



*Promoting sustainable tourism in National  
Parks and other protected areas – a view  
from the top North of Europe*

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# *Parks & Wildlife Finland is responsible for:*

- conservation of nature and cultural heritage
- management of protected areas, including National Parks
- outdoor recreation, promotion of nature tourism
- sustainable game and fisheries
- fishing and hunting permit sales.



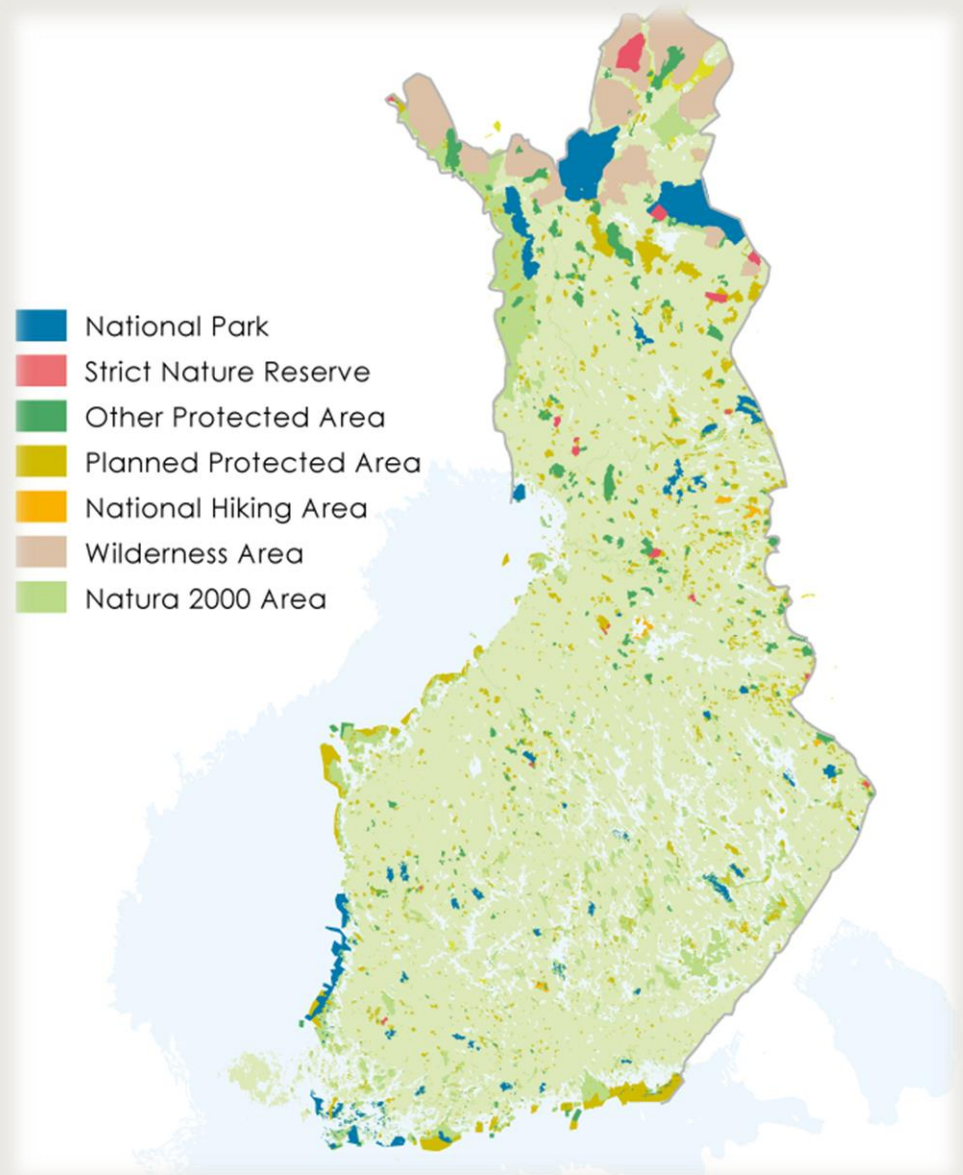
Saimaa ringed seal



# *Parks & Wildlife Finland manages*

- 40 national parks
- 19 strict nature reserves
- 5 national hiking areas
- 12 wilderness areas in Lapland
- almost 3,000 other protected areas
- and cultural heritage sites:  
ca. 350 protected buildings,  
ca. 2,000 ancient sites.

