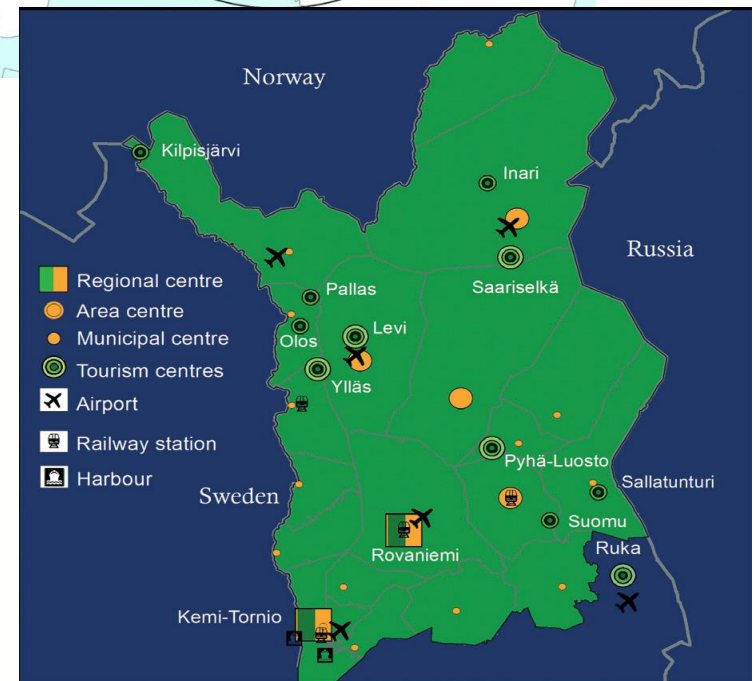
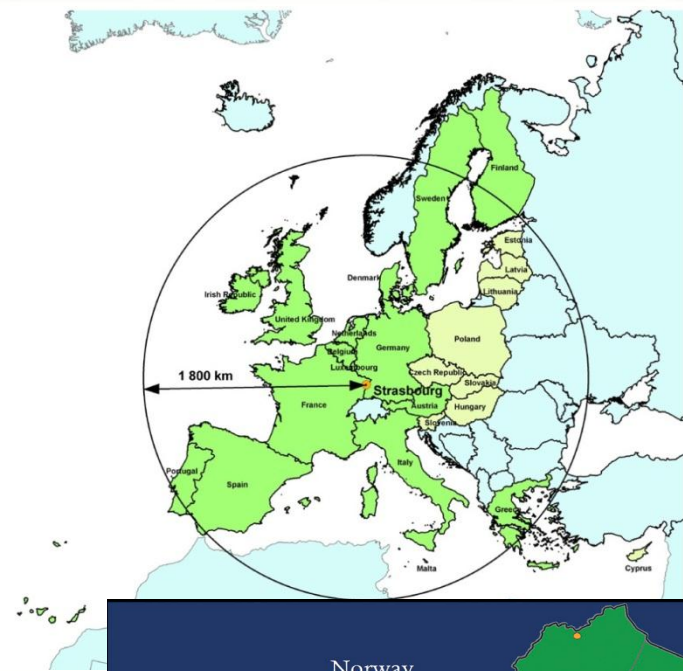


