

National Parks and Nature tourism

Joel Erkkonen
Natural Heritage Services



METSÄHALLITUS

Contents of the Presentation

- Protected areas in Finland
- Natural Heritage Services
- Demand and supply
- Ensuring sustainability
- Safety aspects of NHS

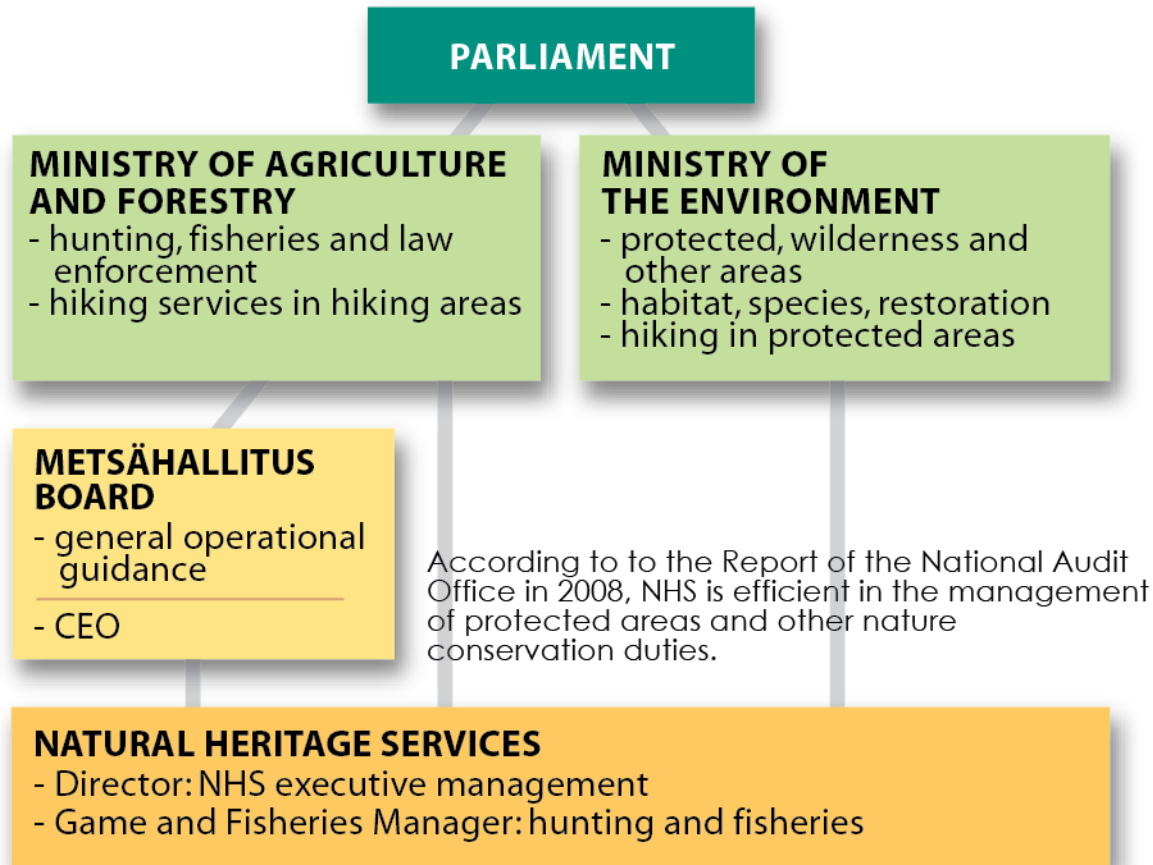




Organisation of Metsähallitus



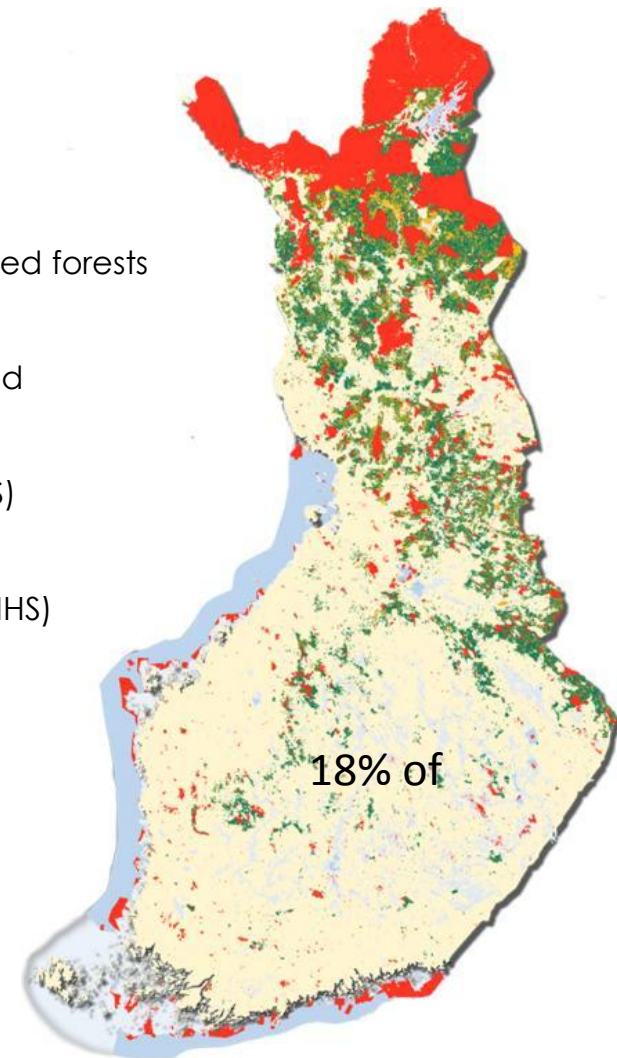
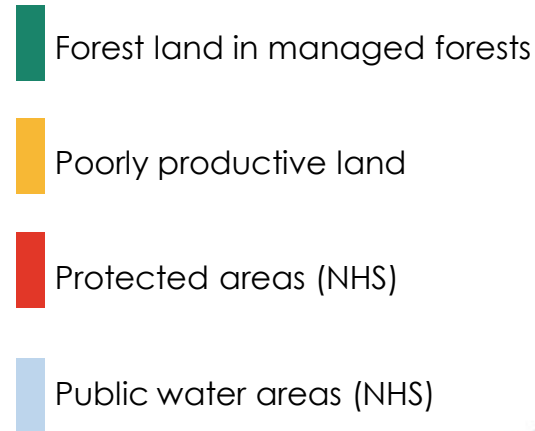
Supervision of Natural Heritage Services



