

Product development as part of destination management

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Metsähallitus

Natural Heritage Services (NHS)

*Public Health and Experience of Nature –
The role of Protected Areas*

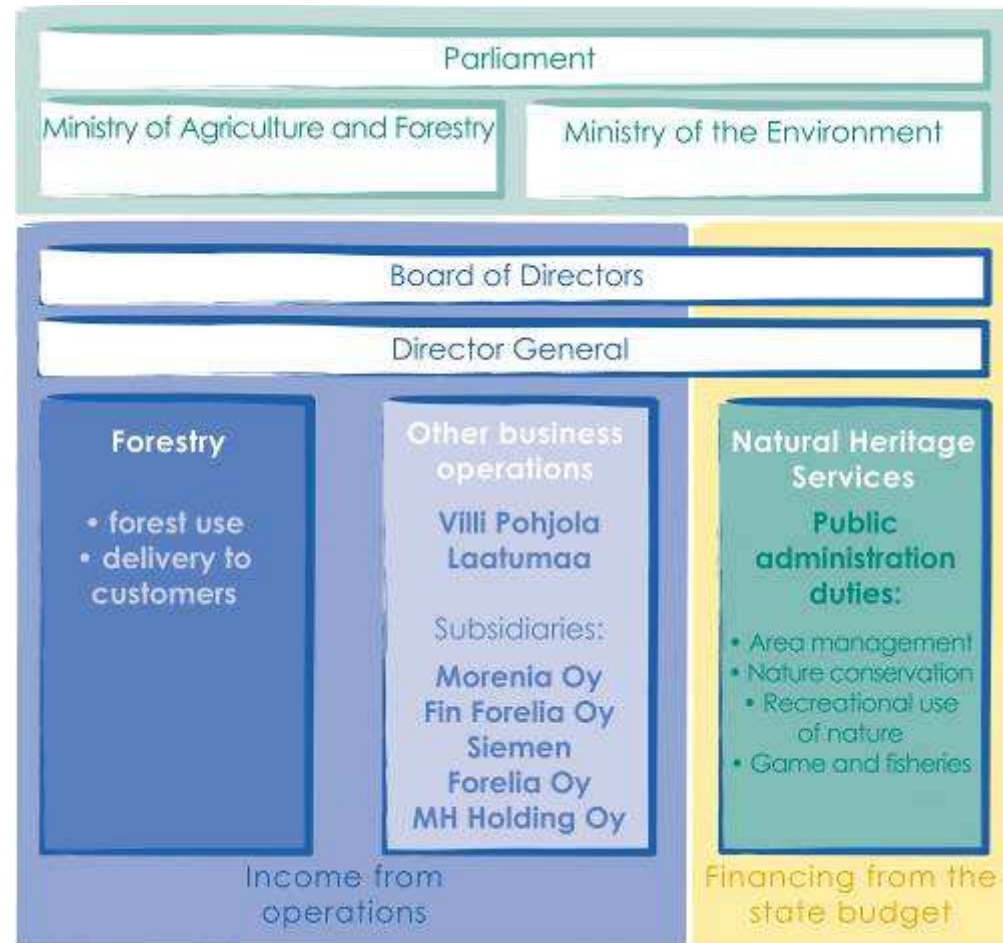


Topics of the Presentation

- Introduction of Metsähallitus
- Background
- Partnership in destination level
- Case Oulanka



Organisation of Metsähallitus



Metsähallitus operates primarily within the framework laid down by the Ministry of Agriculture and Forestry; Metsähallitus's nature conservation duties are guided by the Ministry of the Environment.



Metsähallitus's lands and waters

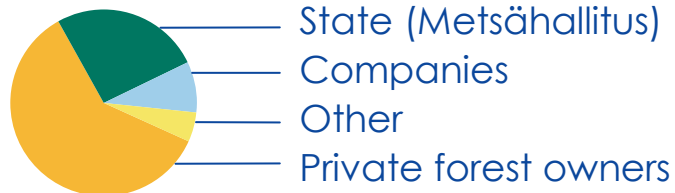
- Forest land in managed forests, 3.5 million ha
- Poorly productive and non-productive land, 1.5 million ha (excluded from forestry)
- Protected areas, wilderness reserves and other areas, 4.0 million ha

