Aurora borealis in Lapland

SUSTAINABLE DEVELOPMENT AND TOURISM IN FINLAND

Finnish Tourist Board, Helsinki
April 2007, updated July 2011
Since 1987 Finland has striven systematically to enhance the role of sustainable development in mainstream politics. The promotion of sustainable development has been comprehensively adopted as the goal of broad cooperation between the government, the private sector, interest groups and NGOs, the scientific community, the education system and the media.

**Finnish National Commission on Sustainable Development (FNCSD)**

Finland’s sustainable development policy is based on institutional learning and broad participation wherein various societal actors take part in the definition and implementation of sustainable development.

The Government established the Finnish National Commission on Sustainable Development (FNCSD) in 1993 to promote sustainable development in Finland, and the Commission has operated continuously since that time. Led by the Prime Ministers for the first 14 years, it has brought into the limelight of national debate several important themes of sustainable development.
Finland's Ministry of the Environment produces legislation on environmental protection, nature conservation, land use and building, and housing.

Since Finland joined the EU in 1995, national legislation has been widely harmonised with community legislation, particularly where environmental protection and nature conservation are concerned. Legislation on waste, air protection and water protection was also renewed during the 1990s, and new legislation has been enacted on issues including environmental impact assessments and compensation for environmental damage.

Other extensive changes to Finnish legislation in the environmental sphere have included the major renewal of the Nature Conservation Act in 1997, and the drafting of a new Environmental Protection Act and the Land Use and Building Act, both of which came into force in 2000.
The Finnish Government's Programme for Sustainable Development was published in 1998

Various ministries and other organisations have prepared their own strategies for sustainable development.


The evaluation report of sustainable development in Finland was published in spring 2003.
Finland's National Strategy for Sustainable Development

"Towards sustainable choises. A nationally and globally sustainable Finland"
(http://www.ymparisto.fi/)

was adopted in June 2006 by the Finnish National Commission on Sustainable Development. In December 2006 the strategy was adopted also by the Council of State.

The Strategy will be assessed every two years, and it will be linked to the EU’s assessment process. The Finnish National Commission on Sustainable Development will report to the Government on the results of the assessment. As a continuation of the Strategy, a systematic model will be developed to enable assessment of the Strategy’s impacts at the national, regional and local level. This will allow comparison in the assessment of the impacts of different programs.

The characteristic feature of the Finnish national sustainable development policy is a wide-reaching participation of various societal actors both in the definition of the contents and implementation of the measures. The approach is already referred to as the "Finnish model", in which broad-based, multi-stakeholder participation is combined with high-level political leadership.
Sustainable Development Programmes Extend to the Local Level

Finnish municipalities are also active in promoting sustainable development. In 2007, two thirds of the Finnish municipalities had either established or were in the process of establishing their own local agenda.

In order to assess the impact of the national policy for sustainable development, Finland has published national sustainability indicators (The assessment of the national indicator network of the progress towards sustainable development in 2007 (http://www.ymparisto.fi/)). The indicators are the result of co-operation between several administrative sectors, and they reflect many points of view. The intention is to illustrate the various areas of sustainable development in the most diverse and comprehensive manner possible.

These are supplemented by a report on natural resources and environment, which is appended to the national budget.
Public Sector in Finland - Main Institutions

The President of the Republic
The Parliament

Government: Ministries (13)

Centres for Economic Development, Transport and the Environment (ELY) (15)
Regional State Administrative Agencies (AVI) (6)

Regional Coordination
Regional priorities, interregional activities
- Regional Management Committees (20)

Regional Councils (20)
Regional & land use planning, international cooperation

Municipalities (342)
Municipal alliances and cooperation
The tasks of Finland’s various environmental authorities

The Ministry of the Environment defines environmental policies, sets administrative controls and makes strategic plans at national level. The Ministry also sets targets for environmental protection, drafts and develop environmental legislation, and oversees international co-operation.

The Finnish Environment Institute (SYKE) produces and compiles environmental data, and develops new ways to protect water, the air and the soil, to improve waste management, and to improve the management of wastes and the supervision of chemicals. The institute also provides experts to participate in the drafting of environmental legislation.