NHS manages all the state-owned PAs

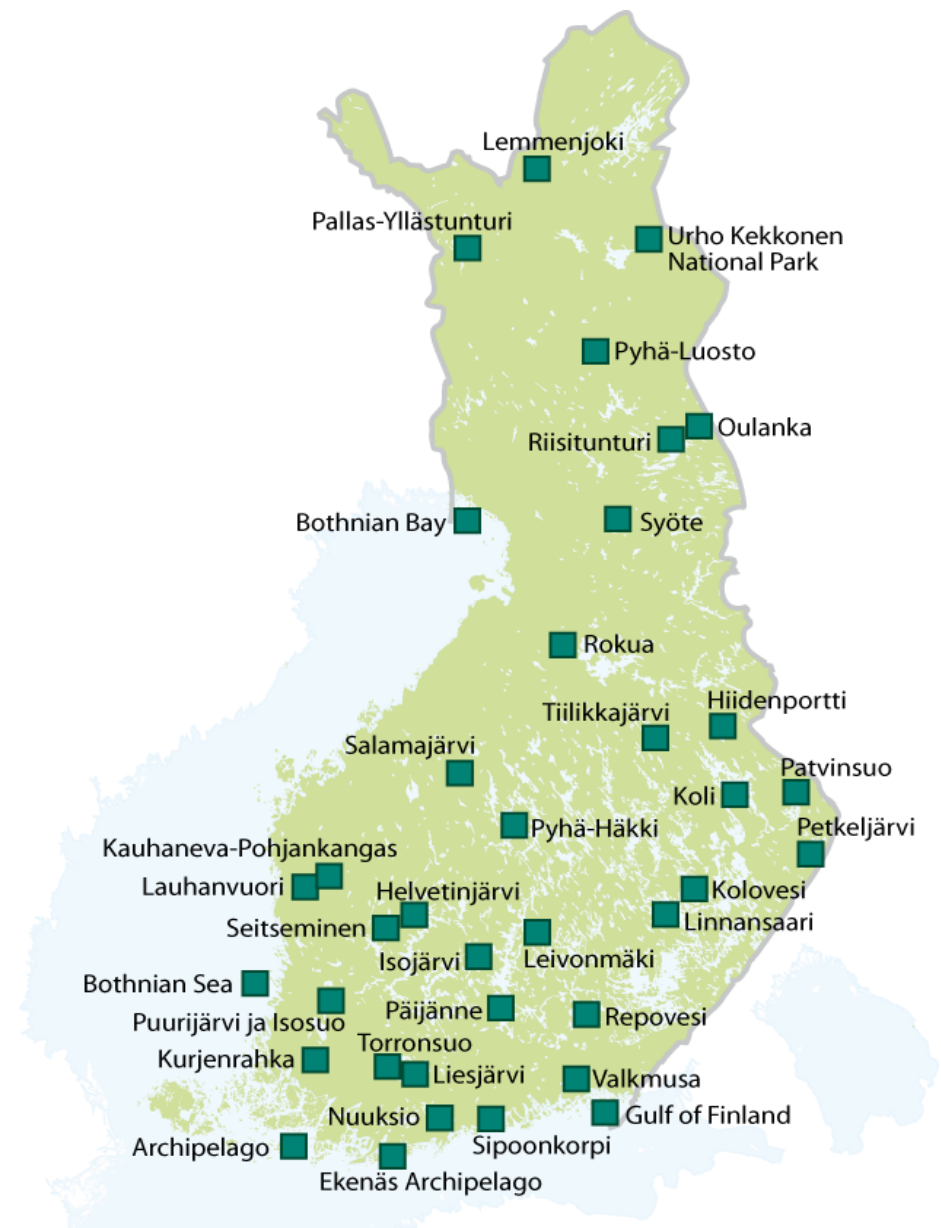
- 37 national parks
- 19 strict nature reserves
- 7 national hiking areas
- 12 wilderness areas
- almost 500 other PAs
- public water areas

