals. Please contact the library staff in case of further information.

### **PHOTOCOPIES and PRINTING**

Please, do not hesitate to contact the info desk in case of copies needed.

## **SMOKING AREA**

Smoking is strictly forbidden inside the building; special smoking areas located outside the building will be marked with "smoking area" signs.

## **Arrival**

### *By plane:*

The special flight from Helsinki to Savonlinna, **Sunday, August 23**, 2009 for AIEST: FC0171 (available openly) through travel agencies and in internet [http://www.fc.fi/webshop/how\\_to\\_buy/](http://www.fc.fi/webshop/how_to_buy/)

<http://finncomm.symphony.cz/fi/availability.php?sid=0000214fae80d3e3cae782d407fae867c18ad>

Departure at Helsinki at 16:50h, arrival at Savonlinna 17:45h (transport to city centre for AIEST delegates organized free of charge). There will be a bus waiting for the participants at Savonlinna airport (14 km from the centre) and take to the Hotel Seurahuone.

If you arrive by plane on **Friday evening, August 21 or on Monday morning, August 24**, please, inform Ms. Päivi Ruuskanen. If you wish, we will inform you about possible transfers.

### *By taxi*

The airport taxi (group transfer circulating the passengers) from the airport in Savonlinna to Hotel Seurahuone (14 km, about 30 minutes) costs 12-14 €. The regular taxi costs 20-24 € (about 15 minutes).

### *By train:*

Train connections Helsinki-Savonlinna on Saturday, 22.8.2009:

13:00 Helsinki	arrival at 16:36 Parikkala,
16:41 Parikkala	arrival at Savonlinna 17:35
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18:00 Helsinki	arrival at 21:41 Parikkala
21:46 Parikkala	arrival at Savonlinna 22:40

Savonlinna has two main stops, the central railway station and the Savonlinna/Kauppatori (Market square) stop; which is the first stop just before the main railway station. If you are coming by train, **take the first stop at the Kauppatori** since it is located directly in front of town Market Square and less than 100 m from Hotel Seurahuone.

### *By bus:*

The main Bus station is located 10 to 15 minutes walking distance from Puistokatu 5 and the Market square. Taxis are available just at the bus station.

Please mention specifically in case you would like us to meet you at the bus station or at the railway stop Kauppatori.

**Saturday, August 22**

**Visit Helsinki**

[http://www.visithelsinki.fi/In\\_English/Visitor.iw3](http://www.visithelsinki.fi/In_English/Visitor.iw3)

If you arrive to Finland, Helsinki on Friday evening or Saturday morning, you have a nice chance to visit Helsinki. For more information, tickets and bookings, please, contact Päivi Ruuskanen at Savonlinna Travel. The train trip from Helsinki to Savonlinna takes 4,5 hours (change of trains at Parikkala)

**Sunday, August 23**

**Pre tour to Monastery of Valamo, Heinävesi, Finland**

**in the Lakeland: Savonlinna-(Enonkoski)- Heinävesi-Kerimäki-Savonlinna**

9.30 Departure at Hotel Seurahuone by bus to Heinävesi, Valamo

11.30 A guided tour at The Orthodox Monastery of New Valamo

<http://www.valamo.fi/en/index.php>

13.00 Lunch at the Restaurant Trapesa, Valamo

14.00 Departure from Valamo to Heinävesi

14.30 Visit to Kermansavi (factory shop) in Heinävesi, coffee break

16.30 Visit to Kerimäki Church, the largest wooden church in the world

17.30 Arrival at Savonlinna

**Price:**

90 e/person, group of 10 persons minimum

68 e/person , group of 16 persons minimum,

- including the transfers by bus, a guide, entrance fees, lunch, coffee

**Registration**

Registration will open at Hotel Seurahuone on arrival on Sunday evening.

**“Get together Evening” on Sunday, August 23, 2009**

at Town Hall, Olavinkatu 27 C (or at the Hotel Seurahuone)

The event is sponsored by City of Savonlinna. Town Hall is at a walking distance of 200 m up Olavinkatu. Professor Raija Komppula will be the guide from Hotel Seurahuone to the Town Hall.

**Monday, August 24**

Dinner at Hotel Seurahuone hosted by Finnish Tourist Board, director Jaakko Lehtonen.

**Tuesday, August 25**

**”Nature Activities and Evening by Lake Saimaa”**

The event will take place in Rantasalmi, a small village 50 minutes drive from Savonlinna at Järvisydän. The buses are leaving in front of Hotel Seurahuone (see the map) at <http://www.jarvisydan.com/index.php?page=etusivu&hl=en> (Details will follow)

in due time.)

For this evening, we suggest you to wear casual, warm clothing and comfortable shoes. Since there will be the possibility to have a sauna bath, please remember to bring a swimming suit with you. There will be a sauna separate for ladies and gentlemen, but the smoke sauna will be used by both men and women together in bathing suites. Alternatively, you can enjoy peaceful atmosphere in a typical land hut. In both cases a snack will be provided.

