



SUOMENLINNA  
SVEABORG

# Sustainable Tourism Strategy for Suomenlinna

Baltic Sea Sustainable Tourism Parliamentary Working Group

20th March 2016







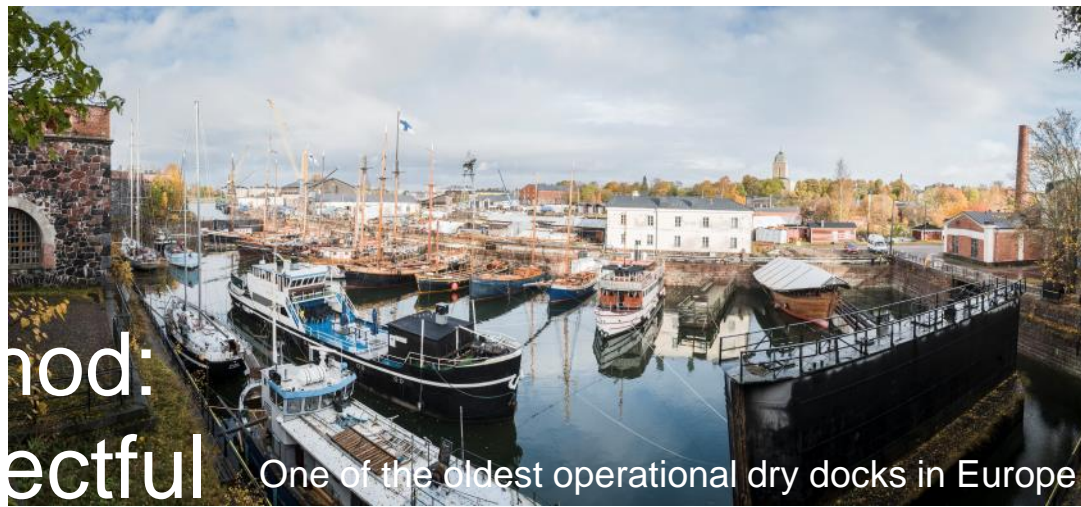
Mission:  
Preserve and Present Cultural Heritage





800 Residents

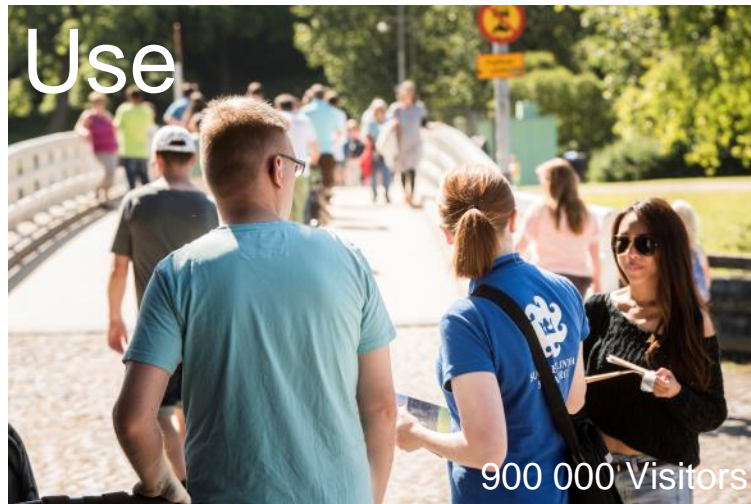
# Method: Respectful New Use



One of the oldest operational dry docks in Europe



400 Jobs



900 000 Visitors

# Sustainable buildings





# Sustainable transport



A group of people are exploring a cave. They are holding lanterns, and the walls are made of rough, textured rock. The scene is dimly lit, with the primary light source being the lanterns. The text "Sustainable tourism" is overlaid in the center.

Sustainable tourism





Search Activities Search

Advanced ▾



# Sustainable Tourism

UNESCO World Heritage and Sustainable Tourism Programme

*World Heritage and tourism stakeholders **share responsibility** for conservation of our common cultural and natural heritage of Outstanding Universal Value and for sustainable development through appropriate **tourism management.***

© The photo archives of the Governing Body of Suomenlinna, Author: Lentokuva Vallas Oy

# The Making of Sustainable Tourism Strategy for Suomenlinna



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## Welcome to the UNESCO World Heritage Sustainable Tourism Toolkit

Sustainable planning and management of tourism is one of the most pressing challenges concerning the future of the World Heritage Convention today and is the focus of the UNESCO World Heritage Sustainable Tourism Programme.

These 'How To' guides for World Heritage Site stakeholders will enable a growing number of World Heritage Site communities to make positive change and pro-actively manage tourism.