Tourism Safety and Security

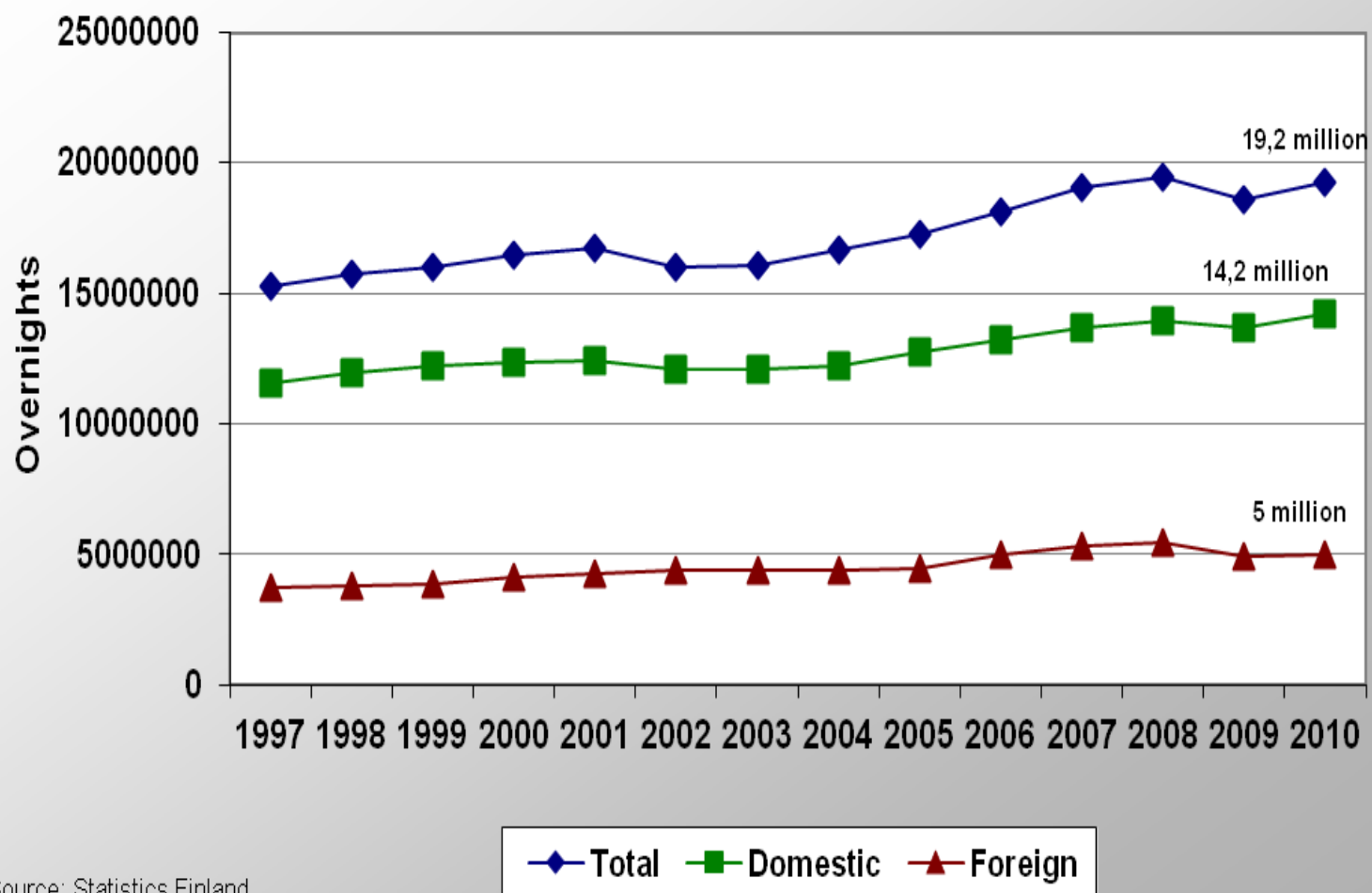
Podgorica March 2013, 12th – 14th
Rovaniemi May 2013, 13th – 17th
Dr Eila Linna, Director of Development
Ms Eija Raasakka, Project Manager



- Lapland, the northernmost Finland
- area of 100 000 square km = 1/3 of Finland
- 185 000 inhabitants = 5 % of Finnish inhabitants
- 200 000 reindeer = 99 % of Finnish reindeer
- tourism is a strategic economic sector in Lapland
- 80-90 % of the tourism companies are micro or small size
- Lapland is a "brand", thus highly sensitive of crises and PR damages