Altogether over 7 million hectares,
Finland's surface area



Finland's National Parks

- a total of 37 national parks
- 9 790 km²
- 2,1 million visits in 2012





Acquisition and management of PAs



Land use planning
in a participatory manner

Conservation of habitats and species





**Protection of cultural heritage,
landscapes and traditions**

Trails and facilities for outdoor recreation



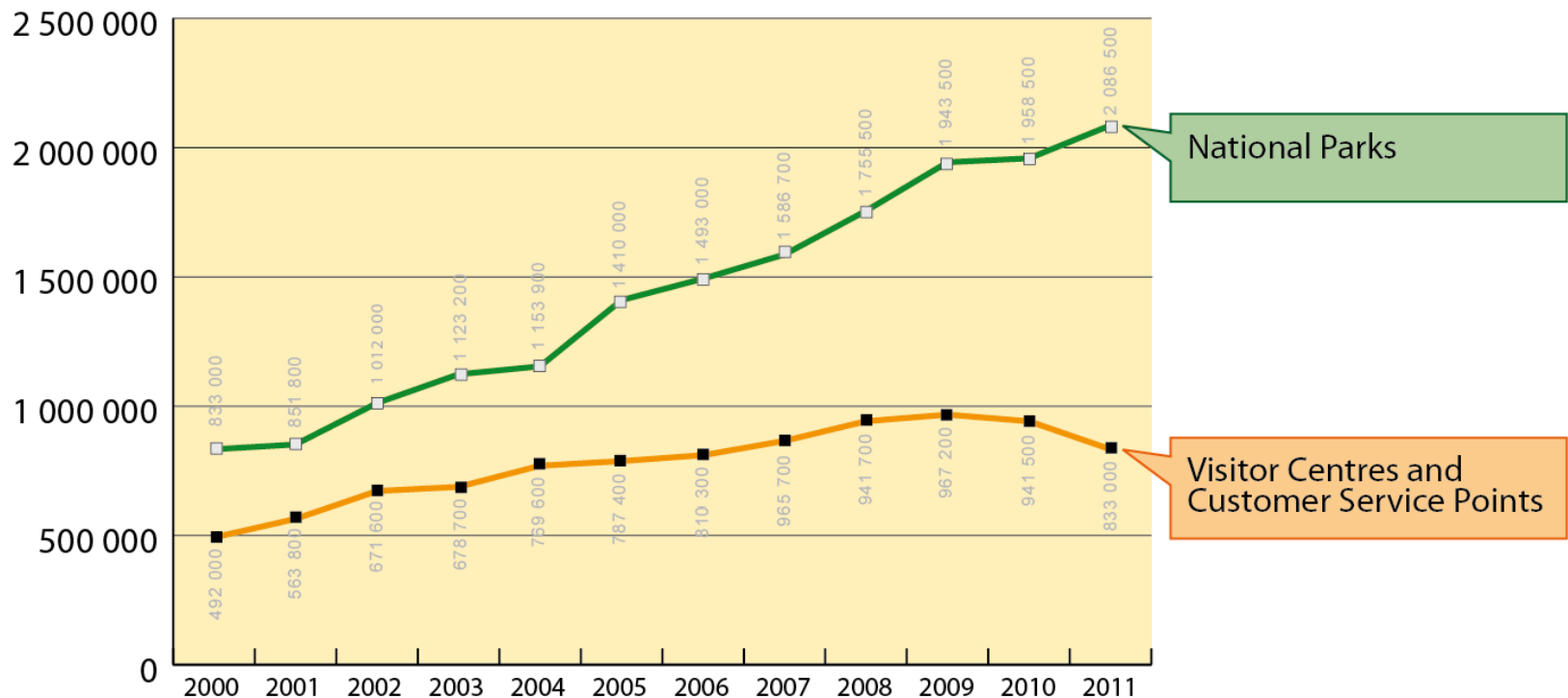


Visitor centers, guidance, interpretation,
Outdoors.fi, Excursionmap.fi

Quota, licenses and law enforcement for hunting, fishing and off-road traffic



Number of visits to national parks and visitor centers



The most popular national parks are part of the tourist destinations

	Number of visits in 2012
Pallas-Ylläs	473 500
Urho Kekkonen	300 000
Nuoksio	183 000