Water areas, 3.4 million ha

- Public water areas

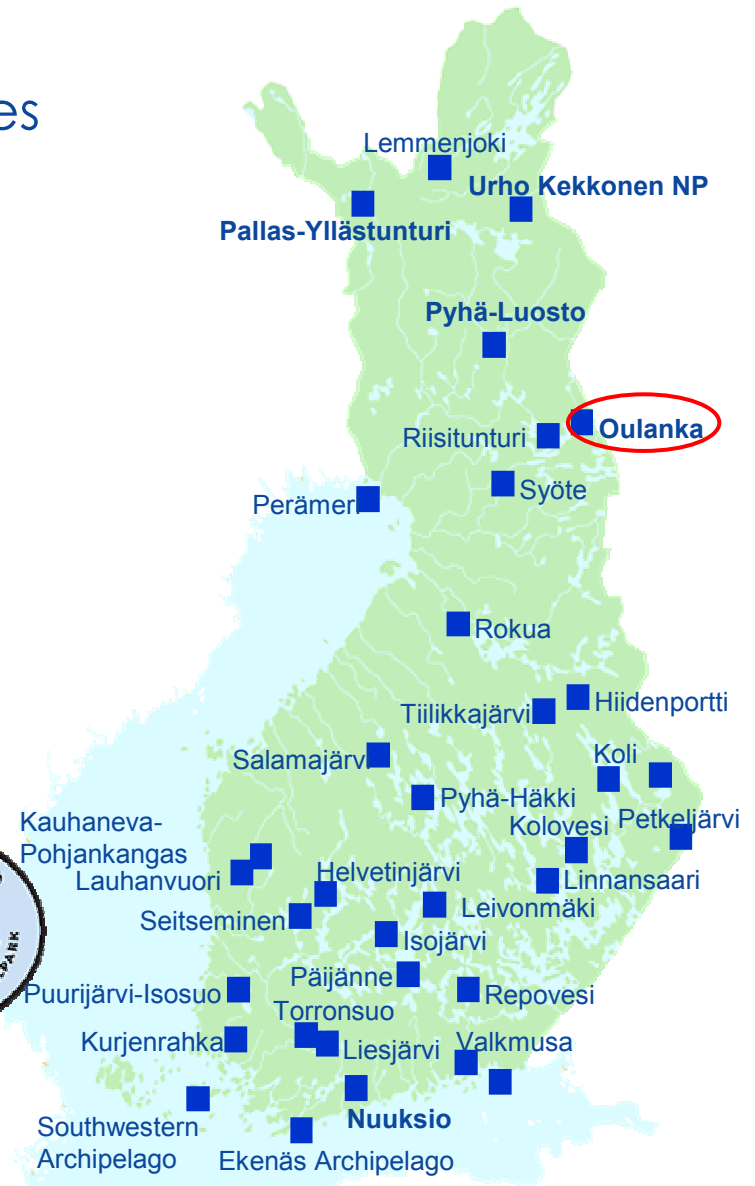
In total 12.4 million ha

Ownership of forest land in Finland



Natural Heritage Services (NHS)

- Funding for Natural Heritage Services
EUR 54,5 million
 - mostly from the state budget
- 568 Person-years
- 35 National parks
- 7 National Hiking Areas
- 12 wilderness areas
- More than 400 other PA's



Background

- Why is public health and human wellbeing so essential?
 - Competitiveness of Finland
 - Demographic situation; retirement of 'big generations'
 - Physical condition and mental wellbeing of people (changes in lifestyle and work)
- In Finland management of protected areas does not have long history in cooperation with health sector
 - Public Health Program 2001 – 2015
- The relationship between protected areas and human wellbeing is increasingly recognized
 - LVVI II (National Assessment of Outdoor Recreation)
 - Public health and wellbeing is one of the three main themes



Background

- Protected areas can improve human wellbeing
 - To maximise positive impacts, we need cooperation in many levels (public/public, public/private, private/private)
 - Private sector should be involved in concept right from the beginning (flexibility, know-how)
- Two kind of goals can be found
 - Wellbeing of visitors (recreation and tourism)
 - Wellbeing of community (local livelihoods)

Health and wellbeing issues should be part of destination management in tourism destinations

- Involvement of public health sector?



Destination management

- “**Tourism Destination management (TDM)** is a new approach. Although it rapidly is becoming a buzz word in tourism, there is a lot of confusion about what TDM is, and even more on how it should be put into practice. Sometimes it is presented as a Quality System, others use it as a synonym for incoming tour operating” *(Niek Beunders, Breda University)*.
- “**TDM** is a comprehensive strategic approach to make a destination competitive; it includes all the elements needed to manage and market a tourism destination properly” *(Niek Beunders, Breda University)*.