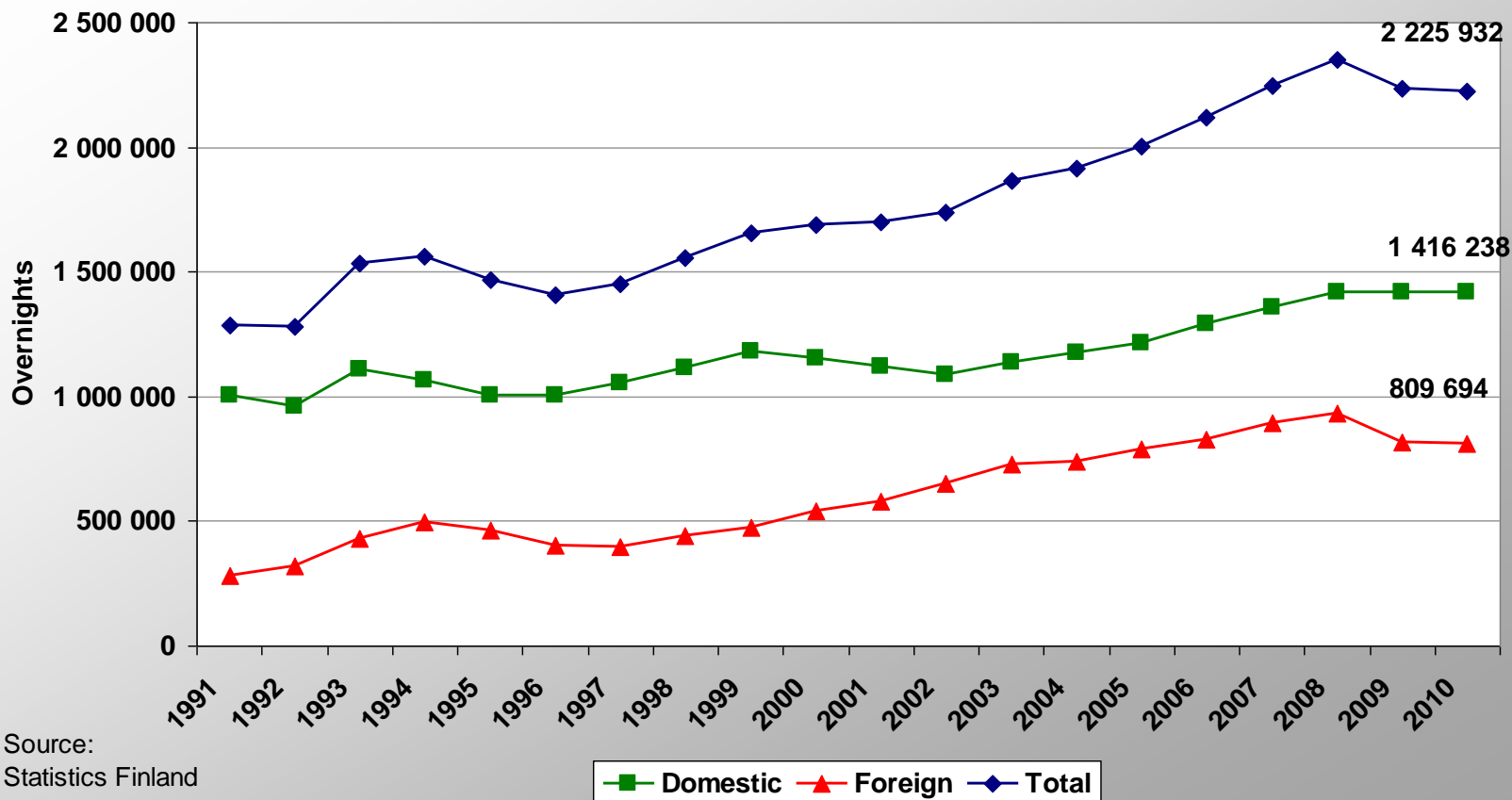


Registered overnights in Finland 1997 - 2010

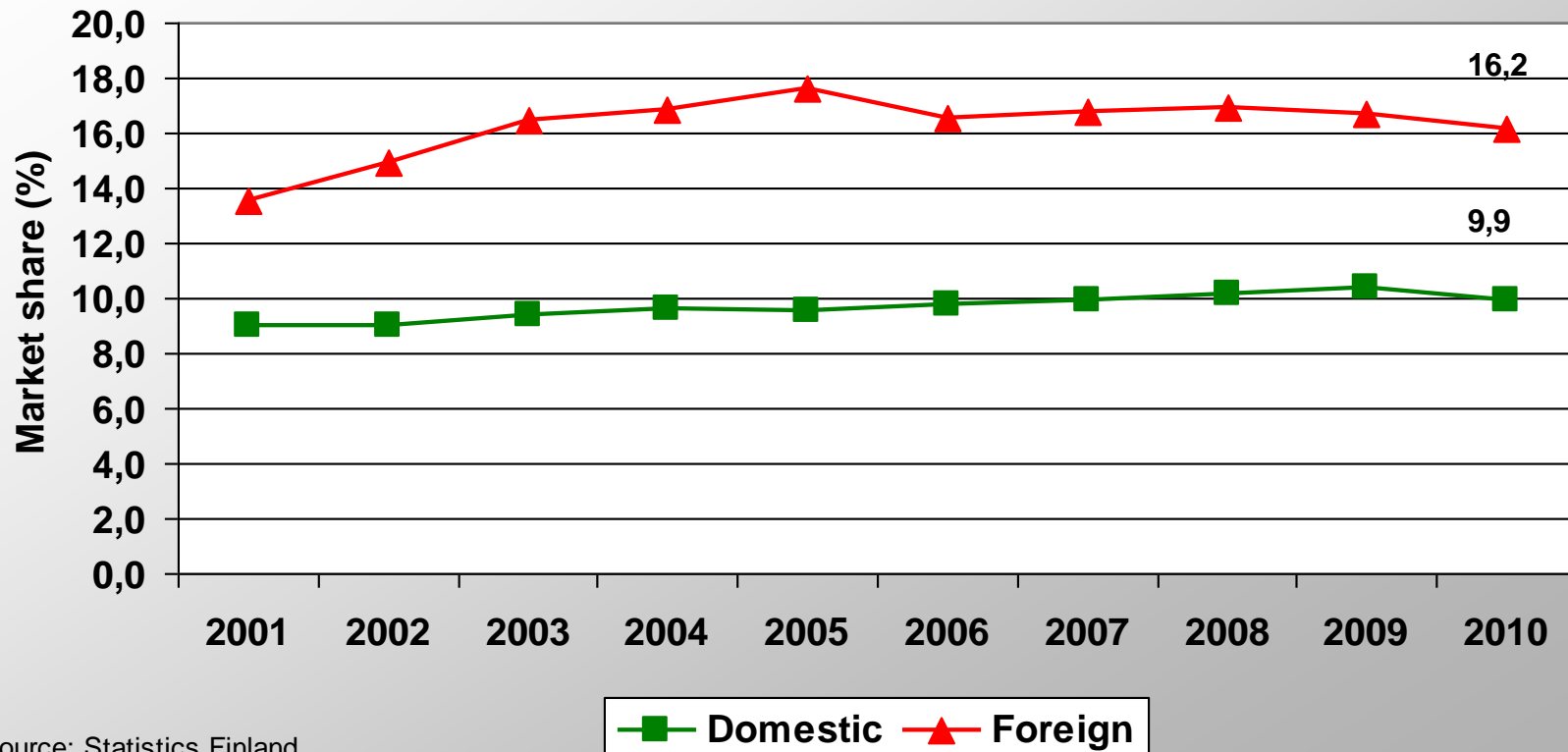


