

# Rural Finland II – a national tourism industry coordination project

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photo: VisitFinland



The European Agricultural  
Fund for Rural Development  
Europe investing in rural areas



RURAL 2020



UNIVERSITY OF  
EASTERN FINLAND

# Main objective

Tourism companies and food, nature and cultural tourism operators form **active and open networks** and **combine their resources** in tourism development work, resulting in new, internationalisation-oriented service models.

Operators from different sectors and regions **collaborate** in this development work.



# Current / planned activities

Launching and increasing **collaboration between entrepreneurs and experts** regardless of sectoral boundaries, and **enhancing the synergy** of development activities.

Increasing the **competence** in services and in service entrepreneurship, **sharing, deploying and utilising good practices** and tested **operational models**.

**Communicating** about theme-related projects, studies and reports (successes, good practices, failures and challenges), **compiling** the results and impacts and **deploying** them.





# Current / planned activities

Activating the construction of multidisciplinary **collaboration** and promoting the emergence of new **networks** and **service models**.

Organising meetings for **peer-to-peer learning** and **exchange of experiences** by using e.g. videos, online meetings, virtual coffee breaks and other digital tools, and by **organising regional events**.

Directing the development of tourism according to the **Finland's tourism strategy**.

# Status of the project implementation

Today operators in the region and between regions collaborate in development work better than five years ago. There are more organized meetings, more knowledge sharing and more participation in joint activities.

Still it's not fully known in the area who is carrying out which development project, i.e. the projects are being created separately when the opportunity arises or even because of the organizational reasons.





# Status of the project implementation

What is needed is a **strategic development process**, where, after setting goals, we think about **actions**, then **resources** and **responsibilities**, **who** does **what** with **whom** and **how**, after that, projects are ready to applied for.

Projects are **following the strategy**, but they are **not coordinated enough** in the regions.

Almost **nothing is known** about the projects after their completion, which means that **best practices**, **impacts** or even **failures** are not spread or known.

There should be **more developmental collaboration** between **tourism** and **other fields**

# In the spring 2020

9 events about current topics with Ministry of Economic Affairs and Employment of Finland: National tourism strategy, recommendations of regional development of tourism and impacts of the development

Webinars about transformative tourism and out of the box thinking

Summaries of research about sustainable tourism, over tourism, year-round tourism, digitalization in tourism

National meetings for developers about digitalization in tourism and accessibility

Several expert video-interviews

Active communication





# Communication

Over **800 contacts** from all over Finland

- Visit Finland
- Centres for Economic Development, Transport and the Environment
- ministries
- regional councils
- Leader groups
- regional tourism organizations
- rural expert organizations
- universities
- regional development companies
- tourism companies and entrepreneurs
- municipalities

Monthly **newsletter**

- new studies, news, publications, development tools, events, partners newsletters...



# Communication

Webpage is our "base camp".

- newsletters
- publications
- presentations
- development tools
- event calendar

## YouTube

- 8 national and 51 regional meetings, all **live streamed and recorded** (during Rural Finland I & II, 2015-present)
- Also some live streamings and videos for **our partners**
- 9 short **video interviews**

## Twitter

- tourism related news
- event marketing
- over **700 followers**

## Facebook

- studies and reports
- event marketing
- over **800 followers**

# RURAL FINLAND II



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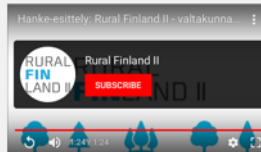
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RURAL FINLAND II



Seuraa

Rural Finland II

@RuralFinland

Valtakunnallinen matkailun koordinaatiohanke. Tviittejä matkailun ja sen kehittämisen parista. Tviittaajana viestinnästä vastaava @TeroTaainen. #ProMatkailu

Joensuu, Suomi ruralfinland.karelia.fi

Liittyi syyskuu 2015

203 Seurattavat 740 Seuraajat



# What has been achieved?

**Open network**, more than 800 participants all over Finland, not only one member in each area as usual in national network

Small changes in development culture: **more cooperation** and **less competition**

**New ways to lead a network**: video streaming from every event, open materials

**Best practices** are known better

**Networking** in development is better in and between areas

**New national recommendations**: Better regional coordination of projects

# Successes

Communication

Events and meetings

Working as a link between areas and development themes

Connections to areas





# Challenges

Developmental collaboration between tourism and other fields of industry is difficult to start

Coordination culture changes slowly from competition to open network

How to ignore regional boundaries?

# Added value of the project

Easy access to information in our website and YouTube

Link between national and regional level in tourism development

Motor for development culture change

Link between different themes and developers





# Thank you!

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