How to use this toolkit →

**Yhdessä**  
- kasvua ja uudistumista

Matkailun tielkartta  
2015-2025

## National Tourism Strategy



**Our Common Heritage**  
For a National World Heritage Strategy 2015-2025

Publications of the Ministry of Education and Culture 2015-15



**Hoitosuunnitelma**  
Suomenlinna – Unescon maailmanperintökohde  
**Management Plan**  
Fortress of Suomenlinna – Unesco World Heritage Site  
2014



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## A sustainable tourism strategy for Suomenlinna

THE GOVERNING BODY OF SUOMENLINNA  
2015





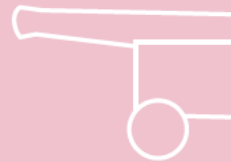
# VISION

SUOMENLINNA IS AN INTERNATIONALLY VALUED AND AUTHENTIC SEA FORTRESS

- at which the common goal of tourism and conservation is to maintain an authentic World Heritage Site that is full of life
- where entrepreneurs are successful year-round by providing high-quality services, where residents have a good quality of life, and where visitors enjoy participatory experiences that increase their wellbeing
- that is a model destination for sustainable tourism.



## THE FOCUS AREAS OF THE STRATEGY

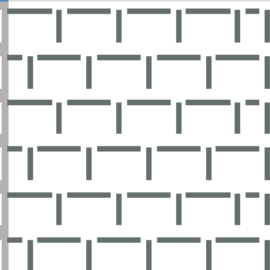
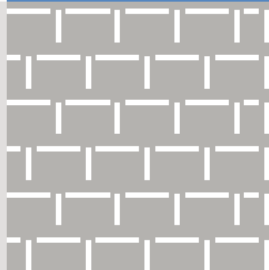
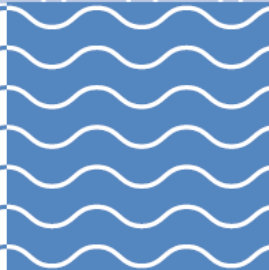
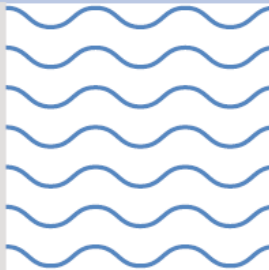


- Managing the impacts of tourism and taking advantage of its benefits
- Maintaining a high-quality visitor experience
- Emphasising the image of a year-round destination
- Developing networked activities
- Communicating World Heritage values



# VALUES

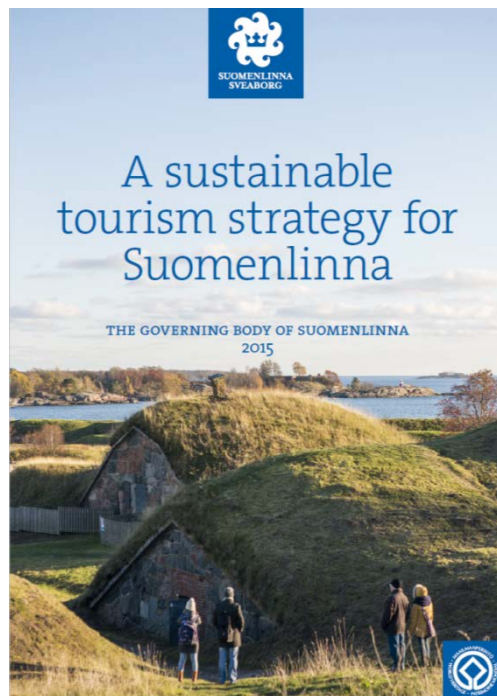
CUSTOMER ORIENTATION  
COOPERATION  
UNIQUE AND AUTHENTIC  
SUSTAINABLE FUTURE



# Radiate Excellence in Our Networks



Focus Area 4:  
Developing networked activities



7 Finnish  
World Heritage Sites

**Principles and Indicators  
of Sustainable Tourism**  
Ecological, economical,  
social and cultural



Other Finnish Sites of  
Cultural or Natural Heritage

37\* Nordic World  
Heritage Sites  
+ 5\* Baltic World  
Heritage Sites

\* Not including the Struve Geodetic Arc  
(NOR, SWE, FIN, EST, LVA, LTU, BLR,  
RUS, UKR, MDA)

10 European  
At Fort Sites

New Dutch Waterline (NLD), Venice-  
Mestre (ITA), Network of Vauban's major  
sites (FRA), Citadel of Spandau (DEU),  
Kaunas city municipal administration  
(LTU), Fort Monostor (HUN), Provincial  
Government of Antwerp (BEL), Paola  
Heritage Foundation (MLT), Suomenlinna  
(FIN), Medway Council (GBR) +  
University of Nova Gorica (SVN)



# Protect the **Intrinsic Value** of the Site from Attempts of Exploitation.



Focus Area 1:  
Managing the impacts of tourism  
and taking advantage of its benefits





# Work with the Tourism Industry to Sustainably Tap into the Extrinsic Value of the Site

Focus Area 1:  
Managing the impacts of tourism  
and taking advantage of its benefits



# Local Economic Impact of Suomenlinna in Helsinki



Focus Area 1:  
Managing the impacts of tourism  
and taking advantage of its benefits

40 000 000 €



Economic impact in Helsinki produced by those visitors who indicated that visiting Suomenlinna was the only or the main reason for their trip to Helsinki.

Economic Impact of  
Suomenlinna in Helsinki  
2015

6 200 000 €



Public spending and  
investments in 2015

# Cultural Heritage is an Asset, not a Cost.

## Protection = Asset management.

The protection, preservation and presentation of the **intrinsic value** produces **sustainable extrinsic value** for the destination.







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# Thank You!

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