Source: Statistics Finland

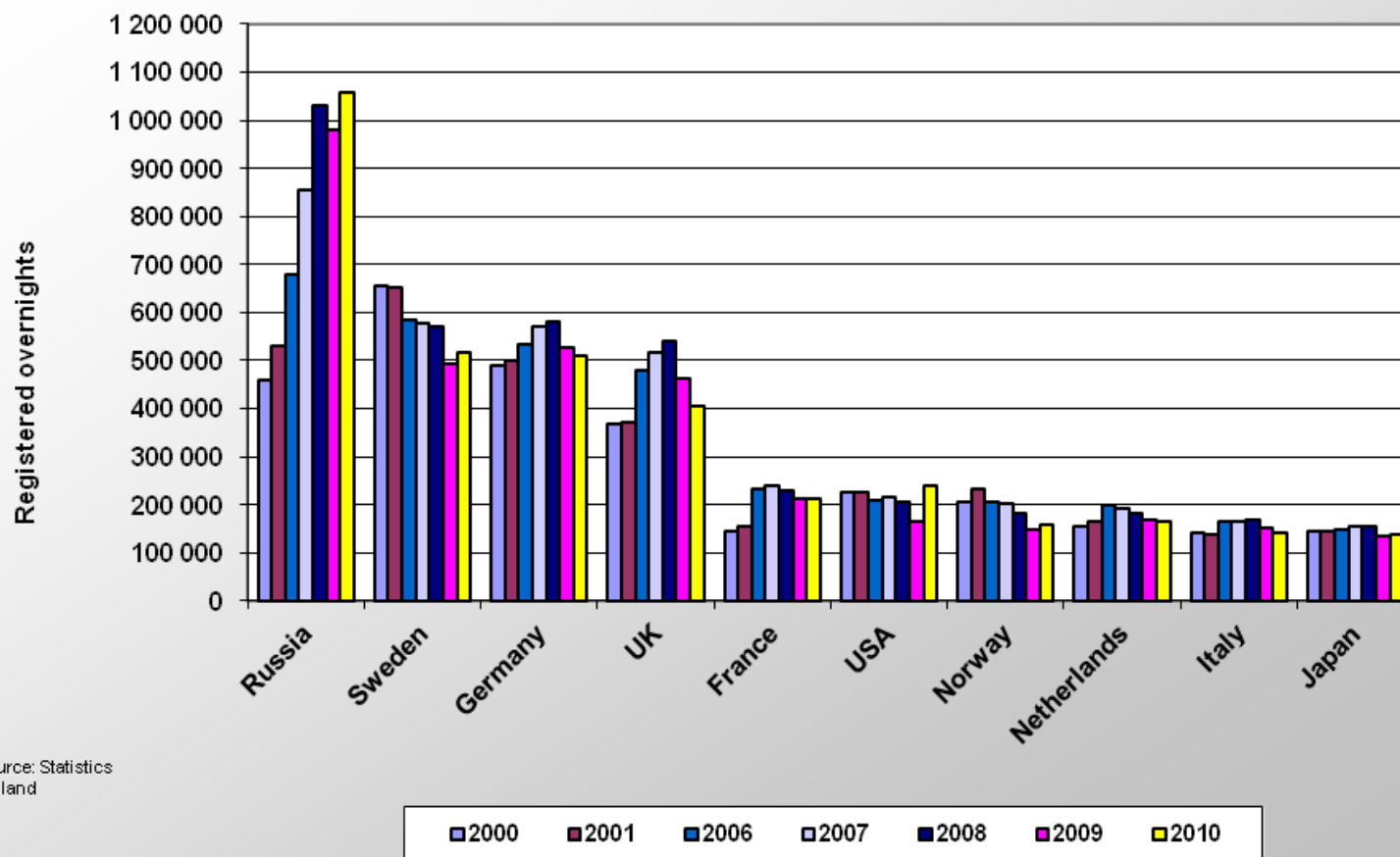
Registered overnights in Lapland 1991 - 2010



