

Finnish Strategies and Experiences on Sustainable Tourism

21.3.2016

The BSPC Working Group on Sustainable Tourism, Helsinki
Nina Vesterinen, senior specialist, tourism policy



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Sustainable tourism

***takes full account of its current and future
economic,
socio-cultural and
environmental impacts,
addressing the needs of
visitors,
the industry,
the environment and
host communities***



+ and -



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A lot of work done already in BSR e.g.

- Agenda 21 for Baltic Sea Region Tourism (1997)
- Indicators for the development of sustainable tourism in the Baltic Sea Region (2001)
- Sustainable Tourism Possibilities in the Baltic Countries (2003)
- Sustainable Tourism Development Agora (2005-2007)
- Flagship Project - Develop strategies for a sustainable tourism (2010-2013)
- Monitoring Group on Cultural Heritage in the Baltic Sea States
 - Cultural Heritage and Tourism Forum in 2007; cross-sector expertise and the involvement of local society
- CBSS: The international discussion forum on Baltic Sea region cultural routes, 'Eastern Viking Forum II (2014)
- Current Nordic proposal
 - *Ecolabeling sustainable tourist destinations and sustainable tourism conference*



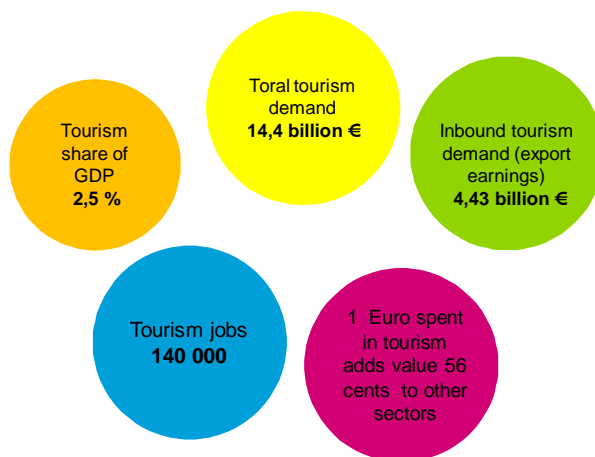
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"Achieving more together" Roadmap for Growth and Renewal in Finnish Tourism 2015 -2025



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Tourism in Finland



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Finland #1 tourist destination in Northern Europe

Vision 2025:

As an original, curiosity-provoking destination, Finland is the number-one tourist destination in Northern Europe by 2025 – the first choice among tourists.

Mission

Tourism consumption is at € 20 billion, bringing prosperity, wellbeing and employment all over Finland.

Key strategies

Collaboration and partnership

Interesting offering

Increasing effectiveness of marketing measures, ease of purchase

Competitive operating environment

Transportation connectivity

Enabling tools

Customer orientation, innovations, digitalisation, **sustainability**, profitability



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Roadmap

Factors to follow in all development and operation include:

- principles of sustainable tourism (economical, ecological, low-carbon, socio-cultural, ethical)

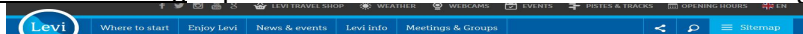


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Roadmap: 2.3 Development of activities

2.3.1 Towards greener, more sustainable tourism

- Demonstration project on the BCD (utilising bioeconomy, cleantech and digitalisation) of sustainable water tourism
- Increasing communication and training on the importance of sustainability and responsibility and the increasing environmental and cultural awareness of customers as a competitive edge
- Encouraging tourism companies to follow environmental and cultural responsibility in the development of their business
- Communicating implemented measures to customers in marketing



ENVIRONMENTAL RESPONSIBILITY



It is better that 100 companies make 5 environmental matters than 5 companies perform 100 such matters.

- Increasing awareness and practical knowledge of adjusting to climate change and diversifying tourism service offering accordingly
- Supporting solutions that encourage future consumers to make sustainable choices
- Highlighting national parks and UNESCO World Heritage Sites as top marketing targets in tourism and as stronger elements in Finland's country brand



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Sustainable Cultural Tourism Development

The Definition of Cultural Tourism (Finland)

- The intangible cultural heritage, living heritage, as well as its preservation are key elements.
- The aim is to the production of culturally sustainable tourism respect the local population.
- *"In cultural tourism, commodities and services are produced for local residents and outsiders with **appreciation of regional and local resources** and on a business basis. The aim is to provide experiences and opportunities for people **to get to know these cultural resources, learn from them or participate in them.** This contributes to the **development of people's identities and to an understanding and appreciation of both one's own culture and other cultures.**"*



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Our Common Heritage: the Finnish National World Heritage Strategy 2015 – 2025

A shared sustainable development tourism strategy created for the Finnish world heritage sites based on UNESCO's Sustainable Tourism Programme.

Cultural Environment Strategy 2014 – 2020

- to strengthen sustainable development and the related ecological, financial, social and cultural values with the help of good management and responsible enhancement of the cultural environment.

https://helda.helsinki.fi/bitstream/handle/10138/135508/Cultural%20Environment%20Strategy_2014.pdf?sequence=1

National Arts and Cultural Event Programme

- based on the Government's programme and on the goals of cultural policy. One of the key objectives will be the development of the festivals.