Centres for economic development, transport and the environment implement environmental protection measures and ensure that environmental legislation is observed in their respective areas.
The tasks of Finland’s various environmental authorities...

The Regional State Administrative Agencies deal with permits for larger and medium-sized industrial plants, and permits issued under the Water Act. They also process environmental permits for waste processing facilities, and restoration permits for contaminated sites.

Municipalities promote and supervise environmental protection on a local scale. They also issue any environmental permits needed by smaller plants and facilities.

The provincial government of the autonomous Åland Islands fulfils all the functions of the Ministry of the Environment within the Åland Islands, with the exception of international co-operation.
Management of Regional Development Work

Finland's Regional Councils are statutory joint municipal authorities operating according to the principles of local self-government. The Councils operate as regional development and regional planning authorities and are thus the units in charge of regional planning. On the basis of municipal democracy they articulate common regional needs and work to promote the material and cultural well-being of their regions.

Regional Councils have also other tasks besides the statutory responsibilities. They pursue the interests of the region, its municipalities, inhabitants and businesses and carry out research, planning and analyses. The Regional Council is also the organisation for cooperation between the various influences within the region.
Regional Councils

1. Uusimaa
2. South-West Finland
3. Itä-Uusimaa
4. Satakunta
5. Häme
6. Tampere Region
7. Päijät-Häme
8. Kymenlaakso
9. South Karelia
10. Southern Savo
11. Northern Savo
12. North Karelia
13. Central Finland
14. South Ostrobothnia
15. Ostrobothnia
16. Central Ostrobothnia
17. Northern Ostrobothnia
18. Kainuu
19. Lapland
20. Åland
The Tasks of the Regional Councils:

- **Management of regional development work**
  
  **Regional Scheme - Regional Development Strategy.** Planning for a region covers a regional scheme, a regional plan and a regional development program. A regional scheme is the fundamental document when developing a region. It defines the objectives of the long-term development in the region. The key task of the Regional Councils is in fact to create a development strategy for the region, to maintain it and to revise it quickly when necessary. All the other plans and programs regarding regional development, including implementing EU Structural Fund Programs are derived from the above mentioned three documents.

- **Responsibility for regional development**
  
  The Regional Councils are the authorities responsible for regional development under the Regional Development Act. The goal of this legislation is to promote regional development initiatives and regional balance and in so doing, *to promote environmentally sustainable development*.
The Tasks of the Regional Councils...:

- Responsibility for regional planning
  
  **Responsibility for regional land use planning:** The basis for regional land use planning is the Land Use and Building Act. The land use plan defines the use of areas needed for particular purposes and the principles of urban structure from the point of view of regional development. It provides guidelines for the member communities and for all other land use planning in the region. The regional plan and the land use plan reconcile the interests of central government with the interests of regional and local government. *They also harmonise the land use objectives with the aims of economic life and environmental control. Key issues in regional planning are man, nature and the built environment, its use and sustainable development.*

- Key international functions

- Serving on a broad front

- Organisation of Regional Councils
Serving on a broad front

In addition to their statutory authority, the Regional Councils have a broad scope of non-statutory operations, which are defined and emphasised by the special characteristics of the region. These include:

• promoting the business community and tourism,
• developing and coordinating regional cultural activity, education and the preservation of local arts and crafts,
• marketing the region,
• improving the region's public services,
• taking environmental, traffic and housing affairs into account in authority operations and other activities,
• presenting regional aims for creating a pleasant, high quality living and working environment,
• carrying out research dealing with the region
• information society and information technology issues
Centres for Economic Development, Transport and the Environment

manage the regional implementation and development tasks of the state administration. There are 15 Centres for Economic Development, Transport and the Environment. These Centres are tasked with promoting regional competitiveness, well-being and sustainable development, as well as curbing climate change.

