



Finnish Model to Develop Rural Tourism

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Herrankukkaro

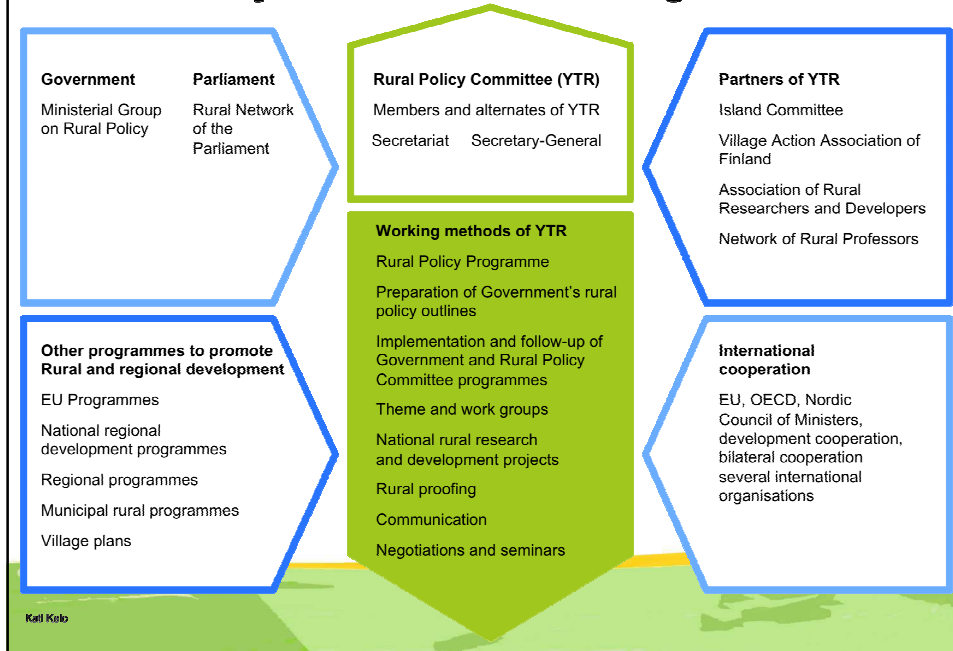


Main objectives of rural policy

- To improve the living conditions in the countryside: rural areas should be viable, with a diversified economic, service and age structure.
- To undertake rural policy measures in cooperation with the municipalities and various associations.
- To target the measures at all rural residents independent of their occupation, gender, or age.



Rural Policy Network and Working Methods



Working Group on Tourism Matkailun teemaryhmä

- established in 1994
- appointed by Rural Policy Committee
- representatives comprising of various sectors of administration, interest organizations and expert bodies
- main task to promote and co-ordinate the overall development of rural tourism in Finland
- current term will run until the end of year 2011
- actions financed 100 % by Ministry of Agriculture and Forestry





Tasks in 2009 - 2011

1. Co-ordinating the development of rural tourism
2. Yielding and communicating information
3. Supporting the production of information for the industry
4. Promoting the availability of tourist products
5. Supporting service competence and the renewal of rural tourist products



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Current development areas

- Village tourism
- Outdoors Finland
- Food & Tourism
- Quality and safety training programmes
- Sustainable tourism
- Development of rural tourism statistical system
- Information and PR
 - Information letters, web page, own magazine
- Future of rural tourism – also related to the next EU programmes 2014-2020



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Working methods

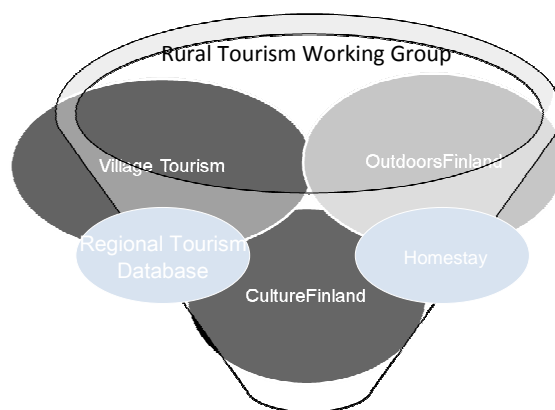
- To look for new signals from, for example, various strategies and programmes that support rural tourism, which it then refines to suit the purposes of practical development.
- Organizes meetings, training sessions, seminars
 - Mainly to the developers and funding agents, but also entrepreneurs
- Takes part in the national debate related to tourism
- Takes part in various working groups
- Contributes to the policy documents, writes statements
- Functions as national point of contact of communication
- Acts as a member in various project steering groups
- Act as a networking agent