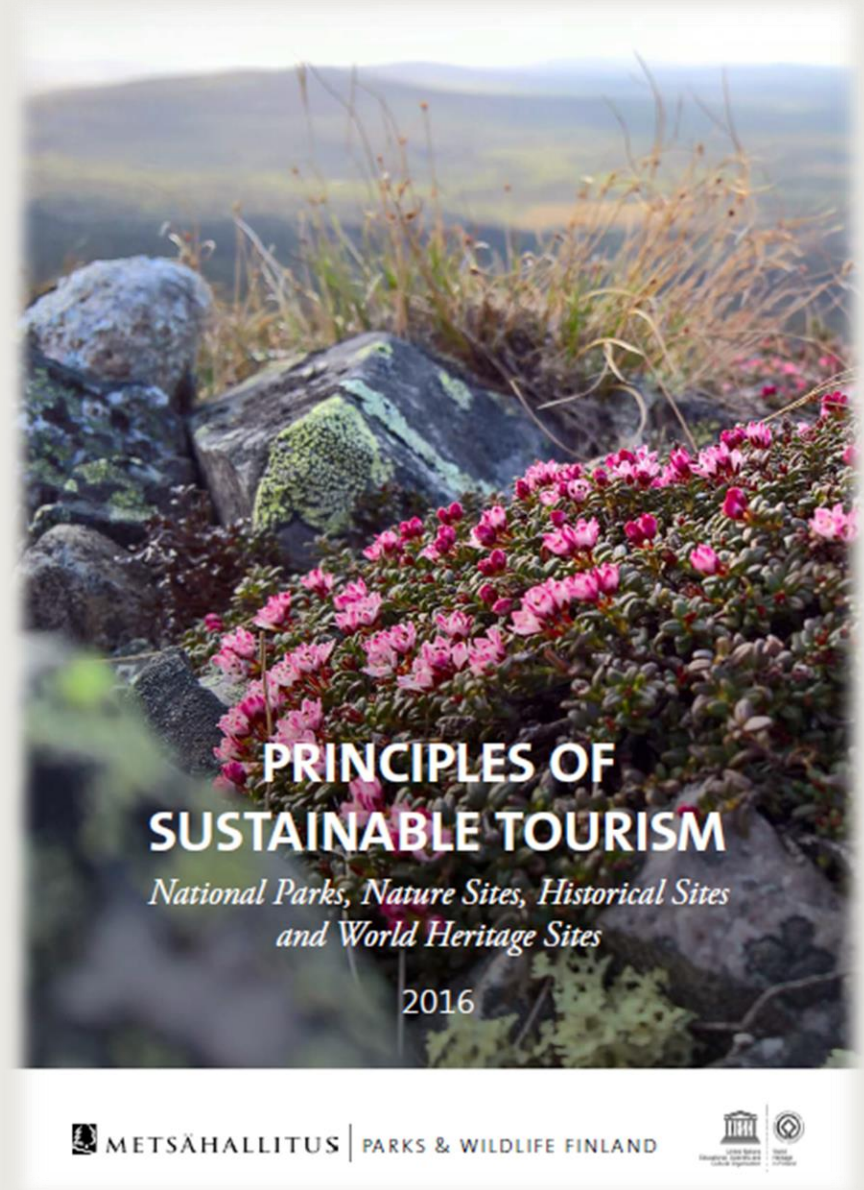
→ Most of the established protected areas, including all national parks, belong to Natura 2000 network



# National Parks, historical sites, protected areas and World Heritage Sites

*Principles of Sustainable Tourism is a frame of management and tourism cooperation.*

<http://www.metsa.fi/web/en/sustainablenaturetourism>







## Minimize the load on the environment

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- We promote opportunities to travel to the destination on public transport with low emissions.
- We increase the duration of visitors' stay in the area.
- We operate with energy and material efficiency.
- We set a good example in environmental issues.
- We enable and encourage visitors to act in an environmentally friendly manner






## Strengthen local aspects

- Local knowledge, research information, experience and culture provide a starting point for delivering experiences.
- The guidance provided is of high quality, and operators know the area and local conditions well.
- We increase the appreciation of the site by means of high-quality tourist services.
- We cooperate and offer local residents and visitors the opportunity to take part in the management and development of the site.






## Promote use of the sites to increase health and well-being

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- We encourage visitors to engage in versatile natural and cultural experiences on their own and in guided groups.
- We ensure the safety of all sites and services.
- Our services promote equality.
- We enhance visitors' opportunities to increase their social, psychological and physical well-being.
- We promote local residents' recreation and improve living conditions in the area.






## Promote growth and job creation in the local economy

- We offer visitors high-quality services based on the attraction of the site.
- We cooperate actively with other operators in the management of sites and the provision of services, with clearly defined roles and responsibilities.
- We provide easily accessible and interesting information on the sites and services in advance using various channels.
- We encourage visitors to stay longer in the area.