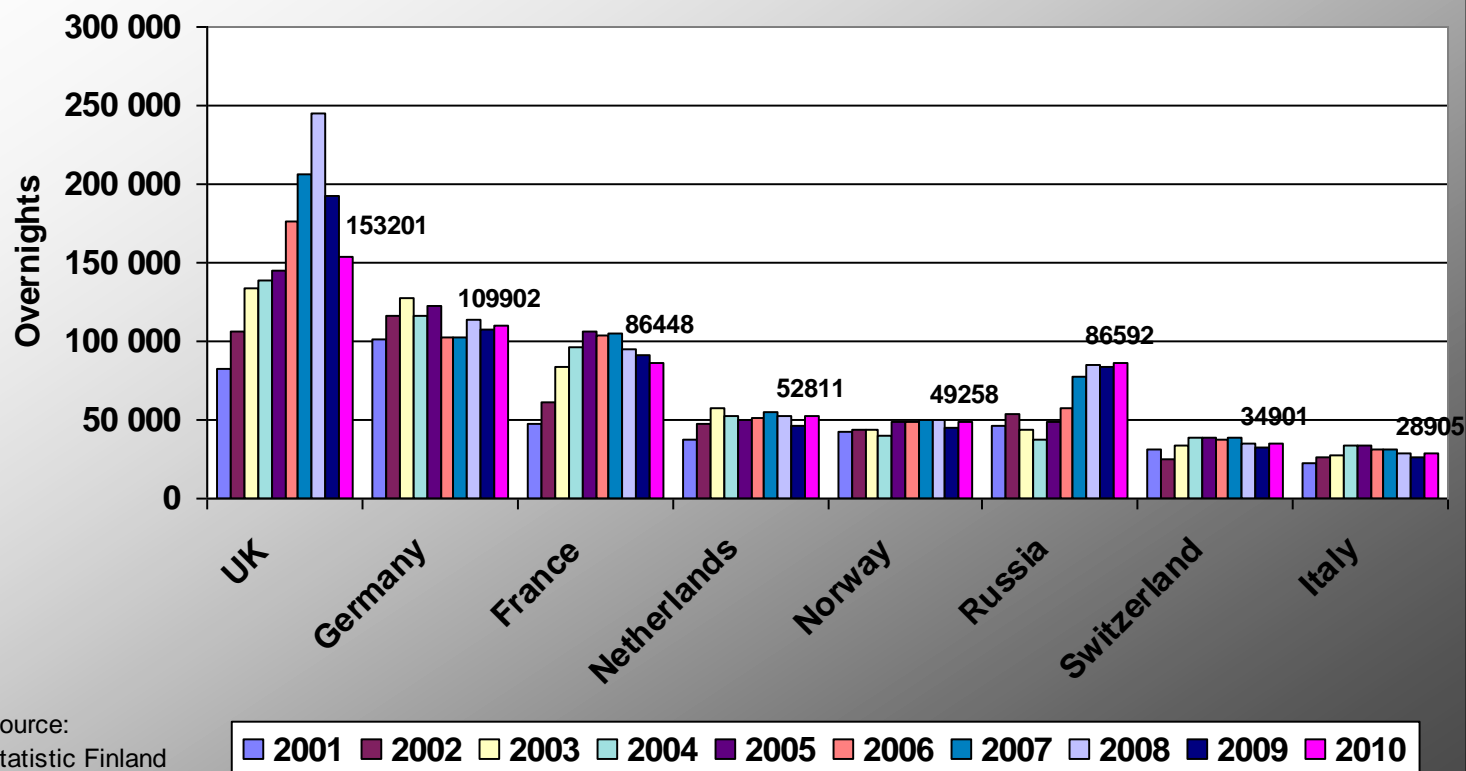
Lapland's market share of overnights in Finland 2001-2010