Oulanka	162 000
Koli	126 000
Pyhä-Luosto	110 000



Visitor facilities in numbers

- 24 Visitor Centres



Visitor facilities in numbers

- 3,000 campfire and picnic sites
- 2,300 outdoor dry toilets and waste collection points



Visitor facilities in numbers

- 6,700 km of maintained trails



Visitor facilities: quality counts!

- NHS received a **design award** at the Finnish **Sports** Gala in January 2012 for its work in designing attractive and accessible visitor facilities.
- The jury praised the ways NHS has planned facilities of high quality that encourage Finns to get out into the great outdoors
- Visitor feedback is also very positive



Sustainable tourism in protected areas



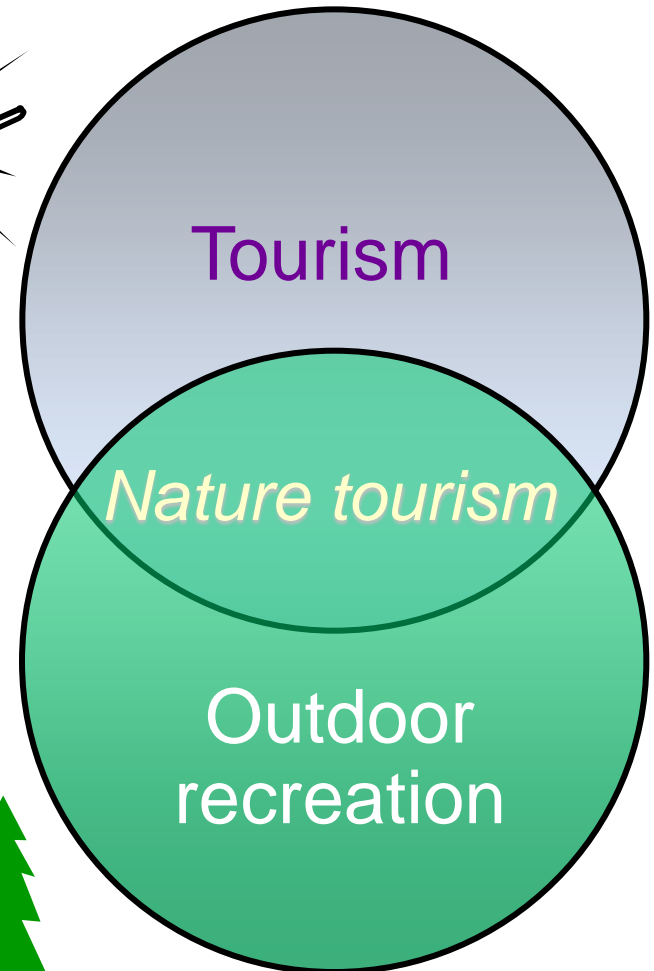
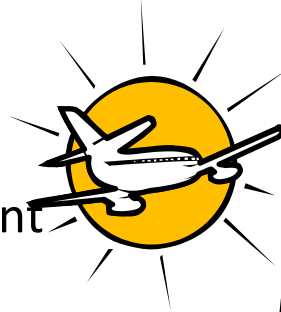
Nature Tourism – What Is It?