The Centres have three areas of responsibility:
1. Business and industry, the labour force, competence and cultural activities
2. Transport and infrastructure
3. The environment and natural resources
   The following duties are handled under the Environment and Natural Resources area of responsibility:
   • Reporting and monitoring the state of the environment
   • Environmental and landscape protection
   • Environmental protection
   • Steering and monitoring of land use
   • Use and management of water resources

The Centres for Economic Development, Transport and the Environment steer and supervise the activities of the Employment and Economic Development offices. Not all Centres address all three areas of responsibility, as they may handle duties on each other's behalf.
Regional State Administrative Agencies

The agencies foster regional parity by executing all legislative implementation, steering and supervision functions in the regions. The agencies strengthen implementation of basic rights and legal protection, access to basic public services, *environmental protection, environmental sustainability*, public safety and a safe and healthy living and working environment in the regions.

**Areas of responsibility:**
- Base public services, legal rights and permits
- Occupational safety and health
- *Environmental permits*
- Fire and rescue services and preparedness
- Police.
Environmental permits

According to Finland's environmental protection legislation, permits are needed for all activities involving the risk of pollution of the air and water or contaminating the soil. One important condition for permits is that emissions are limited to the levels obtainable by using Best Available Techniques (BAT).

The reform of regional State administration was carried out on 1/1/2010. Responsibility for environmental permits now falls to the Regional State Administrative Agencies.
The Finnish Environment Institute (SYKE)

The Finnish Environment Institute (also known as SYKE, after the Institute's Finnish acronym) is both a research institute, and a centre for environmental expertise. SYKE's research focuses on changes in the environment, and seeks ways to control these changes. The expertise is based on long-term environmental monitoring, wide-ranging research results, and the Institute's highly-qualified staff.

The activities of SYKE take place in seven centres:

1. Freshwater,
2. Marine Research
3. Natural Environment
4. Consumption and Production,
5. Environmental Policy
6. Data and Information centres
7. the Laboratories.

The main tasks of these centres are research, development and production of various services
Legislation Provides the Basis

Legislation on Land Use and Building

• The Land Use and Building Act
• Finland’s National Building Code
• Preserving built heritage and cultural landscapes

The basis for promoting ecological sustainability in building and on properties is the Land Use and Building Act of the year 2000. The objective of this Act is "to ensure that the use of land and water areas and building activities on them create preconditions for a favourable living environment and promote ecologically, economically, socially and culturally sustainable development".

The Land Use and Building Act aims:
• to organise land use and building to create the basis for high quality living environments,
• to promote ecologically, economically, socially and culturally sustainable developments,
• to ensure that everyone has the chance to participate in open planning processes,
• to guarantee the quality of openly publicised planning decisions and participatory processes, and to ensure that a wide range of planning expertise is available.
• These general objectives are supplemented by more specific objectives relating to controls over land use planning and construction.

This line of activity has rested on close co-operation between the authorities and the building and property sectors.
The Exploitation of Water Resources

is subject to official permission wherever this may lead to damage to the environment or people’s property. Anyone intending to use water resources should first contact the regional environment centre to find out whether the planned activity is subject to permits obtainable from the environmental permit authorities. The usage of water resources is regulated in detail by Finland’s water legislation.

Water policies have been based on long-term-strategies. Three national water protection programmes identifying targets, measures and instruments have been prepared since the beginning of the 1970s. The Finnish Government approved November 2006 a new set of national Water Protection Policy Outlines to 2015 in a decision-in-principle that also defines measures needed to improve water quality. The new outlines define needs and objectives for the period until 2015, aiming:

- to reduce the nutrient loads that cause eutrophication
- to reduce the risks caused by hazardous substances
- to protect groundwater bodies
- to protect aquatic biodiversity
- to restore ecologically damaged water bodies

New Approaches for Water Protection.pdf (http://www.ymparisto.fi/)
Nature Conservation

Finland is justifiably renowned for its forests and lakes. About a tenth of the total area of Finland is covered by inland waters.

Finland has a long tradition of nature conservation. The first species were protected in 1923, and the first nature reserves were designated in 1932.

At the moment, approximately 8% of Finland’s forests are protected. Most of these protected areas form part of the EU’s Natura 2000 Network.

(About 65% of the wood product forests belongs to private owners)

National Strategy and Action Plan for the Conservation and Sustainable Use of Biodiversity

**Nature conservation legislation:**

- Nature Conservation Act
- Nature Conservation Decree
- Everyman`s right

The act introduces a programme designed to protect areas of valuable landscapes in areas where human activity has greatly shaped the landscape for centuries. These areas are mainly selected for their aesthetic value, and any development which would change the characteristic features of their landscape will not be permitted.

