

VIRMA – Virtual Travel



EDRF project coordinated by TAMK in collaboration with Visit Tampere

The challenge

How could the tourism industry prepare for a situation like the interest rate pandemic?

How could a tourism company generate new business?

How could a tourism business grow?

VIRMA project solutions

An experience can also be offered remotely!

A virtual experience can be built profitably with today's technologies!

A virtual experience can also be offered to customers in the off-season!



The project aims to develop from virtual tourism and the opportunities offered by digitalization to new and sustainable businesses. The aim is that customers will not have to travel in the sense of traditional tourism.

The project focuses on the development of virtual tourism. In other words, innovating products and content (product or service) in partnership with businesses and using innovation and service design. In addition, e-commerce activities will be developed and integrated into the existing business.

The project will create new, scalable, and innovative business models to help companies improve their business opportunities in the era of the so-called "new normal". The project will help to respond to the changing business environment by exploiting the latest digital and virtual technology solutions that are not yet routinely used in the SME sector.

The project will combine digital and virtual technology solutions and bring them to the SME sector in a way that creates new and sustainable businesses. The novelty value of the project lies in the idea of combining the above. It will enable overall solutions that create a new and sustainable business in a completely new way.

The short-term impact is that businesses in the tourism, events, services, and leisure sectors, particularly those in a covid situation, have been helped to find new business models that boost business and employment. New business models have brought flexibility to situations where the typical business in the sector is heavily constrained.

The longer-term impact is to digitalize the activities of the tourism sector and other sectors mentioned above and to increase the skills of businesses for agile development. It will contribute to the innovation capacity of the SME sector in a context where the future is difficult to foresee, and to the development of experiential services for customers who cannot be physically present on-site.



Take a virtual tour of Youth Centre Marttinen in Virrat.



360° chicken live of Helena's Chicken coop at Narva Farmhouse, Vesilahti.