Nature is one of the most important reasons to visit e.g. Finland

- It does not necessarily mean that people visit the nature

Many activities more suitable to non-protected areas

- Motorized use
- Fishing
- Hunting



Principles for Sustainable Tourism in Finland's National Parks

1. Nature values are preserved and the tourism activities promote nature protection
2. Minimum loading of the environment is assured
3. Local culture and heritage are respected
4. Customers' appreciation and knowledge of nature and culture are promoted
5. Customers' opportunities to find recreation in nature are enhanced
6. Customers' mental and physical wellbeing are reinforced
7. Positive impacts are made on local economy and employment
8. Communication and marketing are of high standard and carried out with a sense of responsibility
9. Activities are planned and implemented in co-operation

Implementing sustainable tourism in protected areas

- **Plans for sustainable nature tourism**, including indicators and limits of acceptable change (LAC)
- **Cooperation agreements** with enterprises operating in or adjacent to the national parks
- In some popular tourist destinations **quality programs**
- **International certificates**



The economic impacts of visitors' spending

2012				
	Total value		Minimum value*	
	milj. €	person years	milj. €	person years
National parks	109,5	1 412	53,7	686
National hiking areas	15,0	194	8,4	109

***Minimum value** indicates the spending by the visitors to whom the national park was the only or the most important reason to make the trip to the destination

Local economic impacts of national park visitation

- Money spent on management and services of national parks and other PAs comes back many-fold through local private businesses and creates a plenty of jobs



Nature promotes health

Scientific evidence indicates that contact with nature

- prevents diseases
- helps to recover from stress and diseases
- promotes positive attitudes towards life
- increases productivity