The act also incorporates the legislation necessary for the establishment of the Natura 2000 Network. This differs significantly from the legislation related to national conservation programmes, for example in the degree of development permissible in areas included in the network.
TOURISM
Ministry of Employment and the Economy is the responsible ministry for tourism. The Finnish Tourist Board co-ordinates product development for foreign markets.

Finland’s Tourism Strategy to 2020 (http://tem.fi/files/28018/Finlands_Tourism_Strategy_to_2020.pdf) is the second, consecutive national tourism strategy, replacing its predecessor drawn up in 2006. Compared to the previous strategy, major differences lie in the new strategy’s more intense focus on developing industrial and commercial activity, and its concentration on measures that can be influenced using tools available to the Government. Changes in the operating environment were taken into account, while objectives have been prioritised and concretised. The actual strategy document has remained compact.

The Tourism Strategy compiled by the Ministry of Employment and the Economy forms part of industrial policy and is, by nature, more of a political comment on what should be done to develop the tourism trade in Finland.

Tourism has major employment impacts and the industry has a balancing effect on regional development in Finland. Tourism is a key export industry.

The Finnish Tourist Board has its own, revised strategy (www.mek.fi), which focuses more on operative measures.
Finland’s Ministry of the Environment produces legislation on environmental protection, nature conservation, land use and building, and housing.

Finland’s environmental legislation defines minimum standards of environmental responsibility, which apply to all businesses operating in Finland. The operators are obliged to be aware of their legal responsibilities, and organize their activities accordingly.

Environmental permits are needed in Finland for all activities that may lead to pollution of the air and water or contamination of the soil. Water permits are needed for other activities affecting constructions in waters or the water supply. Permits may be granted to individuals or companies. Advice on permit application procedures is available from Finland’s 15 Centres for Economic Development, Transport and the Environment, the four Regional State Administrative Agencies, local environmental authorities or the Finnish Environment Institute (SYKE).

The Environmental Protection Act (86/2000) obliges all businesses operating in Finland to be sufficiently aware of the environmental impacts and risks of their activities - and of opportunities to reduce these impacts and risks. Environmental impact assessments (EIA) must be conducted wherever activities listed in Section 6 of Finland’s EIA Decree (268/1999) are practised.
Sustainable Tourism

According to UNWTO, sustainable tourism is defined as "envisaged as leading to management of all resources in such way that economic, social and aesthetic need can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”.

The UNWTO makes a clear distinction between the concepts of ecotourism and sustainable tourism: the term ecotourism itself refers to a segment of the tourism industry, while the sustainability principles should apply to all types of tourism activities, operations, establishments and projects, including conventional and alternative forms.
Finland tries to be as sustainable as possible in all kinds of tourism supply and -destinations.

**Used definitions:**

Nature-based tourism (does NOT necessarily pay attention to sustainable factors!)

Ecotourism: is a part of sustainable tourism which is a part of sustainable development. This is why it is seen in Finland more as a special group of products rather than as a quality name.
Tourism in Finland

Productgroup "ecotourism" with especially strict criteria

Basics: laws, regulations etc

different tourism products, plans etc under different product themes, infrastructure etc

LH
Finnish Tourist Board 2011
Quality

In 2001 The Finnish Tourist Board created a special quality label to help producers and tourism destinations in their work.

- Laatutonni (entrepreneurs)
- Destination Quality Net DQN
- Destination Management DMN
- Green Destination Quality Net
- Wellbeing Laatutonni
- Culture Laatutonni since 2011

-After 2007 these programmes emphasize the sustainable factors more strongly than before. (Green Quality 1000)

Quality 1000 (Laatutonni): http://www.laatutonni.fi

There are also other quality systems in Finland. From 2006 on FTB promotes only such products which are able to show their participation in a quality system.
ISO14001

A few tourism companies certified in Finland. Mostly bigger companies like

Viking Line, ferry Company (http://www.vikingline.fi)
Fazer Amica, cafeterias and restaurants (http://www.fazergroup.com)
Sport Institute of Finland, Vierumäki (http://www.vierumaki.fi)
Social responsibility

Social responsibility is an ethical or ideological theory that an entity whether it is a government, corporation, organization or individual has a responsibility to society. Social responsibility is voluntary; it is about going above and beyond what is called for by the law (legal responsibility).