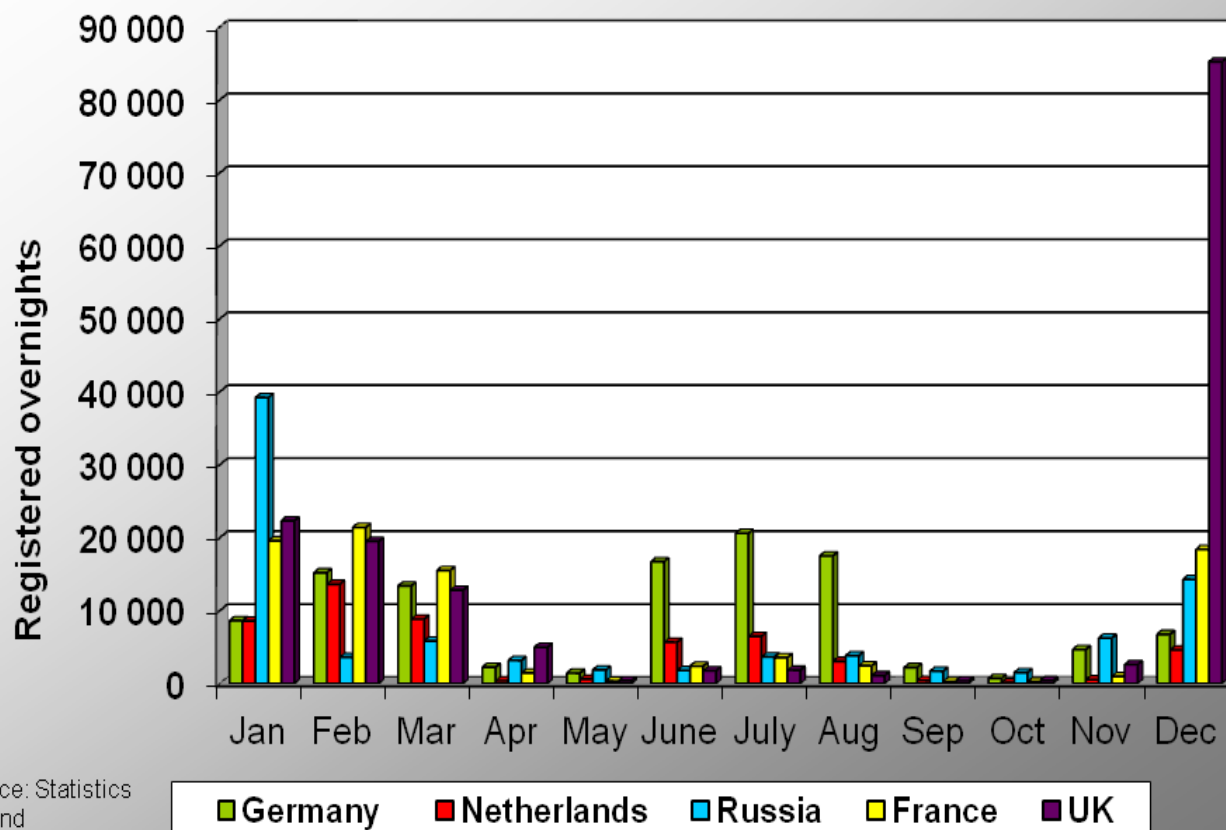
Foreign registered overnights in Finland 2000-2010



