



## PhD students

The project aims to deliver high quality research into service innovation in experience-based tourism and co-creation of values for companies, consumers and the tourism and experience industries in Northern Norway.

The research projects are divided in three main themes:

- **Innovative and competitive tourism companies**  
Innovation within distribution channels and marketing; innovation and training in companies, and between guest and company; innovation-based added value; start-ups and entrepreneurship; gender, and innovation in the tourism industry.
- **Adding value in experience-based tourism**  
Dramaturgy and experience areas; learning effects for guests in experience companies; tourists' purchasing behaviour and information searches; tourists' opinions of the Northern areas as a tourist destination; developing attractions; packaging experiences; personal change and development through tourist experiences.
- **From resources to experiences**  
Tourism in the natural and cultural landscape; nature-based activities and experience tourism; culinary experiences; innovation within marketing of destinations.





**PhD student:**  
Hin Hoarau-Heemstra

**Supervisor:**  
Associate professor Dorthe Eide

**Title:** Knowledge and Innovation in Nordic Nature Based Tourism

**Time schedule:** May 2010 – May 2014

**Background:** Master in International Development Studies from Wageningen University and Research Center. Work experience as consultant and project leader within sustainability and energy issues in the Netherlands. University lecturer at University of Nordland.

**Research project:** The main focus of my PhD dissertation is the phenomenon of innovation in the tourism experience sector. I am interested in the organizational change and learning processes that take place at the level of individual nature based tourism firms that operate in a Nordic context. Nature based tourism firms are characterized by a diverse and creative innovativeness that contributes in more or lesser ways to economic, social and ecological improvement. My research is built around qualitative case studies.



**PhD student:**  
Kjersti Karijord Smørvik

**Supervisor:**  
Associate professor Frank Lindberg

**Preliminary title:** Tourists participation and co-creation of nature based experiences on Hurtigruten

**Time schedule:** Spring 2010 – 2014

**Background:** Master in Tourism. Lecturer at Harstad University College. Various work experience in management positions within the culture and tourism sector.

**Research project:** The aim of my study is to achieve a deeper understanding of how experiences are created and experienced among passengers on Hurtigruten, through examining four dimensions of co-creation.



**PhD student:**  
Sølvi Solvoll

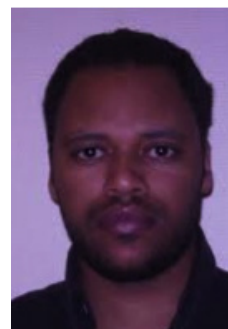
**Supervisor(s):**  
Associate professor Gry Agnete Alsos (main supervisor) and professor Alexander McKelvie (co-supervisor)

**Preliminary title:** Entrepreneurial behavior and new venture creation in the tourism industry

**Time schedule:** Nov 2012- March 2016

**Background:** Master in Knowledge and Innovation Management from Copenhagen Business School. I am also a former consultant with a main focus on helping entrepreneurs getting finance and manage their project.

**Research project:** My PhD thesis aims to contribute to the knowledge on entrepreneurial behavior in the tourism industry. It also aims to create more knowledge on how institutional forces influence the activities the entrepreneurs perform in the start-up phase and the learning they get from it. An enhanced understanding of these factors might provide valuable insight into the support needed by new businesses in the early years in this industry. The study will contribute to fill the need for more knowledge on entrepreneurship in the tourism sector, which up until now has been limited.



**PhD student:**  
Wondwesen Tafesse

**Supervisor:**  
Professor Tor Korneliussen

**Title:** The marketing functions of the trade show system

**Time period:**  
April 2010- January 2014

**Background:** MSc in Business from Bodø Graduate School of Business.

**Research project:** Various issues about the marketing functions of commercial trade shows for exhibiting, visiting and organizing companies. My research project investigates how companies utilise trade shows for marketing purposes and how visiting companies approach and behave around trade shows. Furthermore, my research project investigates the strategies deployed by organizing companies to create successful trade shows. My project draws on a variety of theories and applies both quantitative and qualitative methods.



**PhD student:**  
Ann Heidi Hansen

**Supervisor(s):**  
Associate professor Frank Lindberg and professor Lena Mossberg

**Title:** Magic Moments  
– Immersion during Nature Based Tourist Experiences

**Time schedule:** Jan. 2010 – Feb. 2014

**Background:** MSc in Tourism, University of Strathclyde, Glasgow. I have since worked 16 years within different tourism development projects in Nordland.

**Research project:** To explore the concept of consumer immersion within nature based tourist experiences. Consumer immersion can be defined as a spatio-temporal state-of-being which is characterized by deep involvement in the present moment. Consumer immersion is key to extraordinary and meaningful experiences, and thus at the heart of value creation within the tourism industry. Highlight of the project so far has been receiving the "Best Paper Award" together with my colleagues Lindberg and Eide at an international conference in Istanbul and the publishing of my first 3 conceptual articles. I am currently working on 2 empirical articles.

Foto: Eirik Juni Eliassen



**PhD student:**  
Audun Hetland

**Supervisor(s):**  
Professor Joar Vittersø and Professor Tove Irene Dahl

**Preliminary title:** The splash and ripple effect

**Time schedule:** 2010 – 2014

**Background:** Master in psychology from university of Tromsø, the arctic university. Work experience as writer, photographer, TV-producer, motivational speaker, adventurer and guest lecturer.

**Research project:** Adventure tourism has grown significantly in recent years, and is said to be the fastest growing sector in outdoor tourism. Examples of these activities can be free ride skiing and snowboarding, kayak and rafting, climbing, mountain biking, skydiving and BASE jumping, often popularly categorized as extreme sport. Intense feelings have repeatedly been suggested as the chief motivator. However, surprisingly little is known scientifically about the participant experiences, and what type of emotions they experience as the activity unfolds. We are developing new ways of measuring emotions with face mounted cameras and software for decoding facial expressions. Combined with traditional means of measure this gives us new insight into their motivation.



**PhD student:**  
Line Mathisen

**Supervisor:**  
Professor Nina Prebensen

**Title:** Storytelling and story staging. Co-creating value in tourism

**Time schedule:** 01.08.2009 – 14.11.2013

**Background:** Master in marketing at UiT, extensive work experience from sales and marketing in the hotel and tourism industry.

**Research project:** My PhD thesis is about how tourism businesses by using storytelling can enhance co-creation of value with the tourists. The thesis focuses on different ways to tell stories, before and during a trip. The thesis is based on four articles where Service Dominant Logic is a key mind-set and co-creation is a central concept to elucidate the use of storytelling to inspire increased participation and co-creation in tourist activities.



**PhD student:**  
Muhammad Arif

**Supervisor:**  
Øystein Jensen

**Title:** Inter-organizational Exchange Relationships – Exchange Relationships between Local Service Suppliers and Tour Operators in the Tourism Distribution Channel. A Comparative Study of Northern Norway and Gilgit Baltistan Pakistan

**Background:** MSc in Mgmt from UET, Taxila and MBA in Marketing from BZU, both Pakistan. MSc courses also from HHB

**Time schedule:** July 2009 – Dec. 2013

**Research project:** The major objective of this thesis is to investigate how the nature of dyadic exchange relationships between local service suppliers and tour operators could possibly contribute to strengthening the long term performance capacity of these suppliers.

A comparison between the two contexts indicates that the more resourceful local service suppliers in Northern Norway had more room for selection of tour operators as exchange partners than those in Gilgit Baltistan, Pakistan.

An important contribution to the central claim in this thesis is that organizations derive sustainability from their own resources as well as from the resources acquired through dyadic and networked inter-organizational exchange relationships.

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