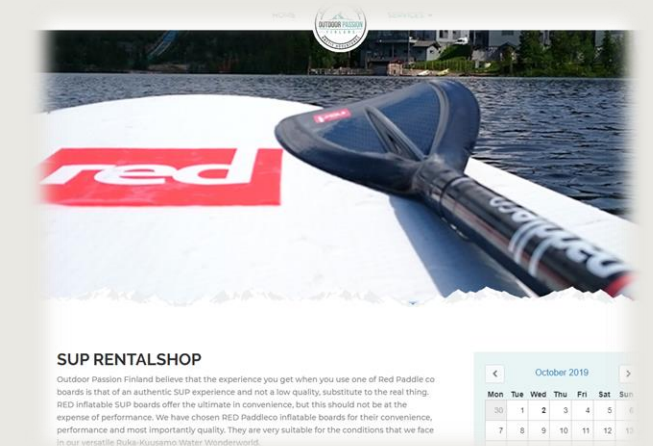
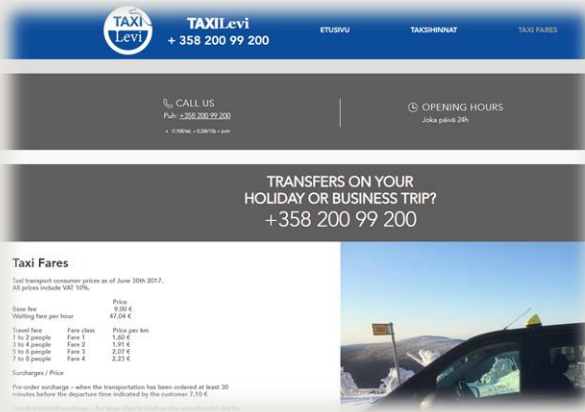
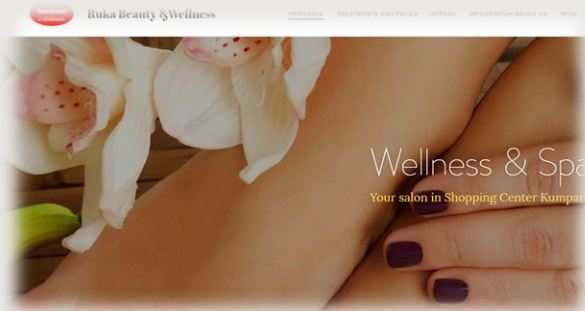
## Communicate together the values and services of the site

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- We are committed to the values and basic messages of the site.
- We communicate consistently and responsibly with different target groups both in Finland and abroad.
- We collect feedback from stakeholders in order to improve customer satisfaction and our activities.
- We organise training and cooperation events for operators in the area.
- We encourage operators to commit themselves to these principles of sustainable tourism.



# Over 650 tourism business partners in National Parks







## *RUKA Holiday Resort*

Holiday resort in North-East Finland, annually app. 1 million tourists  
in travel destination (24 % international tourists)





## *Oulanka National Park*

The most international Park in Finland, annually app. 180 000 visits  
(20% international tourists)





# *Cooperation with travel destinations*

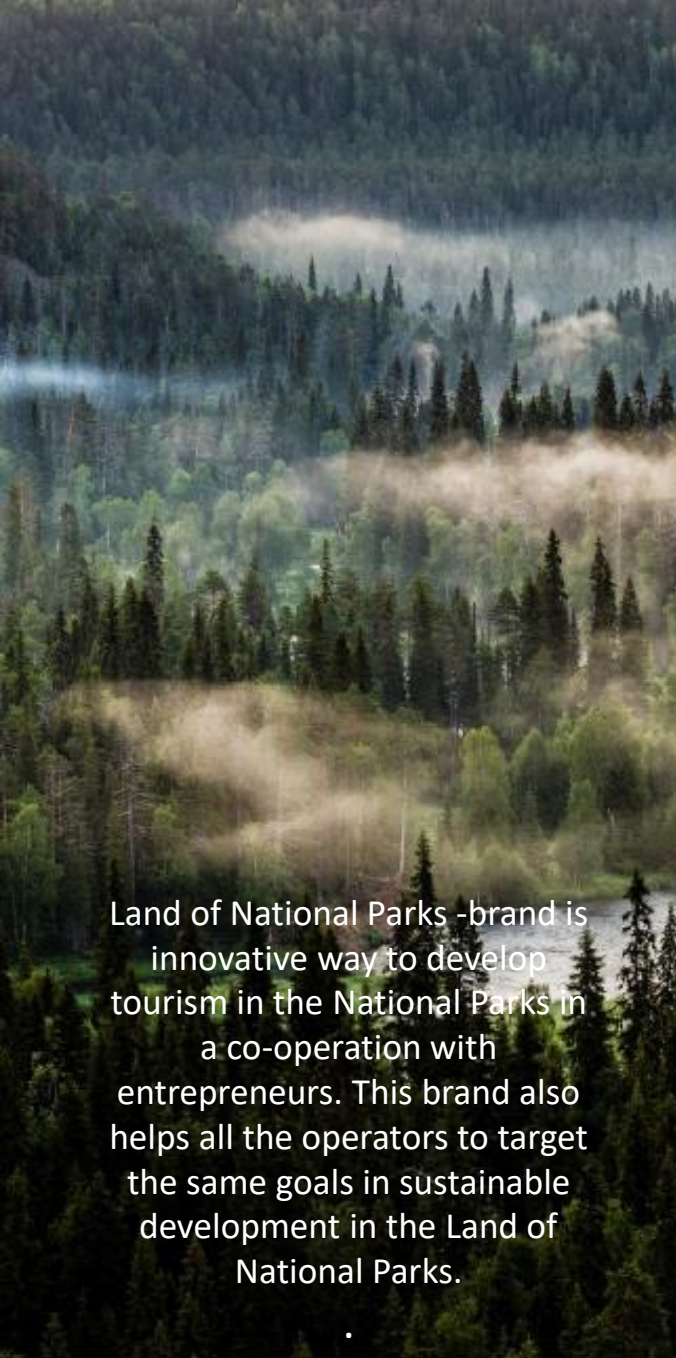
Argument in travel destination in 2000:

**"National Parks are nice attractions, but back-packers are not really economically important"**

Brand of travel destination in 2019:

**"Kuusamo-Lapland – the land of National Parks"**





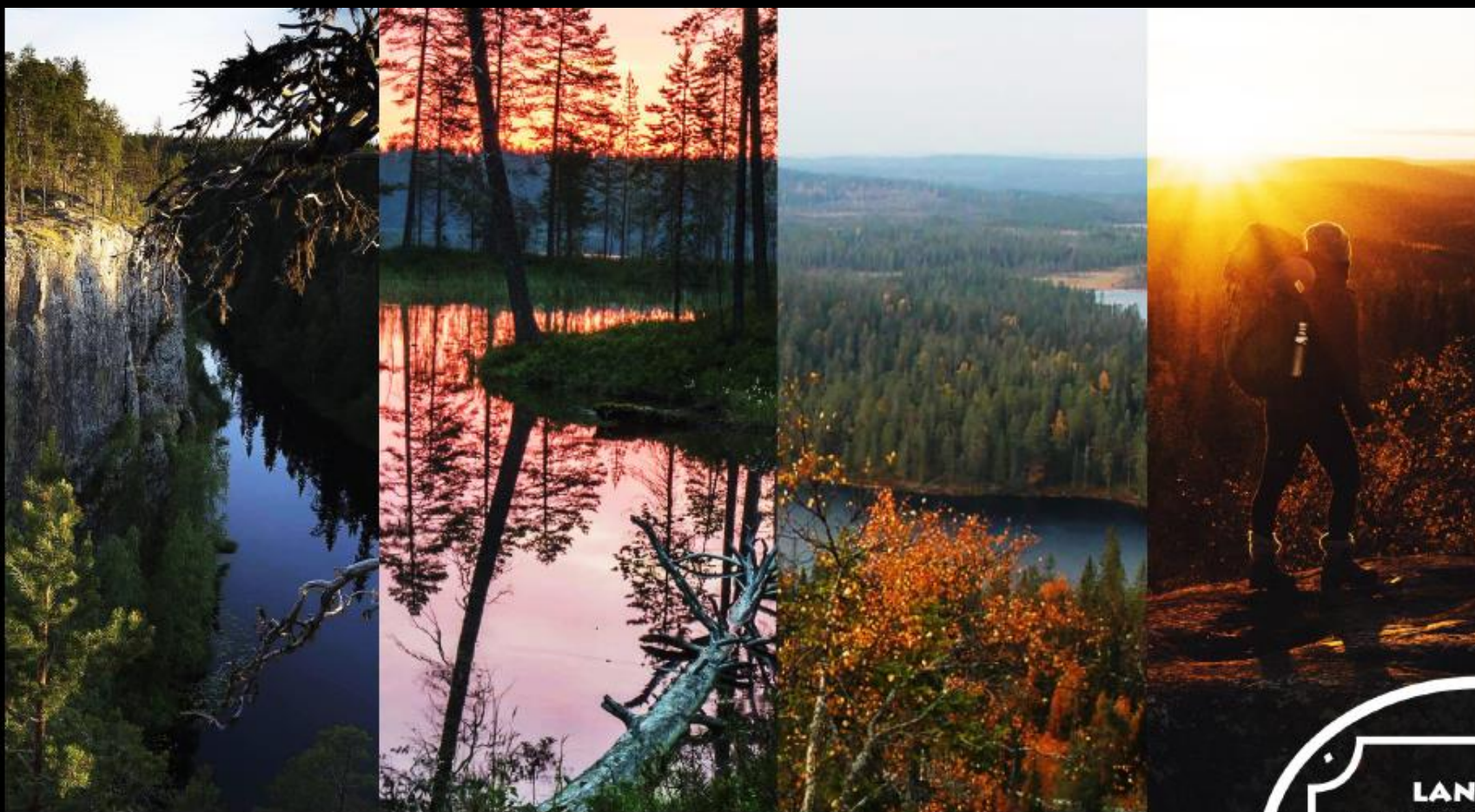
Land of National Parks -brand is innovative way to develop tourism in the National Parks in a co-operation with entrepreneurs. This brand also helps all the operators to target the same goals in sustainable development in the Land of National Parks.