My experience of destination management: It is about common strategic planning, permanent governance system and networking of service providers



Destination management

- **Sustainability** is based on integrated development and cooperation - destination management is 'must'
- Consequences for Protected areas:
 - PA will become a key actor in tourism strategies and destination management
 - PA's will have to define its role in sustainable livelihoods & destination management



Principles of sustainable tourism for protected areas in Finland

1. Natural values are preserved and all activities promote nature conservation.
2. The environment is subjected to as little pressure as possible.
3. Local traditions and cultures are respected.
4. Visitors increase their understanding and appreciation of nature and cultures.
5. Improved recreational facilities are provided for visitors.
6. Visitors are encouraged to enjoy both mental and physical recreation.
7. Local economies and employment are promoted.
8. Publicity materials are produced responsibly and carefully.
9. Activities are planned and organised co-operatively.



Sustainable tourism development strategy

On use:

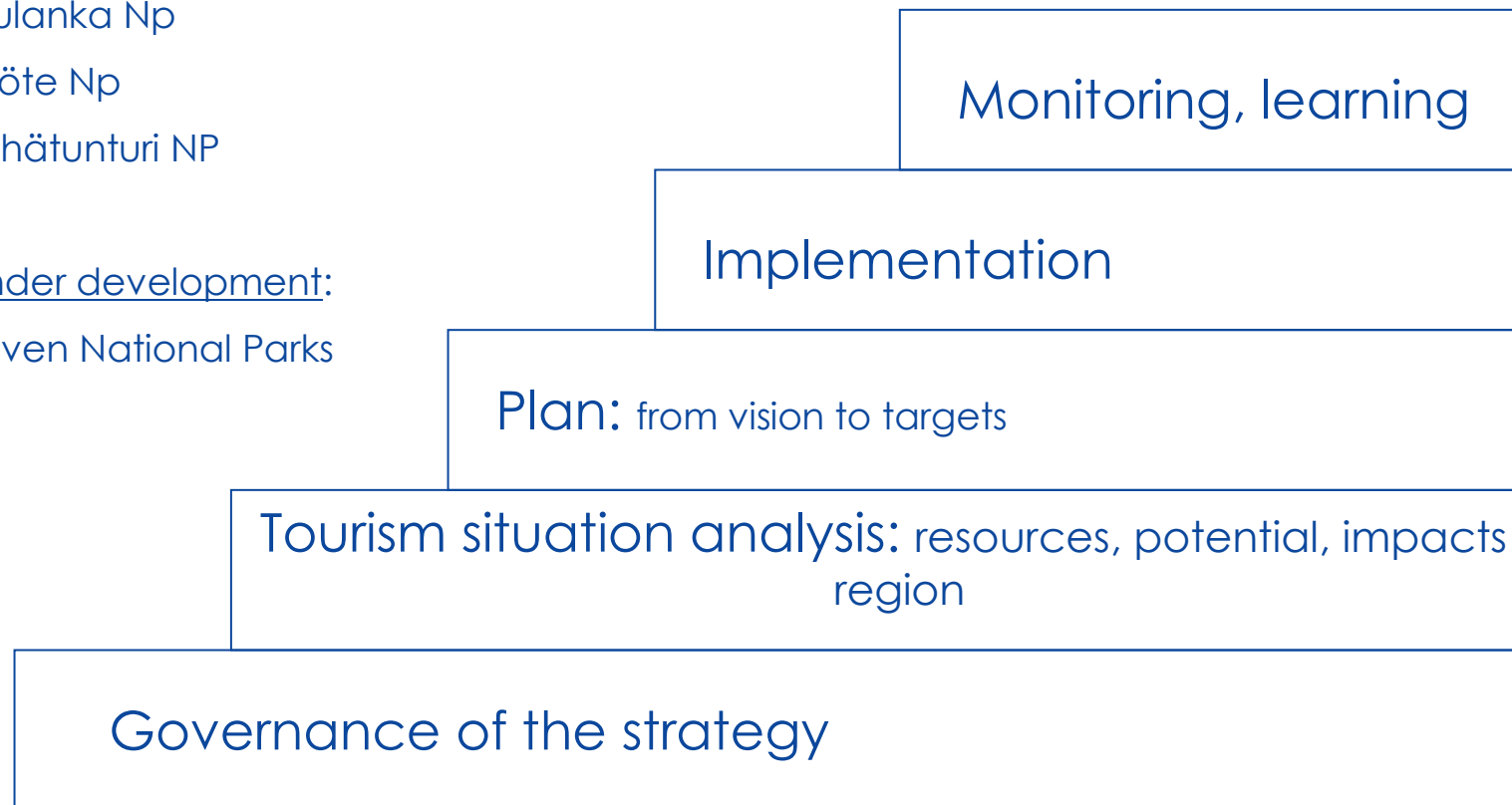
Oulanka Np

Syöte Np

Pyhätunturi NP

Under development:

Seven National Parks



Membership in tourism association

- Cooperation method, which is widely used in Finnish destination
 - Structure and duties vary (from strategic and operational organisation to instrument of common marketing)
- For example: Ruka – Kuusamo Tourism Association (Oulanka NP)
 - App. 150 members
 - Teams: future, trails and recreation, international marketing, domestic marketing, communications
 - The most important tourism and recreation connected decision making forum in region
- *Can management of protected areas stay outside of networking in destination level?*
- *What about public health sector?*



Green DQN / DMN

Environmentally focused Quality programme for tourism destinations developed in cooperation with Finnish Tourist Board, Metsähallitus NHS and Haaga-Perho institute

Green DQN is based on DQN® - Destination Quality Net –quality programme by including aspects of environmentally sound practices and sustainable development throughout the process

1Q00 (quality thousand) is integral part of the Green DQN but is operating on individual enterprise level.



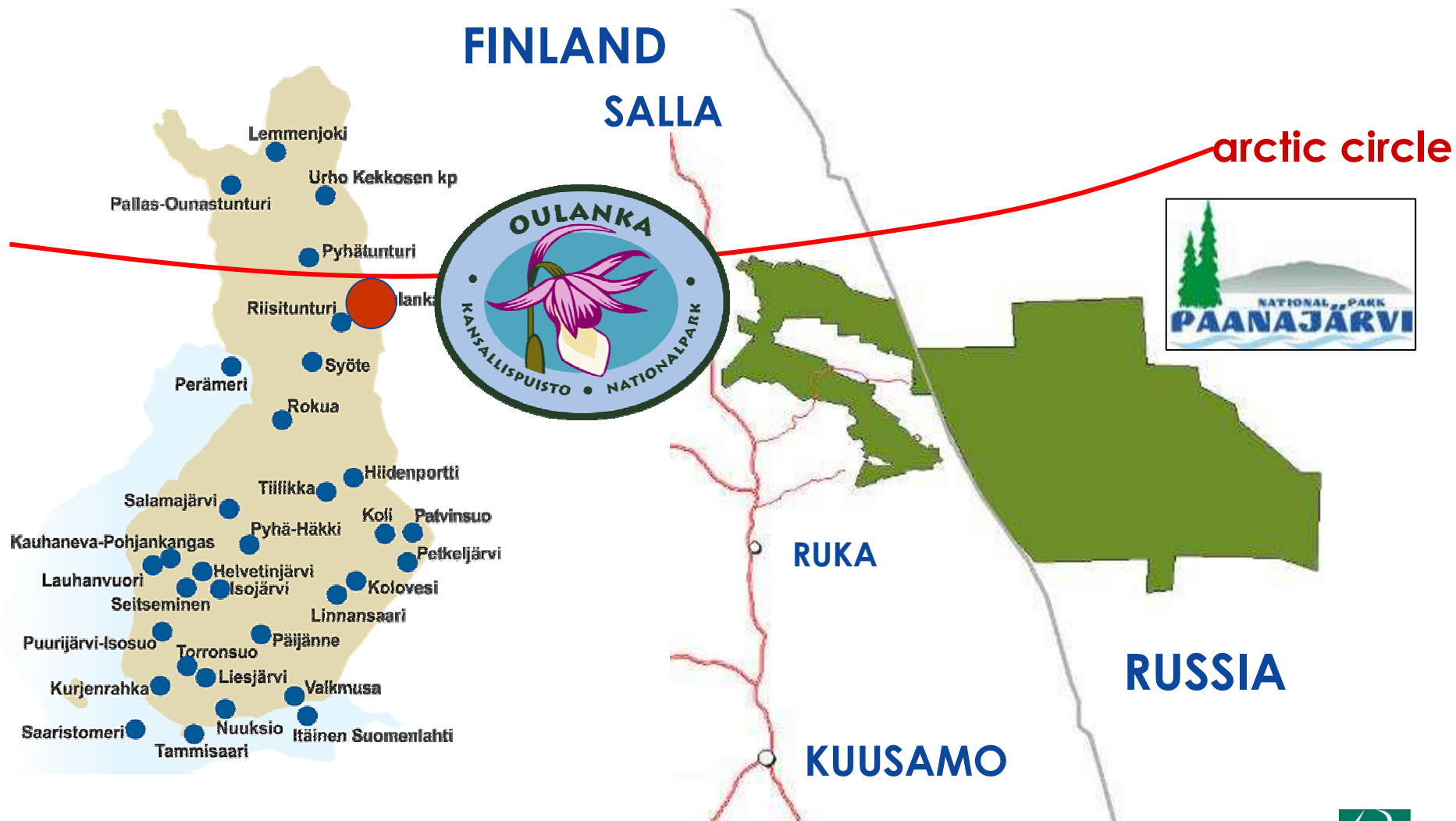
Partnership with entrepreneurs

- Based on partnership agreement (2008 app. 200 agreements in Finland)
- Benefits:
 - Business follows the principles of sustainable tourism
 - More environmentally sound visits
 - Common customers - common product development
 - marketing in cooperation (for example: www.outdoors.fi)

Business (and products) profile as service of National Park



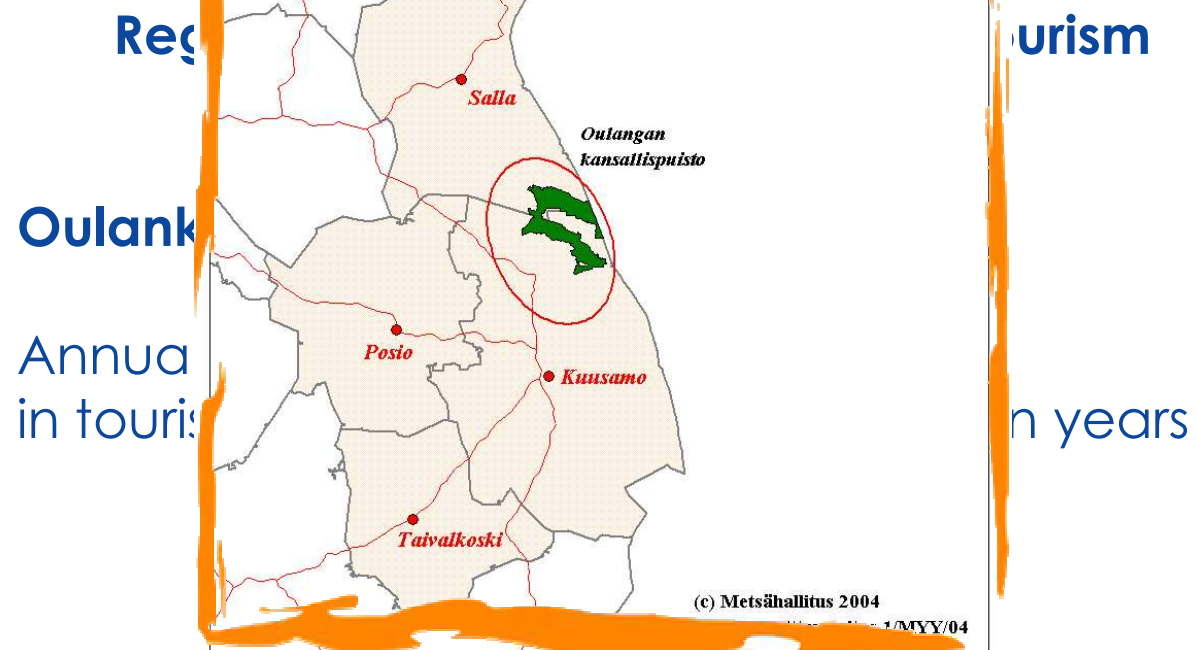






National Park: 180 000 annual visitors (25% foreign)
Region: 1 400 000 annual visitors (20 % foreign)