It involves an idea that it is better to be proactive toward a problem rather than reactive to a problem. Social responsibility means eliminating corrupt, irresponsible or unethical behavior that might bring harm to the community, its people, or the environment before the behavior happens.

In Finland for instance:
Examples of Tourism-Co-operations in Finland

Typical for Finland are wide co-operative discussions between different partners and stakeholders when developing tourism.
"Minimatka" – TOUTF of all Ministries

MiniMatka Working Group (MiniTravel) is an informal working group between ministries which aims at exchanging data on travel issues at the ministerial level. MiniMatka Working Group has a meeting about four times a year and it also acts as the executor of the tourism strategy.
Rural Tourism Policy in Finland

The Rural Policy Committee and the Theme Group on Rural Tourism

The Rural Policy Committee was appointed by the Council of State (Government) as a vehicle for co-operation. Its membership comprises officials from various ministries and expert organisations with specialist knowledge of rural policy.

The work of the Committee represents new thinking - of a kind that transcends the demarcation lines between sectors of administration - in Finnish rural policy. The task of the Committee is to harmonize rural development measures and promote the efficient use of resources allocated for the countryside.

Country-side Tourism

The Committee appoints theme groups, comprising experts and persons bearing formal responsibility. These theme groups are expected to produce proposals, project plans, statements and submissions in relation to legislation, financing and organisation as well as to make suggestions concerning the development of co-operation, the initiation of research and how to connect the various problems of their area into the totality of planning.

The Rural Policy Committee and its Theme Group on Rural Tourism (Finnish Tourist board involved) are working closely with different rural tourism partners. This includes also the biggest supplier of countryside holiday accommodation Lomarengas ry. (http://www.mmm.fi/maasmattk/default_english.htm)
The current ten-year vision of rural tourism in Finland states that at the end of the period the tourism industry in the countryside will be an active and important part of tourism industry and of the versatile entrepreneurship in the countryside, but will be guided by the solid values of countryside and sustainability.

Rural tourism thrives on developing and selling competitive tourism and recreation services which are recognized as safe and reliable. The content and strengths of these services emerge from the diversity of cultural heritage, the cycle of seasons, good quality, safety, the clean countryside environment, and from the competence of entrepreneurs to bring together these factors.
Examples of Other groups:

The Tourism working group (Traffic) of the Centres for Economic Development, Transport and the Environment:
- Centre for Economic Development, Transport and the Environment (chair)
- Ministries: Ministry of Employment and the Economy, Ministry for Transport and Communications and the Ministry of Agriculture,
- Transport organizations like Finnair, Finnish Railways, Automobile and Touring Club of Finland, Linja-autoliitto (the organization of bus transport)
- the Confederation of Finnish Industries, EK
- the Association of Tourism Organizations in Finland
- The Association of Rural Tourism Entrepreneurs.
- Finnish Tourist Board
- etc

**MALO – National Classification of Country Holiday Accommodation**

The nationwide classification of country holiday accommodation has started already in 1993 in Finland. Classification is based on guidelines drafted in the Country Holiday project. There are separate classifications for rentable holiday cottages, farmhouse holidays and bed and breakfast establishments.

The working group for the quality system for cottages: (Ministry for Agriculture, Pro Agria – the leading agricultural expert organisation in Finland, The Central Union of Agricultural Producers and Forest Owners (MTK), The Association of Rural Tourism Entrepreneurs, Finnish Tourist Board etc.)

**Developping process of the Quality 1000 Green Destination Management**

Metsähallitus (Finland’s Forest Administration), entrepreneurs, Haaga-Helia University of Applied Science, Finnish Tourist Board
Nature Activities

- Metsähallitus (Finland´s Forest Administration)
- Private Landowners (about 70% of all forests)

**Metsähallitus** is a state-owned enterprise that operates in the administrative sector of the Ministry of Agriculture and Forestry. In matters relating to nature conservation, Metsähallitus is steered by the Ministry of the Environment. The governance of Metsähallitus and the organisation of its finances and administration are based, among other things, on the State Enterprise Act (1185/2002) and the Act (1378/2004) and Decree (1380/2004) on Metsähallitus.