The dinner will start at 20.00 (?) and we will leave around 22.30 back to Savonlinna. Please let us know in advance if you need any special or vegetarian diet.

## **Wednesday, August 26**

### **Conference Dinner**

The Conference Dinner is hosted by University of Joensuu. The dinner takes place at Olavinlinna Castle.

There will be a transportation leaving in front of Hotel Seurahuone at 19:00h.

For further information on Olavinlinna Castle, please take a look at the web site: [http://www.nba.fi/en/olavinlinna\\_castle](http://www.nba.fi/en/olavinlinna_castle)

## **Thursday, August 27**

### **Departure home**

### **Departure from Savonlinna to Helsinki**

#### **Thursday, August 27, 2009**

Departure Savonlinna 08:05, arrival at Helsinki at 08:55 (FC0161)

Departure Savonlinna 18:40, arrival at Helsinki at 19:35 (FC0167)

or

## **Post-tour to St. Petersburg, Russia**

<http://www.saint-petersburg.com/>

### **27.8.2009. Thursday**

- departure in the morning by bus from Savonlinna, drive to the boarder, boarder formalities

- drive to St. Petersburg, accommodation at 4\* hotel, sight-seeing tour, dinner

### **28.8.2009 Friday**

- breakfast, a visit to the The State Hermitage Museum

([http://www.hermitagemuseum.org/html\\_En/index.html](http://www.hermitagemuseum.org/html_En/index.html)), lunch, time for shopping, in the evening a cruise on the canals of St. Petersburg

### **29.8.2009 Saturday**

- breakfast, Summer Palace, lunch, St. Isaac's Cathedral,

in the evening free time, an opportunity to book tickets to some music performances (theatres and opera are still closed for the summer at that time). For instance: "Feel

Yourself Russian" tickets 35e (folk music, music, snacks (shampanja, vodka included)

**30.8.2009 Sunday**

- breakfast, departure to Helsinki by bus

**Price:**

650 €/ person, group of 16 persons minimum, for a single room an additional payment of 85e

- including transfers by bus Savonlinna- St. Petersburg-Helsinki, a tour leader all through the trip. Accommodation 3 nights with breakfast, the visits and services mentioned in the program 3 vrk

Each participant is requested to apply visa from the Russian Consulate in her/his home country. The Savonlinna Travel will provide the documents needed from the travel agency for the visa application.

**PARTNER PROGRAM**

**1) Culture and scenery at Punkaharju:**

LUSTO

<http://www.lusto.fi/?locale=en>

RETRETTI

<http://www.retretti.fi/index.asp?language=2>

**2) Finnish cooking and handcrafts – learn to do it yourself,**

<http://www.taito.fi/taito-group/welcome/>

Taito Shop at Savonlinna Puistokatu 7 just by the conference venue in a nice old wooden house.

Korvapuusti, karjalanpiirakka, kalakukko ....

<http://www.finnguide.fi/finnishrecipes/>

<http://www.finnguide.fi/finnishrecipes/recipe.asp?c=7&t=&p=105>

**HOTELS & RESTAURANTS**

Savonlinna offers many opportunities of accommodation, mainly located around the central area:

**Hotel SEURAHUONE** ([www.savonlinnaseurahuone.fi](http://www.savonlinnaseurahuone.fi)) is a first class hotel, centrally located, directly by the passenger harbour and the market square. It was built in 1956 and renovated then in 1989. It offers also the possibility to have saunas, from which you can reach a magnificent view over Lake Saimaa. There will be the possibility for those of you who are staying there to get free entrance to restaurant Mefisto night club.

**Hotel HOSPITZ** ([www.hospitz.com](http://www.hospitz.com)) is a charming family hotel situated in the historical Linnankatu street, close to Olavinlinna Castle and just 10 minutes walk from Market square. The hotel was designed by architect Wivi Lönn and built in 1933.

**Hotel PIETARI KYLLIÄINEN** (<http://www.lomaliitto.fi/index.asp?resid=31>) recently

renovated, situated in Olavinkatu, the central road of Savonlinna. After a short walk, from there you can easily reach both the Castle and the town centre.

**Summerhotel VUORILINNA** ([www.lomaliitto.fi/vuorilinna](http://www.lomaliitto.fi/vuorilinna)) especially for PhD students, is located by the Spa Hotel Casino, set on the Casino island linked by a short wooden bridge to the Market square.

Most bars and restaurant are located in town centre:

**SILLANSUU** at Verkkosaarenkatu 1 by the bridge (by Hesburger) known for its wide selection of beers and ciders,

**HAPPYTIME Pub** at Olavinkatu 35, close to the bridge to the Casino Island and nearby the Kauppatori stop, serves a variety of drinks and snacks.

**HUVILA** Brewery-Restaurant at the end of Puistokatu, not so far from the Conference venue, offers high quality menu, beers and ciders from own brewery.

**MAJAKKA** located at Satamakatu 11, directly in front of the harbour, this fashionable restaurant offers both fish and meat typical mains.