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National Theme Based Development Strategies

- A strategy for each theme guides the development and suggests the appropriate measures. (link: www.visitfinland.fi)
- E.g.
 - The Development Strategy for Culture Tourism 2014 – 2018 (VisitFinland / Culture Finland – programme)
 - Local and regional cultural resources are respected. The goal is to create memorable experiences for visitors out of cultural resources and to learn from them.
- Common theme for all: ecologically, economically and socially sustainable development



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Visit Finland Basic Export Quality Criteria

- Prerequisite for joint marketing campaigns
- Sustainability
 - The company employs indicators of ecological and social responsibility
 - Authentic experiences
 - Companies are free to choose an appropriate sustainability program for themselves



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Ecolabels and Sustainability Certifications in use in Finland

The Nordic Swan - Joutsenmerkki – ecolabel in Finland since 1990 – 25 years environmental work behind.



- 45 hotels and 14 restaurants have the certification.

<http://joutsenmerkki.fi/en/the-nordic-ecolabel/>



Green Key ecolabel, global label especially for travel trade. 2,100 hotels in 45 countries – Started 3/2015 in Finland.

- 31 hotels certified <http://www.green-key.org/>



The European Ecolabel Scheme - European Union

- In Finland only 2 certified hotels.

<http://eu-ymparistomerkki.fi/summary/>



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Ecolabels and Sustainability Certifications in Finland



Suomen luomumatkailuyhdistys = **ECEAT** Finland (European Centre for Ecological and Agricultural Tourism).

- 29 certified companies. <http://www.eceat.fi/>



ISO standards for various industries

- ISO 26000 , ISO 14001, 14004, 14005, 14006
- E.g. Viking Line, Tallink-Silja, Eckeröline

http://www.iso.org/iso/home/store/publication_item.htm?pid=PUB200002



Green Tourism of Finland® (GTF) – a private environmental label.

- Green Tourism of Finland®(GTF) ecolabel is a network of Finnish companies of nature tourism, who are committed to the principles of sustainable development.
- Certification have 10 companies in travel trade

<http://www.greentourism.fi/>

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EcoCompass



- a Finnish environmental management system and environmental certification for events and event venues as well as for small and medium sized businesses and public offices (regional)
- a less formal environmental management system
- 21 certified hotels or festivals.

New EcoCompass for Events

- EcoCompass Event project 2015-2017, funded by the Finnish Ministry of Education and Culture and coordinated by the Finnish Olympic Committee, makes the EcoCompass Event system a national available tool
- During the project the system is implemented for 15-20 significant Finnish events and venues.
- One of those events Tall Ships Races event in Turku 2017.



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Guidelines



METSÄHALLITUS

- **Principles for Sustainable Nature Tourism in Protected Areas**
 - nine principles guiding operations of Metsähallitus in protected (2004-)
- **ETIS** -European Tourism Indicator System & Tool kit for Sustainable Destinations
 - suitable for all tourist destinations, encouraging them to adopt a more intelligent approach to tourism planning.
 - 27 core indicators, 40 optional
 - piloted in 20 countries, over 20 countries: Wild Taiga Kainuu
- **Scandinavian Sustainable Destination Index for MICE-industry**
 - 4 cities in Finland
- “**Kesma**” guidelines for sustainable rural tourism in Finland
- Handbook for **planning and building** sustainable tourist destinations
- **Helsinki declaration** for sustainable tourism (2009-)



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Green Start, Finnish travel trade sustainability coaching



Green
START

- Green Start is a **sustainability training** (one day).
- Gives a company tools to promote and communicate sustainability in their business.
- The company commits to take sustainable steps towards sustainable business by choosing five out of 10 developing areas to carry out in the following years.
- Training also includes a practical action plan to boost environmental issues and sustainability.
- Areas: 1.Management, 2.Marketing and communication, 3.Social responsibility, 4.Energy and water usage, 5.Waste management, 6. Buying and purchase, 7.Cleaning and maintenance, 8. Transport and traffic, 9. Responsibility of the surrounding nature, 10. Culture, villages and national parks.
- 32 companies certified



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Green DQN, Responsibility DQN – Finnish travel trade quality & sustainability coaching for destinations

- 2,5 – 3 year-programmes for quality development of a destination basing on Quality1000-training.
- include research, training and development in the whole destination and aim at a permanent cooperation model for quality development.
- 5 destinations have completed the Green or Responsibility DQN.
- <https://www.haagaperho.fi/liiketoiminnan-kehittaminen/muu-yritystoiminnan-kehittaminen/green-start-vastuullisuus-liiketoiminta>
- <http://www.laatutonni.fi/node/201>

Q1000
LAATUTONNI
QUALITY
1000

Green
DQN®
Destination Quality Net

Responsibility
DQN®
Destination Quality Net



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Alatunniste teksti

11.4.2008

Education and Research

- Vocational Qualifications in the Tourism Industry
 - Sustainable development one of the key competences
- Universities and Universities of Applied Sciences
 - Sustainable tourism courses
- Sustainable tourism research project
 - begins in April 2016 funded by Government



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Future work for sustainable tourism in BSR?

- To highlight/promote the importance of sustainable tourism
- Exchange of best practice
- No more new labels – expensive and complicated
- Clean Baltic sea foundation for future tourism development
 - Sustainable cruising industry a key from tourism point of view



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