Metsähallitus´ tasks are divided into business activities and primarily budget-funded public administration duties. Separate business units have been established for different activities.

The business units are:
1. Forestry , which produces some 85 per cent of Metsähallitus´ revenues
2. Wild North, *providing eco-tourism services* and rental accommodations
3. Laatumaa, which specialises in plot and forest real estate business.
Metsähallitus runs business activities while also fulfilling many public administration duties. Public administration duties are laid out in the law and they are conducted separately from business operations. Metsähallitus manage most of Finland’s protected areas.

Metsähallitus administers and manages more than 12 million hectares of state land and water areas (forests, shores, waters and soil resources) almost one third of Finland’s area and has the challenging responsibility of managing and using these areas in a way that benefits Finnish society to the greatest extent possible

Social responsibility reporting:
Metsähallitus’ Social Responsibility Review 2003
Metsähallitus`Social Responsibility Review 2005
To ensure balanced and sustainable use of these resources, Metsähallitus uses elaborate planning systems and state-of-the-art information systems.

Metsähallitus follows an environmental and quality system based on the ISO 14001 standard, by which it can chart and control the diverse environmental impacts that result from its operations. Since 1998 the system’s environmental section has been certified by DNV Certification Oy/Ab. The quality system has not yet been certified.

Representatives from hundreds of organisations have participated in regional co-operation groups for natural resource planning, among others. Metsähallitus also organises a number of civil meetings, where activities and future projects are discussed. The meetings are also an opportunity for the local inhabitants to comment on those activities.
The environmental system is a tool that allows Metsähallitus to implement its environmental policy in practice. Common environmental objectives are confirmed annually, on the basis of which the environmental targets for the operational and financial plans of Metsähallitus’ business units and subsidiaries are decided.

According to the principle of continuous improvement, the functionality of the environmental system is monitored regularly with the help of internal and external audits and a system of feedback.

*Metsähallitus works together with private enterprises (requires a co-operation agreement, which follows the principles of sustainable nature tourism)*
Many Types of Hiking Destinations

**Hiking areas**
National hiking areas are intended for various hiking and other recreational use. Seven national hiking areas have been established under Finland’s Outdoor Recreation Act. In addition, Metsähallitus has established, by its own decision, two hiking areas in Finnish Lapland.

The hiking areas are suitable for many kinds of outdoor activities. In all hiking areas there are marked routes, camping sites, lean-tos, nature trails and often also Visitor Centres. The needs of people with disabilities have also been taken into consideration in the establishment of hiking areas.

There are rental cabins in nearly all national hiking areas. In certain hiking areas there are also the Outdoor Centres that are part of Metsähallitus’ commercial ecotourism services, handled by Metsähallitus’ business unit Wild North. In the Outdoor Centres there is a restaurant, agreeable cabins, camping and mobile home sites and equipment rental services. Wild North also organises guided excursions for groups.

**National parks**
Finland’s national parks are extensive, varied nature conservation areas, but they are also popular nature sites open to the public. The primary purpose of national parks is to safeguard the natural biodiversity of the areas. There are 35 national parks, constituting a total of about 8,850 km². Metsähallitus manages all of Finland’s national parks.
Nature reserves and other protected areas
Strict nature reserves are mainly closed to the public and access usually requires written authorisation. In some nature reserves, for example in Kevo, Lapland, there are marked trails open to the public. The services for outdoor enthusiasts in other state nature conservation areas vary. Good excursion areas are, for example, the culturally valuable Aulanko; Siikalahti, which harbours one of Finland’s best bird wetlands; as well as the rugged Korouoma, for hikers looking for a real challenge.

Managed forests
If you are looking for hiking areas that do not necessarily have marked trails or facilities, there are also expansive managed forests all around Finland. In managed forests you are left in peace to walk on trails of your own choosing and rest or linger at the shore of any pond or lake you come across. These areas offer nature at its best. Managed forests are also good berry picking and excursion sites, where you can also fish and hunt.