– **Main aim to integrate national development and resources, and safeguard continuity in the development processes**



Co-operation with the national rural tourism projects



5+1=7



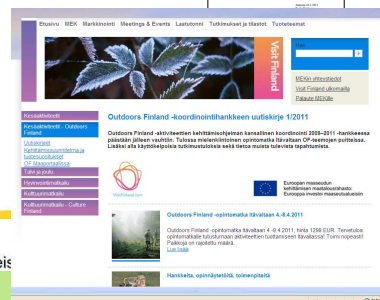
Preparation of the OutdoorsFinland Programme

- Government Resolution on Finnish Tourism Policy
- Finland's Tourism Strategy up to 2020
- Many market research and other studies implemented
- Personal interviews and a survey among actors
- Analyse of a current active tourism offering
- Working groups on various themes
 - Result: a development strategy for each theme



Outdoors Finland – project activities

- The coordination project carries out such measures which are not wise to execute in single companies or regional projects
- Market research and studies
- Statistical monitoring system
- Planning guide lines for canoeing and hiking routes
- Visibility of activities in VisitFinland.com
- Coordinator meetings and consulting of regional projects
- Seminars
- Theme specific product criteria
- Study tour Austria



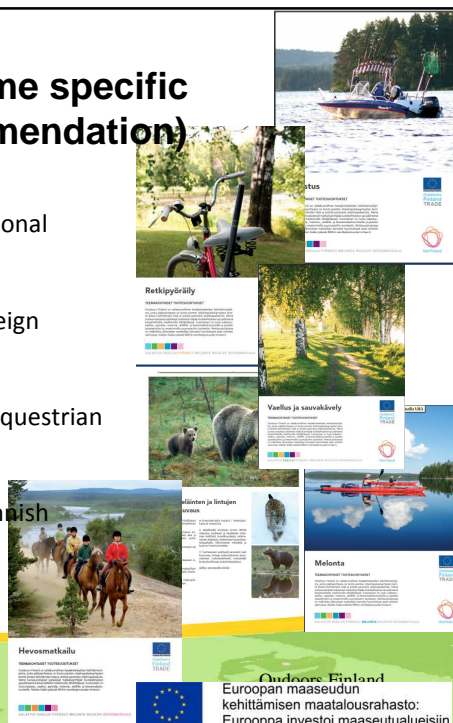
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Outdoors Finland – theme specific product criteria (recommendation)

- Serve as a supporting tool for product development when marketing international markets.
- Are based on specific demands of foreign travellers
- For fishing, hiking, cycling, canoeing, equestrian and wildlife products.
- Furthermore, the quality criteria of Finnish Tourist Board apply.

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Product criteria (recommendation) for cycling

- Product criteria instruct the content, quality and product descriptions of **guided** and **self-guided** cycling products. In addition, they give recommendations for the planning of **cycling routes**.
- Recommendations have been prepared in cooperation with Outdoors Finland team, Poljin ry, cycling experts, entrepreneurs, etc..
- Are nationwide, freely available
- Criteria can be used as a checklist as well as educational material, for workshops, training, etc.
- The criteria are available as PDF at www.mek.fi and they can be ordered in print from the Project Manager

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Baltic Sea Rural Tourism Co-operation

- Work together to enhance its (area) importance in the EU-level
- All the countries should concentrate on their own strenghts and challenges
- Exchange best practices
- If common theme based products such as roundtrips are to be developed as well common product and quality criteria are needed or at least a common understanding



Thank you and
hope you enjoy your stay
in Herrankukkaro!

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