



From Shipbuilding to Experience Economy

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Nothing New under the Sun?



“Inventions have long since reached their limits, and I see no hope for further developments”

-- Roman engineer Julius Sextus Frontinus, 10 C.E.

“Technology advancement will not stop”

-- Naoyuki Akikusa, *Fujitsu, i2010* conference 2006

“It must be considered that there is nothing more difficult to carry out, no more doubtful of success, no more dangerous to handle than to initiate a new order of things.” (Machiavelli: Prince, p.51)

Structure of my Presentation



- Changes in the industry
- Current trends in the industry
- Current trends in tourism, SOME, technology,...
- Experience economy
- Comments and remarks

Changes in the Industry



- The rise of Asia in various shipbuilding sectors
- Changing trends in tourism
- Technology development
- Energy efficiency & green solutions
- Arctic shipbuilding

Current Trends in the Industry

- A shift from product/technology focus to service-based co-creation
- Globalisation => disintegration and re-integration of networks
- Green solutions & energy efficiency
- Offshore developments (esp. Arctic)
- “Newer” players (Russia, Brazil, China,...)
- Protectionism
- Larger & more luxurious ships
- Refurbishing rather than new-buildings



Current Trends in the Industry

- Strong points in Finland:
 - History, tradition
 - Education in shipbuilding (technical, technology,...)
 - Planning (concepts, production, energy, energy efficiency, environmental, safety & security)
 - Large subcontractor network
 - Arctic know-how
- Challenges in Finland:
 - Few newbuildings
 - STX problems
 - Government plays by the (EU) rules



Current Trends in the Cruise/Tourism Industry

- PANKS – A new demographic ('professional aunts, no kids') + other demographics
- Peer-to-peer travel (SOME)
- From budget to luxury
- Cruises in Asia (China: 2013 as Marine Tourism Year) & Africa
- Online/mobile (24/7 + customisation)



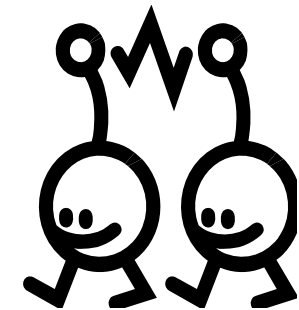
Current Trends in the Cruise/Tourism Industry

- Name brands are brought to the cruises (Starbucks, Nickelodeon,...)
- Short-break cruises (+celebrities +programmes)
- New business models (fee-based services vs. all inclusive)
- Atriums, outside boardwalks, outdoor activities
- Improving telecommunication



Current trends in Technology/Innovation

- From technology development to innovation
- Customer/end-user focus, open innovation
- Digitalisation of products and services
- Blue ocean strategies, long tail
- Communities
- Co-operative R&D
- Complementary skills involved in R&D
- International focus from the beginning
- Flexibility



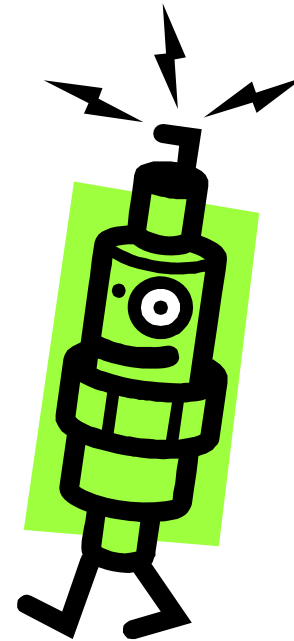
Experience Economy

- Pine & Gilmore (1998): consumers are in search of extraordinary and memorable experiences
- Education/learning: experiencing something new
- Escapism: Diverging to a new self
- Entertainment: Being entertained
- Esthetics: Indulged in environment



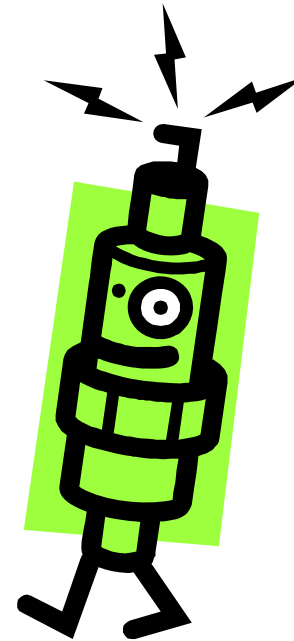
Concluding Remarks

- Asia becomes more important as a market as well as a customer-base
- End-user involvement in development, open innovation
- Mobile services
- Augmented reality in shipbuilding (planning), in the future in cruising?



Concluding Remarks

- From shipbuilding to experience economy
- From travelling from A to B to experiences
- Changes in consumption patterns
- New rise after the recession?
- New services, pre/during/post cruise experiences, SOME



“Anyone who has never made a mistake has never tried anything new.”

“Imagination is more important than knowledge.”

“Any intelligent fool can make things bigger and more complex. It takes a touch of genius - and a lot of courage to move in the opposite direction.”