TOURISM



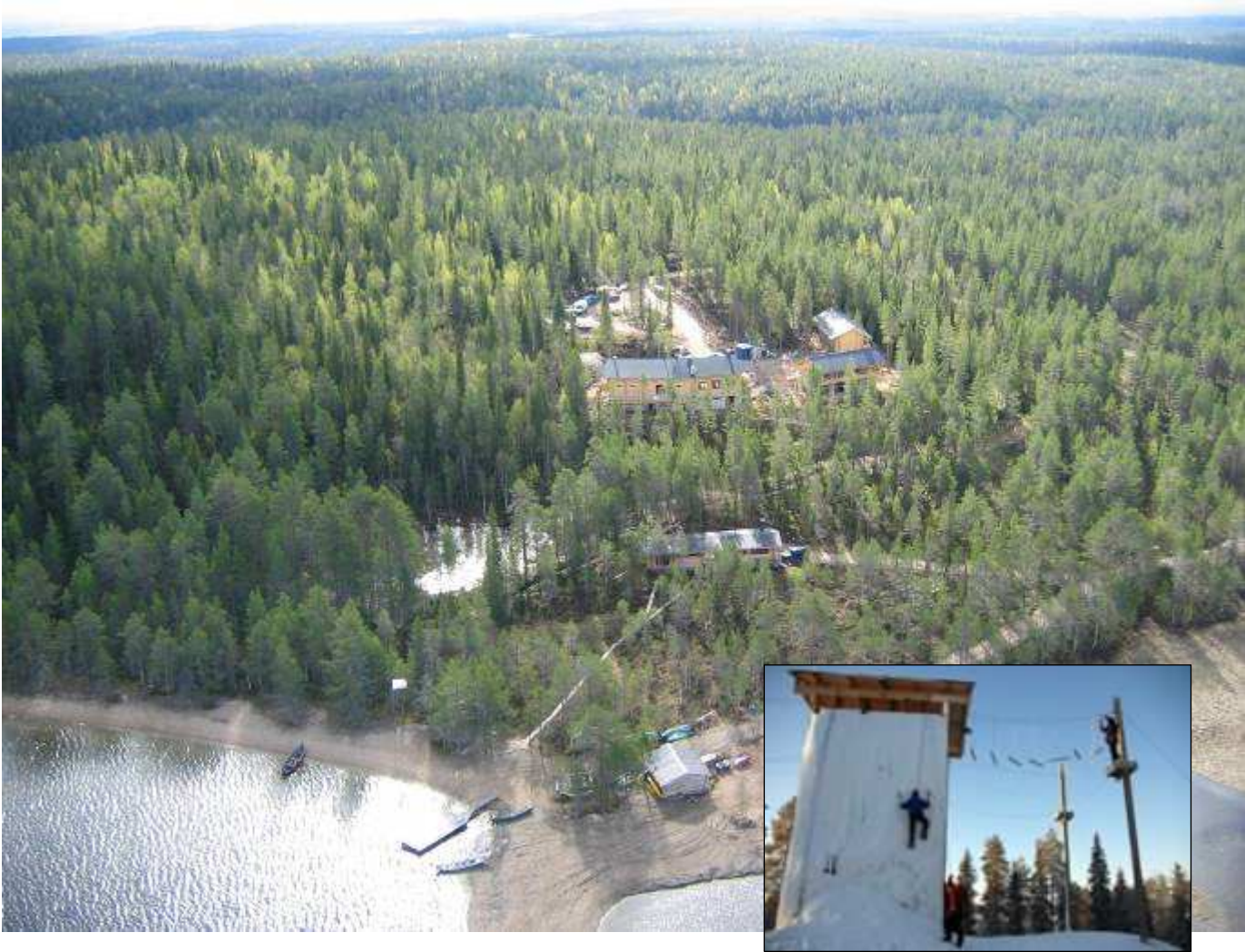
PRACTICAL EXAMPLES IN OULANKA NATIONAL PARK AREA



- 1) NHS as a member of Regional Tourism Association
- 2) NHS as a board member of Destination Quality Team
- 3) Oulanka NP cooperation group in place with wide range of members
- 4) C. 25 cooperation contracts with local service providers to support harmonized and sound recreational activities connected with PAs
- 5) Sustainable Tourism Development Strategy 2005 STDS (PAN Parks)
- 6) Certification of Official Oulanka NP Guides
- 7) Proactive transboundary cooperation with Russian NPs, Paanajärvi NP in particular
- 8) Continuous process on regional project planning, application and implementation regarding awareness, marketing, infrastructure, training, visitor management etc.
- 9) Participatory approach with all planning processes
- 10) Limits of Acceptable Changes (LAC) methodology in place



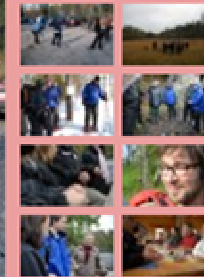
OULANKA BASE CAMP as a partner



OULANKA BASE CAMP as a partner



suomi english



home
adventures
well-being
wilderness hotel
restaurant
co operation
team basecamp
contact

WELL-BEING

When we talk about well-being, we mean physical activities that have a positive effect in health. Characteristics are regularity, moderate strain and continuity. By moderate strain we mean all physical activity, during which one's breathing has increased but one can still speak. Our themes are; healthy life style, meaningful hobbies and close relations to people around you. We want to especially make the atmosphere inside a working group better. Multifaceted food, rest, and regular physical activity are already an effective way in increasing the quality of a working community. Adding co-operation and communication between people and organizations by sensibly guiding, the results can be outstanding.