Foreign overnights in Lapland 2001 - 2010 by market

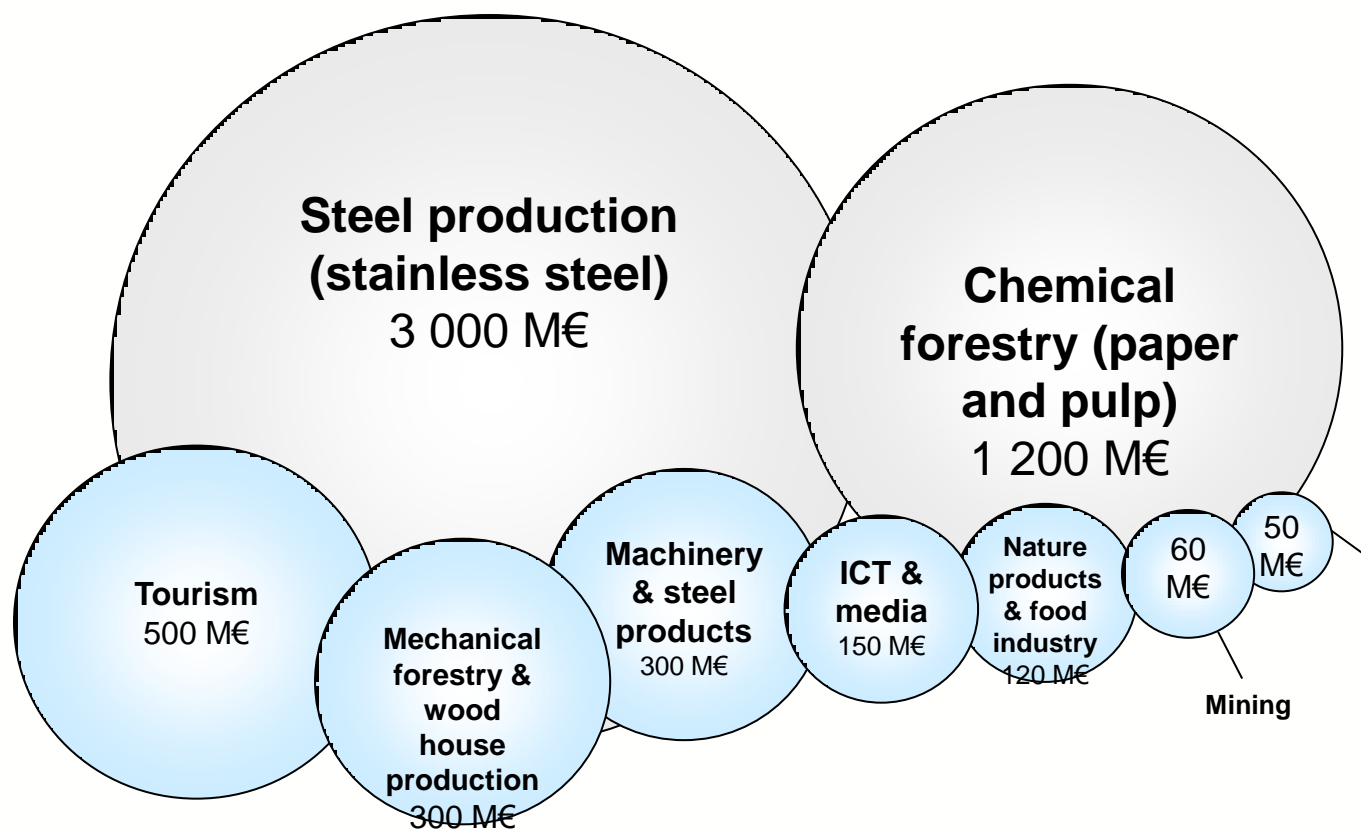


Seasonality in Lapland by market 2010

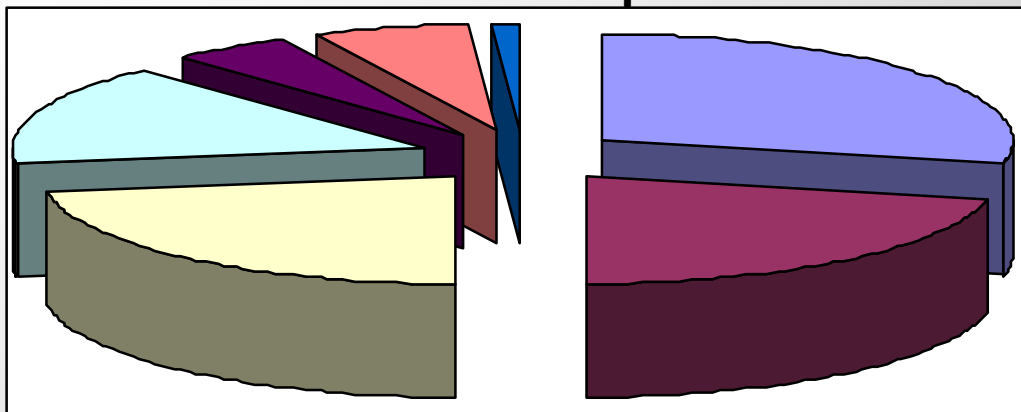


STRUCTURE OF PRIVATE BUSINESS

Turnover in Lapland



Estimation of the direct tourism income in Lapland 2009



Total 594 Million euros

- **Accommodation and restaurant services 168 milj. € (28 %)**
- **Retail trade 128 milj. € (22 %)**
- **Passenger transportation 134 milj. € (23 %)**
- **Travel agencies, safaris, activities with a guide etc. 904 milj. € (15 %)**
- **Gas stations, car repair services etc. 284 milj. € (5 %)**
- **Recreation, sport and cultural services 359 milj. € (6 %)**
- **Tourism related rental and other personal services 7 milj. € (1 %)**