**GO WILD IN THE LAND  
OF NATIONAL PARKS**

**SLOW DOWN IN THE  
LAND OF NATIONAL PARKS**







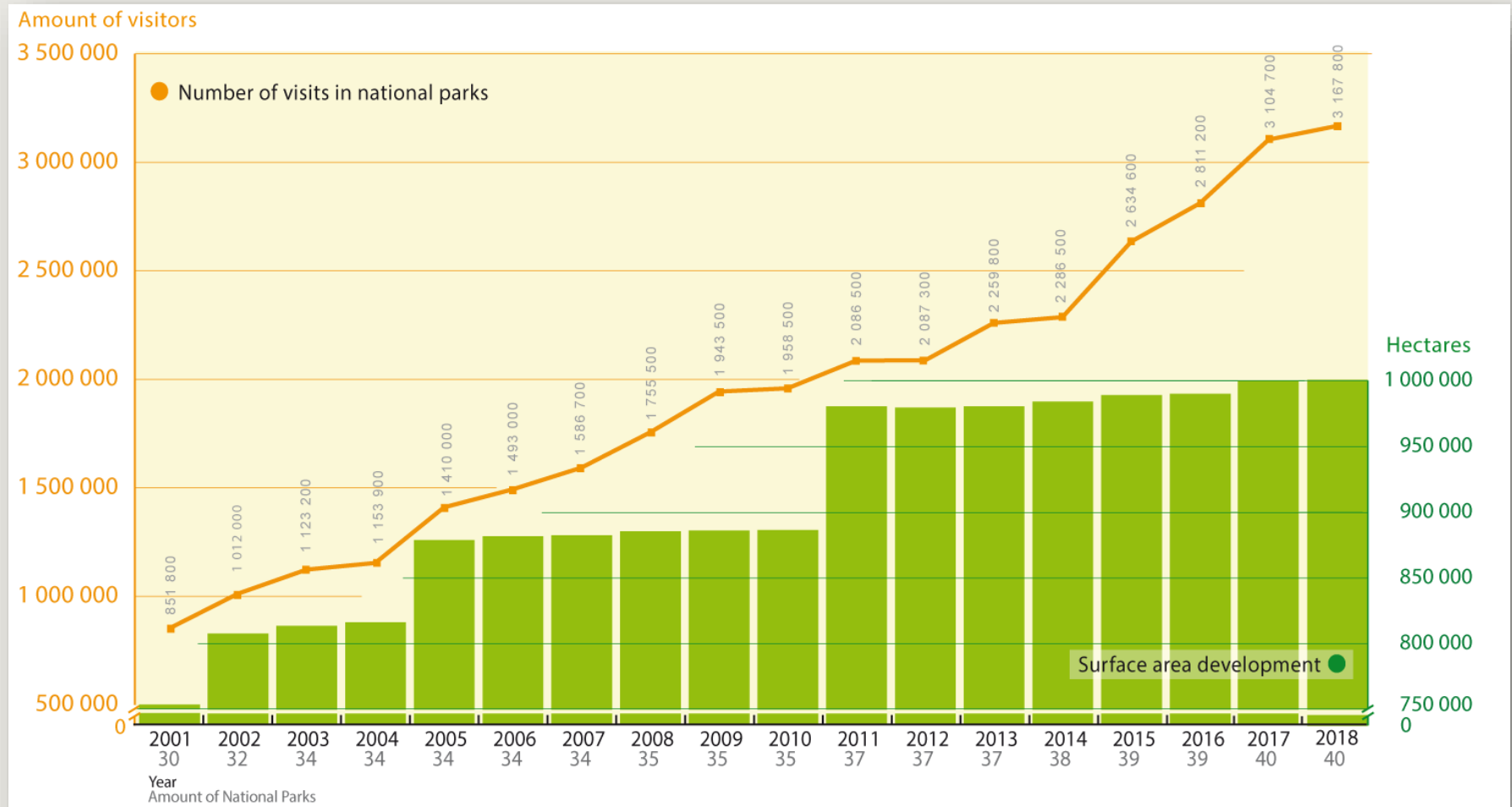
**SLOW DOWN IN THE  
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# Visitation to National Parks in constant growth