In the well-being land of Basecamp Oulanka, the main goal is to beat your self. The main way of exercising is either nordic walking or snowshoes depending on the season. Our guides will tell and show new ways to use poles to activate all muscle groups. This benefits and motivates to continue these activities also at home with colleagues after work. There are parts that support the main event like warming-up, stretching and breaks. Everything aims at well-being and good group atmosphere. Suomen Latu has been part of the planning and education process of Basecamp Oulanka.

To stand out from all the rest, we offer a multisensual high light at the end of the day. This includes for example relaxing live music after a super active day. While this is happening everyone participates in concluding the day in a positive and personal way. As a part of the well-being ideology, there is a possibility to take a traditional smoke sauna, relax in a hot tub and stay for a night at our log cabins.

GREEN LINE SAFARIS

A D V E N T U R E S

About us

Programme
Services

Accommodation

Equipment Rental

Relaxation and
Physiotherapy

Photo

Contact

Green Line Safaris

Green Line Safaris We offer you unique and varied experiences in the unspoilt wilderness of Kuusamo and Oulanka National Park. In summer we organize fishing and canoeing trips and hiking excursions. In winter there are hiking trips with snowshoes, husky sleigh rides and winter fishing. Relaxation and stretching instructed by a registered therapist can also be included in the activities. An essential part of our safaris are meals prepared in the wilderness. After the safari the gentle heat of a traditional Finnish smoke sauna will complete your day of relaxation. Accommodation is arranged either in a hut, a tent, a lean-to shelter, a cabin or a hotel room, according to your wishes. In winter we will even arrange you to sleep in a sleeping bag in the snow, under the stars! If you wish to hike independently, we are happy to help you with the planning and arrangements of your trip. We hire out canoes, snowshoes and other hiking equipment.

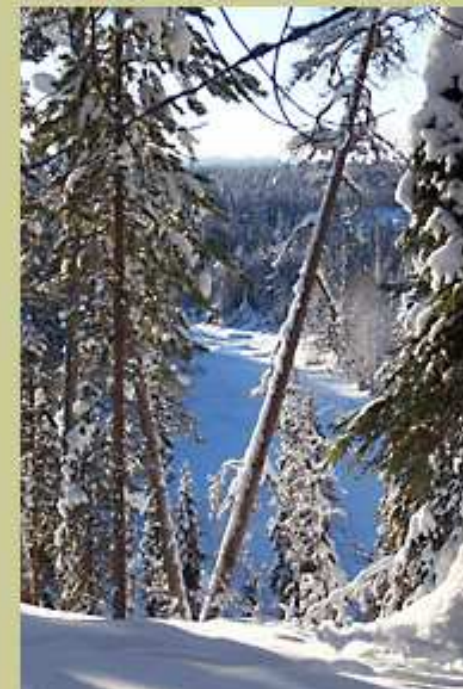
WELLNESS PACKAGES

In collaboration with a registered relaxation and physiotherapist, we organize wellness tours for special groups such as business employees and senior citizens. We speak Finnish, Swedish, and English.

LOCATION

Our office is located in the scenic Käylä village, midway from Ruka Holiday Resort to Oulanka National Park. In addition to the activities company, you will find the services of a registered relaxation and physiotherapist under our roof. There is also a shop where net fishing equipment, maps, postcards, and gas for camp cookers are sold. Canoeing and hiking equipment and snowshoes are available by order.

**AIRPORT TRANSPORTATION TO KÄYLÄ AND SUMMER
EXCURSIONS BUS**





FYSIO / RENTOUTUS TERAPIAPISTE

SINUN POLKUSI HYVINVOINTIIN

Green Line Safaris

Relaxation and
Physiotherapy

Wellness
Packages

Contacts

RELAXATION AND PHYSIOTHERAPY YOUR PATH TO WELL-BEING

Stories of well-being are created in the treatment chamber in Käylä village as well as in the unique and diversified wilderness of North-East Finland and Oulanka National Park. The tranquillity of nature and the traditional countryside village of Käylä form a perfect setting for wellness therapies. Welcome to choose the best way of relaxing for you or your group.

My Company

My company offers relaxation therapy and physiotherapy in the village of Käylä, in the Käylä Tourist Cabin leased together with Green Line Safaris. We also own a joint wilderness area Kallunki Base Camp situated a short distance from Kiutaköngäs rapid.