Source: Statistics Finland &
Regional Council of Lapland

Tourism safety and security policies

Finland Ministry of Interior:

2012 nominated as a national best practise implementing The national programme for internal safety

Finland Ministry of Labour and Employment:

2010 included in the national tourism research programme

Government of Finland:

2011 statement on implementing safety and security system nationally

Regional Council of Lapland:

2011 – 2014 focus area in Lapland Tourism Strategy

MTI (Multidimensional Tourism Institute, Lapland University Consortium:

2013-2016 focus on strategy

European Commission, DG Enterprise and Industry:

2012 request to be developed as European best practise

Tourism Safety and Security Network in Lapland

OPERATIONAL MODEL OF TOURISM SAFETY AND SECURITY NETWORK

OBJECTIVE: The Safest Tourism Destination in Europe

Regional Activities

- Networking
- Thematic training days
- Company peer training
- Preparedness planning & drills
- Information dissemination

RDI

- National strategies & programmes
- National & international seminars
- Handbooks, articles
- Research network & database

Education

- Vocational and university levels
- Curriculum development
- Thesis topics
- Expert and training services

Safety & Security Authorities

- Regional State Administrative Agency of Lapland
- The Finnish Border Guard, Customs
- Police
- Regional Rescue Service of Lapland

Public Administration, Municipalities

- Regional Council of Lapland
- Lapland Central Hospital District
- State Forestry Agency

Education

- Multidimensional Tourism Institute
- Santasport College
- University of Lapland
- Rovaniemi University of Applied Sciences

Associations and NGO's

- The Finnish Red Cross
- Sámi Association for Health and Social Issues
- Victim Support of Finland
- Traffic Safety Association
- Voluntary Emergency Association

Tourism business

- regional tourism organizations
- Tourism companies

Thematic training events, peer learning



- Risk management
- Crisis management
- Foresight, prevention
- Process management
- Multicultural communication
- Routes, trails
- Documentation, legislation
- Quality management

Coaching in tourism enterprises 'sparring'



Drills in special activities



Drills in special activities



Drills at the hotels and resorts



Regional action plans and agreements



Publications, handbooks, guidelines, policy papers



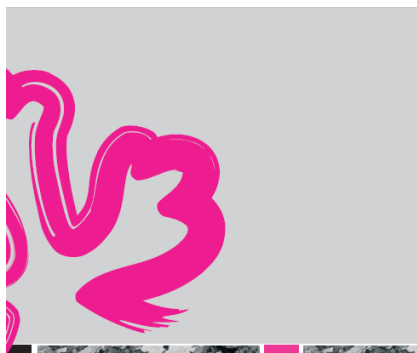
"Lapin matkailun turvallisuusjärjestelmä - koostettu, verkosto ja ennakoituihin" -hanke

Yrityksen kriisi ja sen hallinta

Kriisinhallinta osana turvallisuusjohtamista matkailuyrityksessä

Pekka Iivari
Matkailualan tutkimus- ja koulutusinstituutti

Sisäinen turvallisuus
SISÄASIAINMINISTERIÖN JULKAISUJA 82011



BUSINESS CRISIS AND ITS MANAGEMENT

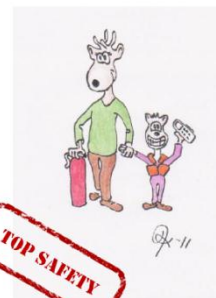
Crisis management as a part of safety and security management in a tourism company

Pekka Iivari

PUBLICATION SERIES C NO 31
ROVANIEMI UNIVERSITY OF APPLIED SCIENCES

Turvallisesti Lapissa

Tietoa omille ja vieraille



MATKAILUN TURVALLISUUS

Globaalit muutokset - paikalliset vaikutukset

Pekka Iivari

Travel industry safety passport



MATKAILUALAN TURVALLISUUSPASSI

Resebranschens Säkerhetspass • Travel Industry Safety Passport

0205495 13327

MATKAILIJA MATTI

Voimassa • Giltigt t.o.m. • Good thru 1/2011

Ski Patrol since 2009 in Finland



- International model (The Alps etc.)
- In Finland courses organized only by Santasport
- authorized by SHKY The Finnish Ski Area Association
<http://ru.ski.fi/rus>
- Course is 120 days including contacts, distant learning, learning at work, study trips etc.
- Levi World Cup
<http://www.levi.fi/ru/glavnaja-stranica.html>

Thank you for your attention!

<http://tourism.luc.fi/safety>