**PIATTA** by Market Square offers delicious dishes from the "à la Carte" menu and a wide selection of wines.

In order to have a break with a cup of coffee or tea, we suggest you some central located cafeterias:

**CAFÉ AGORA** at the Conference venue offers lunches besides coffee.

**CAFÉ SEURAHUONE** is situated directly on right hand of Hotel's main entrance.

**CAFÉ SAIMA** at Linnankatu 11 is a typical old fashion café situated in Linnankatu, near the castle, provides coffee, teas and some typical pies.

**CAFÉ SINIKKA** at Olavinkatu 35 by Hotel Seurahuone.

**CAFÉ TORPPA** in between Hotel Seurahuone and the passenger harbour.

**CAFÉ LEIVINTUPA** situated at Kirkkokatu 8 and besides coffee, it offers many varieties of bread.

**CAFÉ HERKKU PEKKA** inside the shopping centre at Olavinkatu 53

### **SOUVENIR SHOPS**

Most souvenir shops are located in the town centre and in Linnankatu too:

**MARIMEKKO** known for Finnish design and high quality textile is located next to Hotel Seurahuone;

**PENTIK** in Olavinkatu, opposite to Puistokatu Street, provides Finnish ceramics, gifts and home interior products: tableware, glassware and textiles.

**SAIMATALO SHOP** is situated in Linnankatu 11 opened mon-fry from 10.00 to 17.00, sat. from 7.00 to 14.00, it has a good variety of handicrafts and gifts.

**SOKOS** department store, situated in Olavinkatu, close to Bus Station.

**TAITOSHOP** at Puistokatu 7 provides a splendid selection of genuine Finnish arts & crafts and local craftsmanship, not to forget traditional products related to Finnish culture – here you may create your own souvenirs with the help of the trained teacher.

### **MONEY and CASH MACHINES/ ATMs**

There are four cash machine points in the town centre, marked with the name OTTO:

- 1.- by Sampo Bank, in Market square, close to Hotel Seurahuone;
- 2.- by Nordea Bank, on Olavintaku
- 3.- by Sokos department store on Olavinkatu

## **TAXIS**

To get a taxi call +358 (0)15 1060 100

## **POST OFFICE**

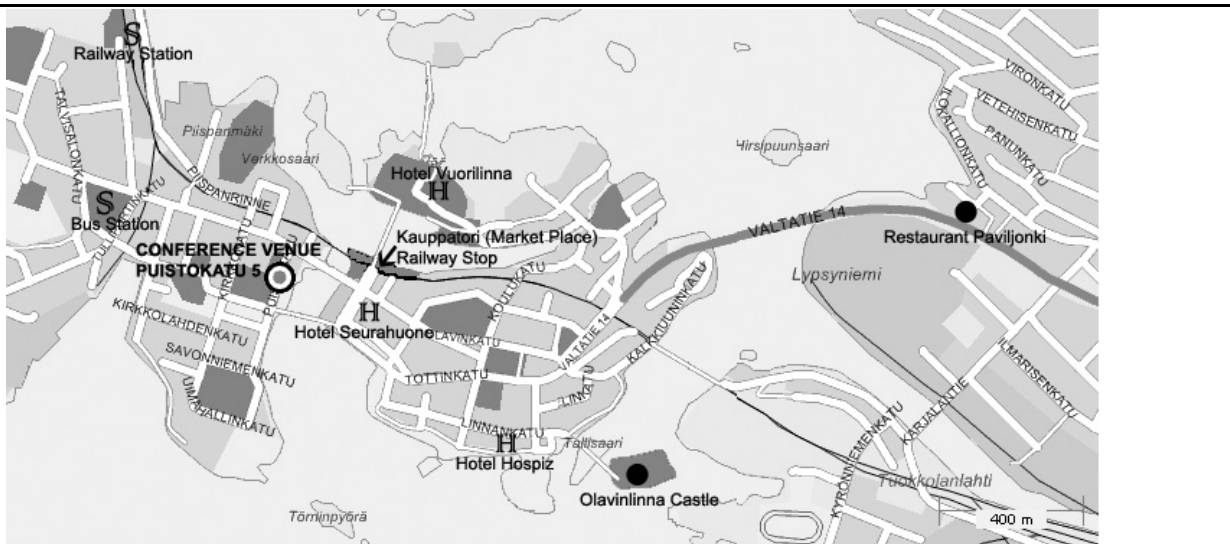
The Post Office is located on Olavinkatu 61, next to the bus station. It is open from Monday to Friday from 9.00 to 18.00. Delivered before 17.00, your mails will be forwarded the same day.

## **TOURIST SERVICE**

Further information on tourist facilities and attractions can be obtained from Savonlinna tourist service, Savonlinna Travel, at Puistokatu 1. The Office is open daily from 9.00 to 17.00.

Tel: +358 (0)15 517 510

<http://www.savonlinna.travel>



## **CONTACT IN SAVONLINNA FUNTS**

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