For most of the people health is the single most important issue in their lives

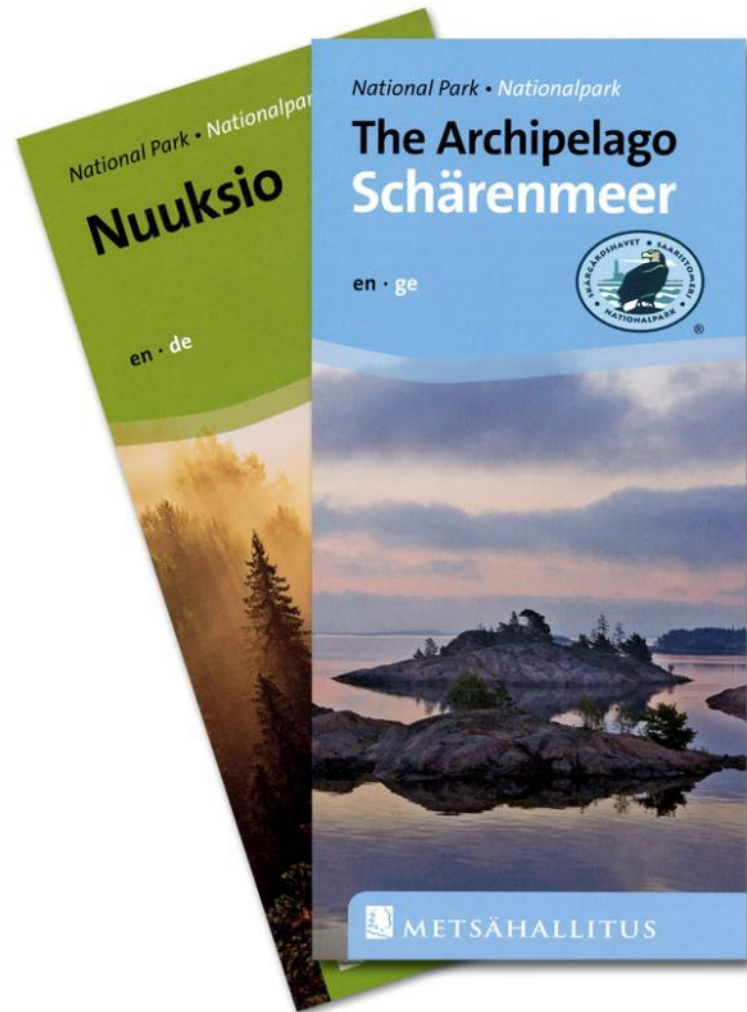


Safety aspects of NHS

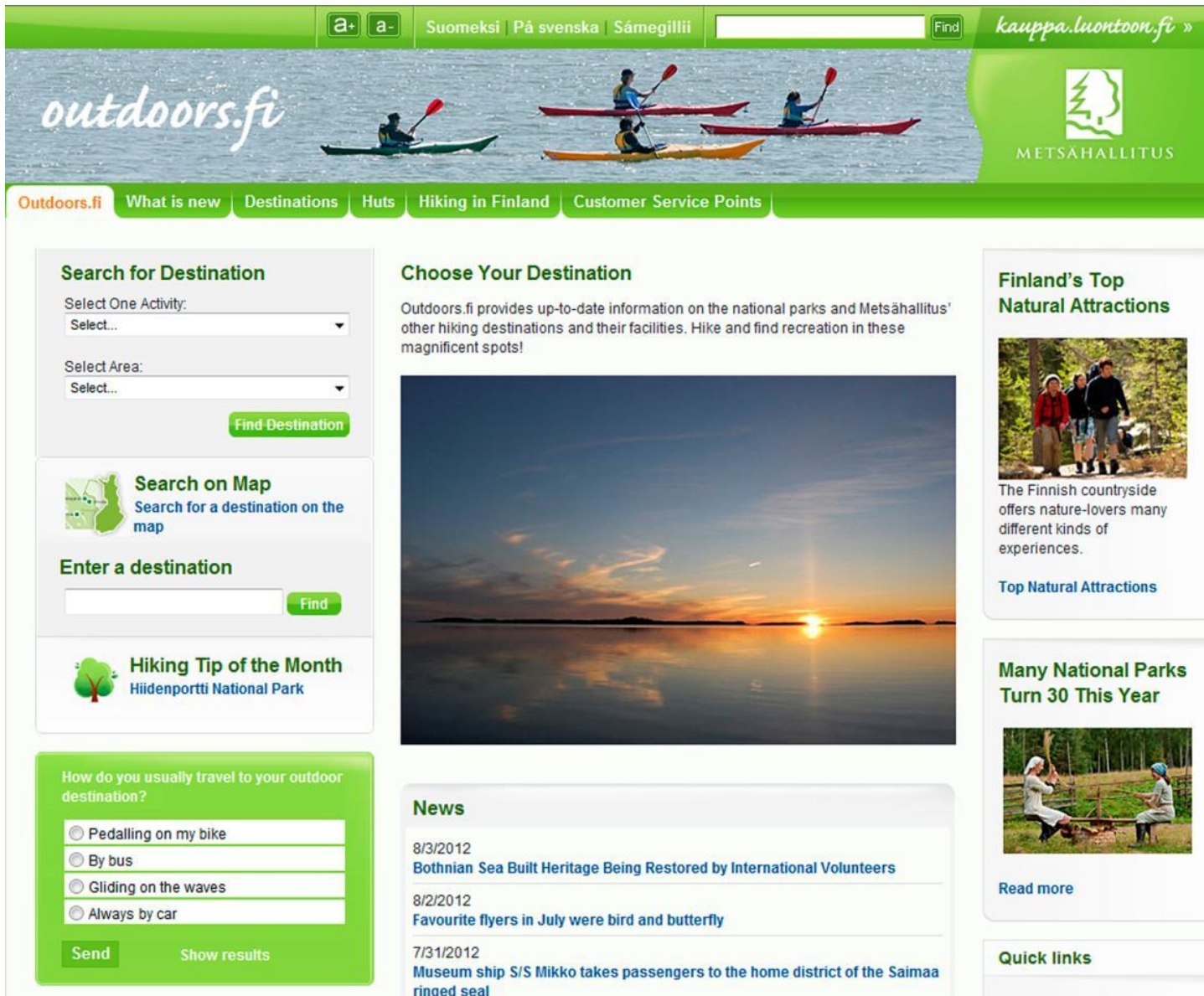
- Risk analysis in every park region and search for best practises
- Good communication with our customers
- Effective use of GIS applications
- Good co-operation with rescue authorities
- Active and practical culture in our safety issues

