

EXPO 2010

SDU Tourism, Innovation & Culture and the Mayor's office, Odense:

Call for student prize papers

The background

In 2010, the World Expo will take place in Shanghai, China, likely to be the largest world exposition ever held. The City of Odense has been invited to participate at the EXPO2010 (world exhibition) in Shanghai. The invited participants of the Urban Best Practise Area are approx. 50 cities and organisations presenting cases in the categories: Liveable City, Sustainable Urbanisation, and Protection & Utilization of the Historical Heritages.

The invitation to exhibit at the World Expo in Shanghai has been embraced by Odense to present the city as a role model for the sustainable way of life, whether to the inhabitants or to the many visitors, who every year visit the city as the birthplace of fairytale writer Hans Christian Andersen. The City of Odense will showcase examples of Denmark's unique city design at "The Revival of the Bicycle" pavilion. This theme plays on several meanings one of which is to revitalize the bicycle for Chinese where bicycling has become a low status symbol. Another is to reposition Odense as a leading, bicycling city in the world. Indeed, one of the key motivations for inviting Odense is the demonstrated knowledge and experience in the field of city design, where bicycling is easy and accessible to all ages and where environmental and health aspects are fully integrated into the city planning.

The budget for Odense is DKK 15 mill./Euro 2 mill. In comparison, Denmark is also invited and the budget for the national stand is DKK 125 mill. / Euro 17 mill.

General information about Expo 2010:

- Shanghai, China, 1 May – 31 October 2010
- The biggest world expo so far with an exhibition area of 5.28 km²
- 200 participating countries and international organisations
- Anticipated number of visitors: 70 million
- Theme: Better City, Better Life

The mission

Joining EXPO means that Odense Municipality in collaboration with private companies, cultural institutions and educational/research institutions (including SDU) will show the world what Odense has to offer. One of the main goals for Odense is to attract tourists from China, and other countries, to visit Odense as leisure

tourists and/or business tourists. A more in-depth understanding of the conditions, obstacles, motivations, needs and wants of Chinese leisure and business tourists are therefore of pivotal importance.

The assignments

Both of the assignments below are designed to help explore what is needed by the city of Odense and its tourism suppliers to successfully host Chinese leisure and business tourists.

1. Tourist motivations

Identify and describe some of the key motivational factors, challenges and demands by Chinese business and leisure tourists. Is there a need for further segmentation? Is there a demand for sustainable tourism products and experiences? You may provide suggestions for innovative changes to existing tours, including areas of service & information, cultural understanding & language, logistics, tourism infra structure and visitor attractions.

2. Product analysis

Identify and describe some of the key challenges and opportunities for tourism suppliers in Odense and a Funen context to attract Chinese business and leisure tourists. Which business and technical visit products can be found in Odense and what are the most important elements in a business and technical visit 'package'? You may provide suggestions for innovative changes to existing package tours, including areas of service & information, cultural understanding & language, logistics, tourism infrastructure and visitor attractions should be included.

The Prize

The prize for the best project in each category is a one-week round trip ticket, accommodation and admission to the EXPO2010 in Shanghai (at a maximum prize of 15.000 DKK). Second and third placed papers will receive honorable mention and will each be awarded 5000 DKK.

Eligibility and Submission

All students enrolled at SDU are invited to participate (Bachelor- Phd level). Papers must be submitted in three copies by 12.00 November 12, 2009 to Dr Janne J. Liburd, University of Southern Denmark, Niels Bohrsvej 10 6700 Esbjerg. Electronic submissions are not accepted. Group or multiple author papers are not allowed.

Evaluation and notification

Submission will be evaluated by a Board consisting of academic members from the Centre for Tourism Innovation and Culture and from the city of Odense, Mayor's office and Odense Event House. The intellectual property right of the award winning papers belongs to Odense Event House. Authors will receive written notification by December 14, 2009.