Destinations representing History and Culture, such as heritage farms and sites with a military history.
An Example of the Co-operation Metsähallitus and Private Enterprises

Linnansaari National Park
..along with six others, was established in 1956.

Linnansaari is an exceptional National Park in that it is made up of 130 islands and there are no mainland portions to the park. The area of the National Park was expanded in 1982 despite complaints by local municipalities. The area of the National Park is at present 38 sq. km. The area is now again growing as state-owned waters are being added to it.

The National Park was established to conserve the valuable natural features of the Finnish lakeland, and the beautiful landscape. Sheltered by the islands lives the most famous inhabitant of Linnansaari - the Saimaa Ringed Seal (*Phoca hispida saimensis*). Also one of the densest populations of the Osprey (*Pandion haliaetus*) lives in the area.

There are 18 enterprises and organisations in 2011 that offer services in the national park. They have a cooperation agreement with Metsähallitus and they follow the principles of sustainable nature tourism (www.metsa.fi) when operating in the national park.
Protected Areas

In addition to national parks, there are many different kinds of protected areas in Finland, all of which have their own rules and regulations. In some protected areas, you can go hiking according to the Everyman’s Rights, but in others it may be forbidden to enter the area altogether.

These more than 70 protected areas differ from each other when it comes to both natural conditions and services. Most of the protected areas are relatively small and suitable mainly for day trips.

In most of the areas, hiking is allowed under everyman’s rights, but access to some is restricted in order to protect the animals and plants. For example, natural parks have been established primarily for the purpose of nature conservation and research. The Outdoors.fi website includes those natural parks where hiking is allowed on marked trails. Roaming other natural parks is not allowed without a written permit.
History and Culture (Metsähallitus’ offers)

Historical attractions steeped in nature tell stories of people living at one with her or, at times, struggling to survive in her.

The efforts that have been made towards preserving heritage farms or the culture of the archipelago represent a living form of cultural heritage. The many wars that have swept over our country and raged at our borders have left their mark on the environment. The sites presenting Finlands military history also preserve national memories.
Unesco World Heritage in Finland

The Fortress of Suomenlinna played an important role in Baltic power politics and is superb example of military architecture. The fortress was built with French aid 1748 as Sweden's Fortress against the Russians. Under the Russians it served as a defence against the West. At one time the fortress was such a powerful military stronghold it was called the Gibraltar of the North.

Old Rauma is the largest unified historical wooden town in the Nordic countries. Old Rauma area covers an area of 28 hectares and there are 600 buildings, most of which are privately owned. In some buildings, characteristics from the 1700’s still remain, others have the appearance of the 1820’s and 1830’s. Majority of the buildings, however, have received their current neo-Renaissance exterior during the active period of renovation in the 1890’s

Petäjävesi Old Church is an impressive example of northern wooden architecture. It is representative of Scandinavian, Lutheran church architecture and the long tradition of log building. The church, located on a lake shore in Central Finland, was built in 1763-65
Verla Groundwood and Board Mill is a unique, small-scale industrial complex from the early years of the Finnish wood processing industry. Within its rural setting, the area includes mills, power plants and workers' housing. The Verla groundwood mill was founded in 1872.

Sammallahdenmäki. The archaeological site of is an exceptionally valuable monument from the Bronze Age. The site consists of 36 stone burial cairns forming a kilometre-long chain of clusters along a sizable outcrop of bedrock.

Struve Geodetic Arc is an item in the World Heritage List that spans several countries and represents the achievements of science and art.

The Kvarken Archipelage forms the High Coast / Kvarken Archipelago World Heritage site together with the Swedish High Coast area. Due to land uplift, the biotypes as well as the flora and fauna of the archipelago are constantly changing. The land previously weighed down under a glacier rises from the sea at a rate of 8 mm per year.
Everyman`s rights

The traditional Finnish legal concept of everyman's right allows free right of access to the land and waterways, and the right to collect natural products such as wild berries and mushrooms, no matter who owns the land. These rights also generally apply to foreign citizens, with certain exceptions related to local boating, fishing and hunting rights.

Everyman's right means that access to the land is free of charge, and does not require the landowner's permission.