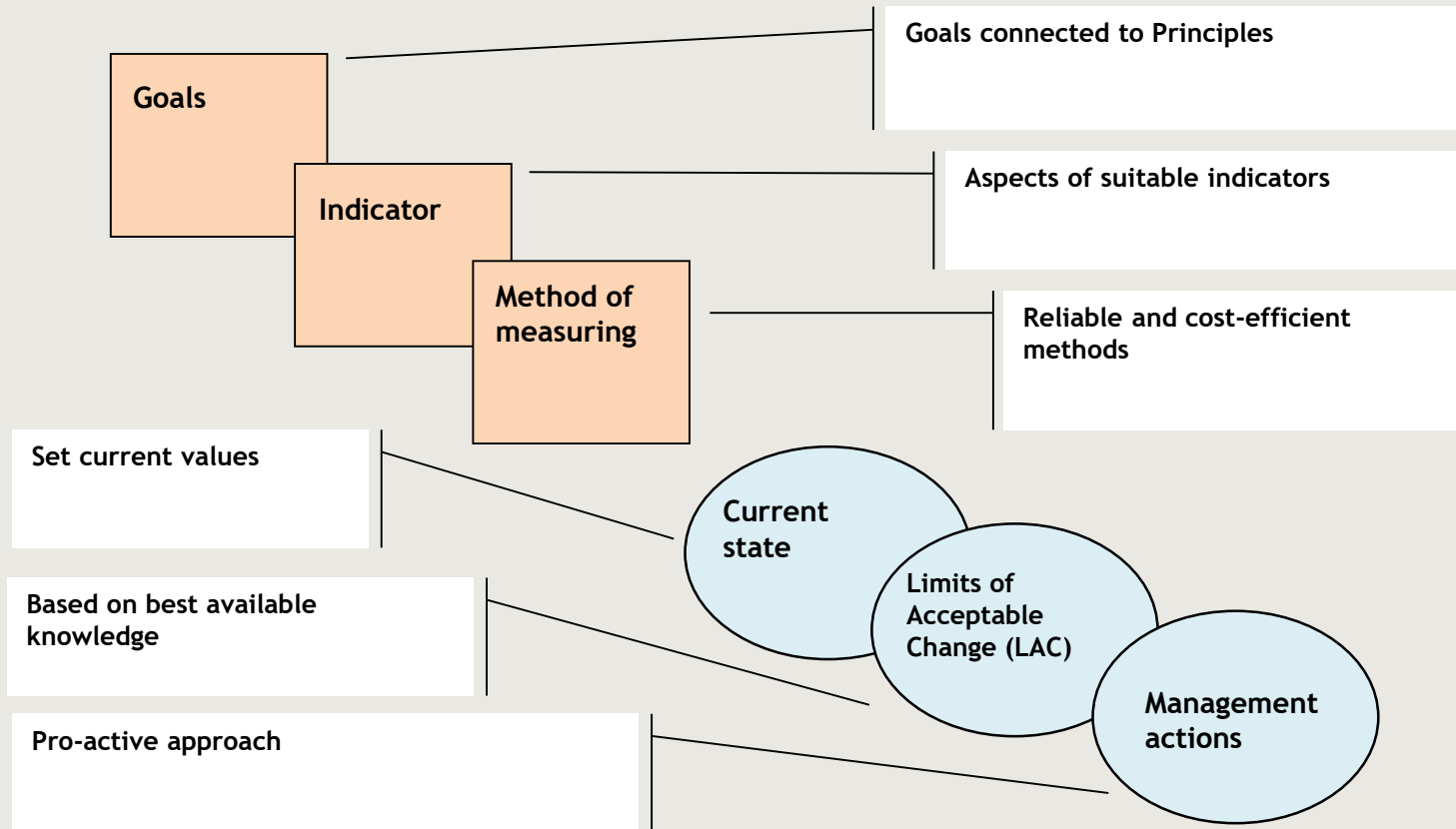




# Sustainability

## Ecological, Economical, Social, Cultural

### Principles of Sustainable Tourism





# LAC Indicators

- **Visitor Surveys:** visitor satisfaction index, health benefits, economic benefits etc.
- **Database of services:** waste management, firewood management, state and quality of services etc.
- **Species and biotopes**
- **Monitoring of visits**
- **Entrepreneur feedback**
- **GIS analysis** of channelling