Importance of communication in good management

- Leaflets
- Information boards
- Internet



Outdoors.fi



Excursionmap.fi

excursionmap.fi

Suomeksi | På svenska

METSÄHALLITUS

Map layers

- ☒ Excursion services
 - ☒ Guidance
 - ☒ Guidance buildings
 - ☒ Guidance structures
 - ☒ Accommodation and services
 - ☒ Cabins
 - ☒ Lap pole tents, turf huts and I
 - ☒ Camping
 - ☒ Other services
 - ☒ Excursion and interests
 - ☒ Nature towers and look-out-po
 - ☒ Campfire sites and cooking s
 - ☒ Wells and springs
 - ☒ Other excursion structures
 - ☒ Parking
 - ☒ Parking areas
 - ☒ Trailer sites
 - ☒ Boating
 - ☒ Harbours and landing sites
 - ☒ Boating structures
 - ☒ Historical sights
- ☒ Routes
 - ☒ Summer hiking
 - ☒ Nature trails
 - ☒ Biking
 - ☒ Skiing and winter excursion
 - ☒ Wheelchair

Destination menu

Destination search

Place name search

Coordinate search

Welcome

Other Metsähallitus websites:

Destination info

1 / 7 Waste collection and sorting station

Leirintäalue ekopiste

ETRS-TM35FIN

N: 7363358m

E: 602663m

WGS84

lat: 66.37289 °

lon: 29.29596 °

2 / 7 Information point (Info)

1 Rytisuo luontopölyn infotaulu

vaara

Paikokangas

Rytisuo

Paiselampi

Paiselampi

Ampumavaara

vaara

Biologinen asema

Paikokangas

Jäkälävaara

Erokuu

1000 m

© Metsähallitus, NLS Finland, Logica 2012

1:25000

ETRS-TM35FIN - N: 7366251 E: 606510, KQJ - N: 7369332 E: 3606725, WGS84 - lat: 66.39752 lon: 29.38436

Contact | Feedback | Instructions | Terms of use

Utilising social media

The image shows a screenshot of the website **yhteisö.luontoon.fi** and its Facebook page. The website header features a green banner with the text "yhteisö.luontoon.fi" and a logo for "luontoon.fi" and "METSÄHALLITUS". Below the banner is a navigation bar with links: "Etusivu", "Galleria", "Lataa aineistoja", "Vieraskirja", "Blogit", and "Keskustelupaista". The main content area on the website includes a section titled "Katso uusimpia kuvia" with a photo of a red building, and a "Uutta blogissa" section with two blog entries dated 15/08/2012 and 14/08/2012. The Facebook page for "Suomen Kansallispuistot" is overlaid on the website. The page features a large landscape photo of a lake and forest, a green logo for "Suomen kansallispuistot", and a post from "Suomen Kansallispuistot" dated 15/08/2012. The post text reads: "Viisiosainen Peltin Lappi -sarja seuraa kansallispuistokummi Peltin menoa tämän päivän tosi-Lapissa. Peltin matkaa pääsee seuraamaan YLE TV2:lla tänään klo 19.30." Below the post is a photo of a person in a boat on a lake, with the caption "Peltin Lapin ytimessä | YLE TV2 | yle.fi tv2.yle.fi". The Facebook page also shows a sidebar with "Nyt" (Now) section, "Sponsoroitu" (Sponsored) section, and "Toimi elokuussa!" (Acting in the month!).



Thank you for your attention!

Joel Erkkonen