**People taking advantage of these rights are nevertheless obliged not to cause any damage or disturbance.**
Everyman's right consists of a set of generally accepted traditions that have also been enshrined in various laws and regulations. (www.ymparisto.fi)
Privately owned forests

Commercial suppliers should make an agreement with private landowners if they want to operate on their lands.
Product group "Ecotours", some examples

ECEAT in Finland (European Centre for Ecological and Agricultural Tourism) develops and promotes tourism that supports organic agriculture, sustainable land use, the protection of nature and the environment, and the protection of cultural heritage and traditional rural landscapes. We also encourage environmental education.

Logos in the farm descriptions used in Finland:

LEPPÄKERTTUMERKKI: An inspection symbol granted by the Finnish Association for Organic Farming
AURINKOMERKKI: Supervised organic production. The compliance with organic standards is supervised by Finnish authorities
DEMETER: An international quality symbol for biodynamic production

MAAKUNTIEN PARHAAT:"The Best of the Provinces": a national quality symbol for small food, craft and agritourism companies
MALO: The accommodation facilities have been classified according to uniform national guidelines
A registered organic farm, ECEAT symbol: the farm is a registered and supervised organic farm, which however has not applied for an organic symbol for its produce
Product group ”Ecotours”, some examples…

**Wild Taiga**: Wild life watching and photographing, Taiga birds and specialities
http://www.wildtaiga.fi/Nature-programmes/

**WWF Certified PAN Parks: Finland’s Oulanka National Park**
Tourism operations in Finland’s Oulanka National Park have been certified for their commitment to the environment and sustainable development. Basecamp Oulanka is a complete Destination management company (a local partner of Pan Parks), values the Sustainable Tourism Development Strategy.

**Luonnonsuojeluliitto** (Finnish Association for Nature Conservation):
Itineraries in nature conservation areas  http://www.ikkunasuomenluontoon.fi/retkiopas/
“Royal Destination Award for Sustainable Tourism, 2007”.
The winner of the Royal Destination Award for Sustainable Tourism 2007 was Fiskars Village from Finland. Among a huge variety of sustainability initiatives Fiskars Village was awarded for excellent performance with regard to sustainable tourism development, with special attention to destination management as well as economic viability and local prosperity at destination level.

The overall criteria are fundamental in regards to credibility of the award, and shall reflect the objectives for sustainable tourism destinations as defined by the publication “Making Tourism More Sustainable. A Guide for Policymakers”, United Nations Environment Programme and World Tourism Organisation, 2005.
The Role of the Finnish Tourist Board within Tourism Development

FTB is a WWF Green Office–certified office

- Works in some TOURISM PROJECTS steering groups
- Works in some OFFICIAL WORKING GROUPS
- CO-ORDINATES TOURISM PRODUCT DEVELOPMENT for foreign markets (strategic themes)
- FTB serves as marketing expert
- works with UNIVERSITIES, RESEARCH CENTRES ETC
- (Qualitative, sustainable tourism products)
- Image-Marketing abroad
The World Economic Forum ranks countries according to their economic competitiveness and environmental sustainability. The figures for 2002 indicate that competitiveness and environmental protection can be mutually supportive.

**Finland**

<table>
<thead>
<tr>
<th>ESI:</th>
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Finland is one of the first countries in the world to draft a major national programme addressing sustainable consumption and production. This programme, drawn up by a committee consisting of many different stakeholders, aims to make Finland one of the most eco-efficient and competitive societies in the world by 2025, through long-term yet flexible policy-making. The programme includes an impressive array of 73 wide-ranging policy measures.

Finland has been top-ranked in the World Economic Forum's Environmental Sustainability Index (ESI) since 2000. Finland also fares well in other international indexes describing environmental sustainability, competitiveness, clean water, and innovative solutions. The decoupling of environmental impacts from economic growth has been achieved for several important pollutants. Finland also has a high institutional capacity to handle environmental problems.
Sources of Information

• Metsähallitus [http://www.metsa.fi/](http://www.metsa.fi/)
• Sustainable Tourism – the Agenda for Destinations: [http://www.destilink.net/destinationaward.html](http://www.destilink.net/destinationaward.html)
• [http://www.yale.edu/esi/](http://www.yale.edu/esi/)