*Brown trout of river Oulankajoki*

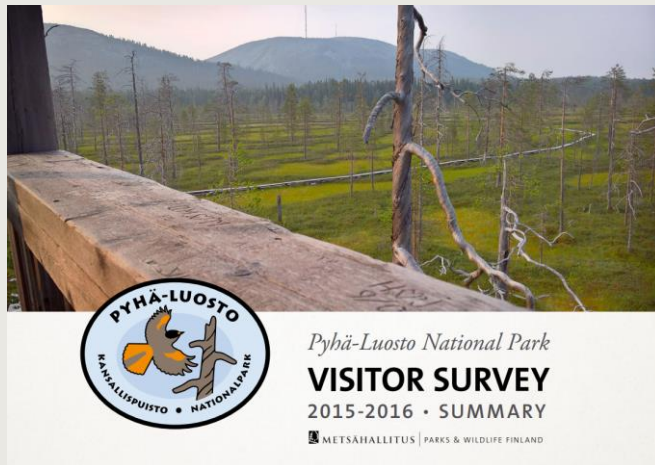


*Golden eagle*

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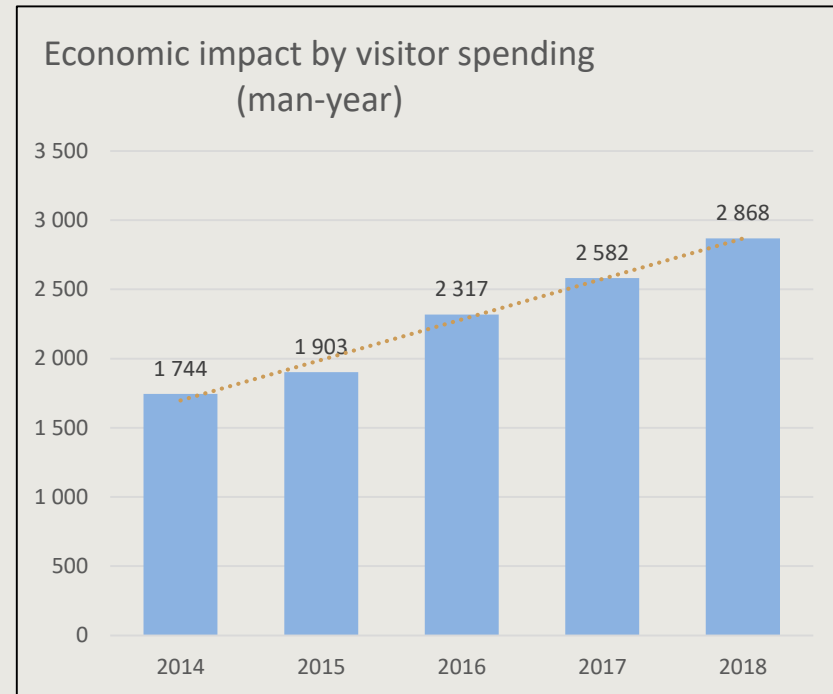
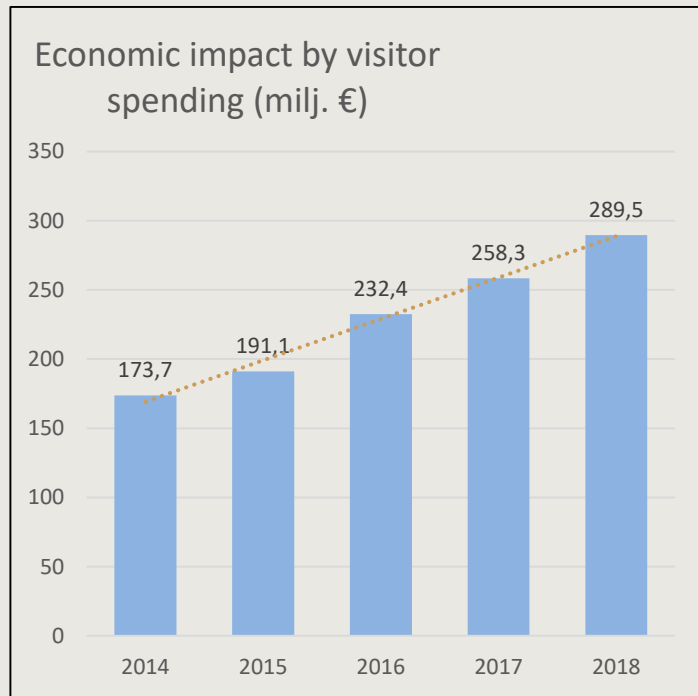


*Osprey*





## Example of benefits of tourism in National Parks





## Evaluations of the principles of sustainable tourism by tourism businesses:

*(1 = very bad ... 5 = very good)*

|                                 |      |
|---------------------------------|------|
| ■ accessibility                 | 4.43 |
| ■ applicability to business     | 4.40 |
| ■ competence for realization    | 4.06 |
| ■ clarity and comprehensibility | 4.08 |