Qualifications

I have worked in caring professions already for two decades. I have degrees in physiotherapy (1996), canoeing (instructor, 2000), and relaxation therapy (2001). I have also studied experiential education and group therapies such as psychodrama and sociodrama in University of Oulu, and breathing therapy in University of Turku.

I have been an entrepreneur since 2001, and my speciality is psychophysical physiotherapy, the aim of which is to integrate and unify the human body, mind and spirit. Psychophysical therapy is based on experiential learning which brings you tools for coping with





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SINUN POLKUSI HYVINVOINTIIN

Green Line Safaris

Relaxation and
Physiotherapy

Wellness
Packages

Contacts

WELLNESS PACKAGES

Our wellness services for companies are physiotherapy, psychophysical physiotherapy, relaxation therapy, massage, relaxation for groups, and recreational activities. Make a reservation for you or your group by telephone or email.

Physiotherapy, relaxation therapy, and massage

Physiotherapy/ psychophysical physiotherapy 60 min/ 42 eur
Relaxation therapy 90 min/ 55 eur
Relaxation therapy 45 min/ 37 eur
Massage, half body 45 min/ 34 eur
Thermal massage, half body / 37 eur

Groups

relaxation 45 min /80 eur

Relaxation Therapy for Groups

"Permission just to exist": thermal package and breathing instruction, duration 1 h, 75 eur
Relaxing touch: relaxation in pairs, duration 1 h, 75 eur
"Smile inside": tense-lax & mental image, duration 1 h, 75 eur

Group relaxation therapy can be given in our treatment chamber in



RUKA! NEWS

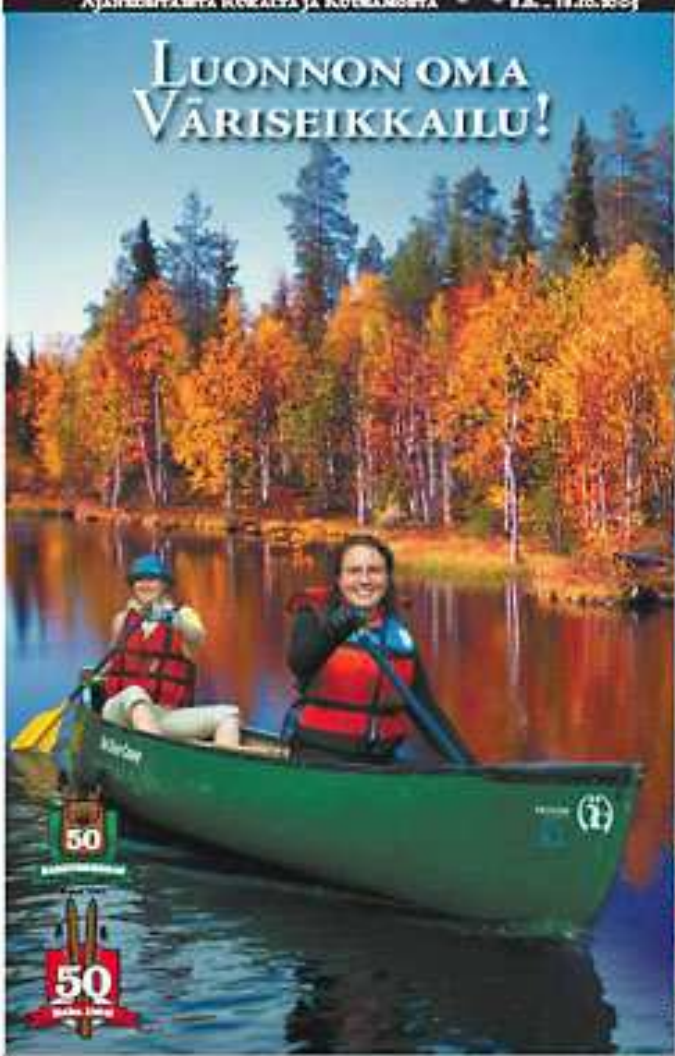
www.ruka.fi

AJANKOHTAISTA RUKALTA JA KUUSAMONSTA 8.A. - 18.10.2014



RUUKAN INFO
Käytännön Keskustelu
11.10. klo 10-12
12.10. klo 10-12
KUUSAMON INFO
Metsästä ja ympäristöstä
13.10. klo 10-12
14.10. klo 10-12

LUONNON OMA VÄRISEIKKAILU!



LUONNON
VÄRISEIKKAILU 8-3



OUTANKA
CANOEING 8-7



RUUKA
EXPRESS 8-7



RAVINTOLAT 8-14-15
RESTAURANTS
PAGES 14-15