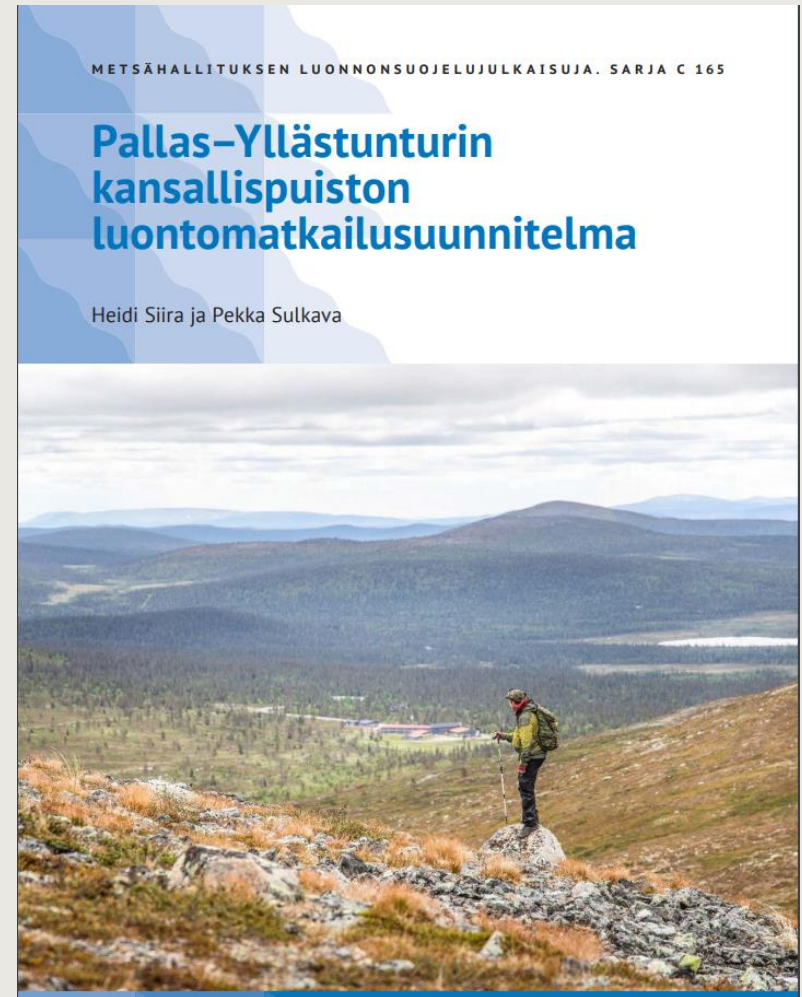
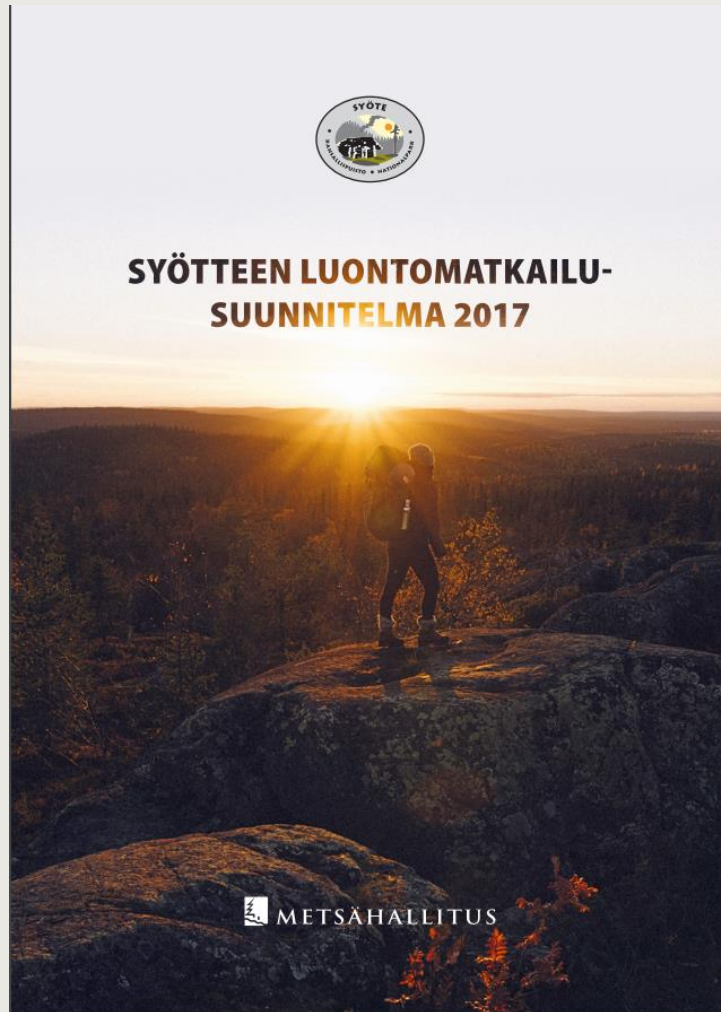
## Evaluations of the implementation of the principles of sustainable tourism by:

*(1 = very bad ... 5 = very good)*

|                                     |      |
|-------------------------------------|------|
| ■ business itself                   | 3.89 |
| ■ stakeholders                      | 3.65 |
| ■ tourism industry (in destination) | 3.54 |
| ■ Metsähallitus                     | 3.77 |



# Sustainable Tourism Development Strategies







# Next Steps

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2019

- Clear frame and principles for tourism products in protected areas
- New model for cooperation agreements.
- National Parks certified by SustainableTravel Finland – trademark





# Next Steps

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2020

- New model for tourism strategies
- Development of Tourism education – National Park view
- Development of Tourism marketing, including aspects of sustainability





*Thank you for your attention!*