



Towards sustainable and responsible tourism connecting cultural experiences with nature - Examples from Tavastia Region

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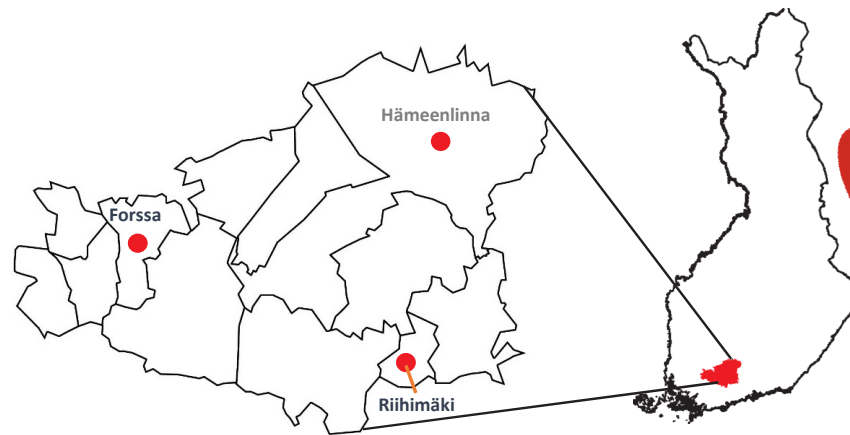
Content

- Häme ~ Tavastia Region
- Examples
- Future plans



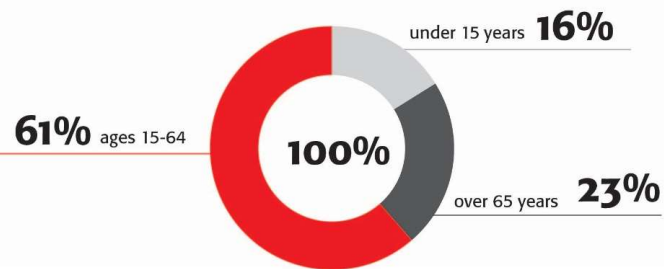
Häme / Tavastia Region – at Southern Finland

- Three cities
- 8 rural municipalities
- Area: 5 700 km²



HÄME
Onnellisten ihmisten sydänmaa

Age distribution
in 2015



173 410 inhabitants
May2017 foreknowledge



Regional Development Focus 2018-2021

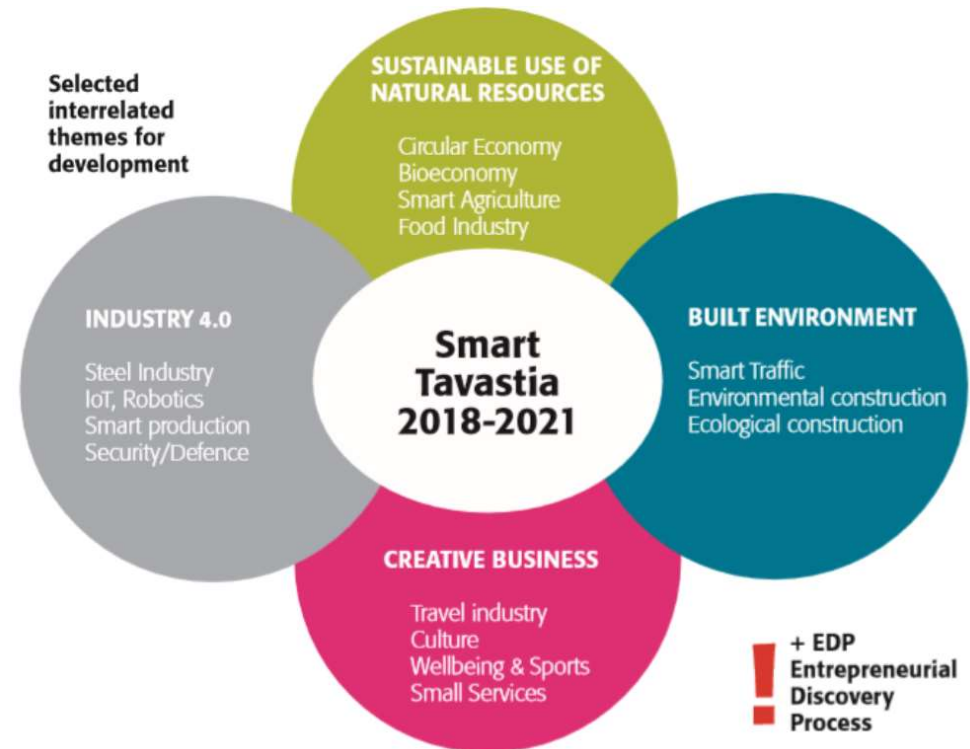
Regional development plans

Häme Program 2018-2021 &
RIS3 smart specialization strategy
Smart Tavastia 2018-2021

Focus on

Creative industries – tourism,
wellbeing, culture and

Sustainable use of natural resources
– bio and circular economy



Sustainability and tourism

- four dimensions

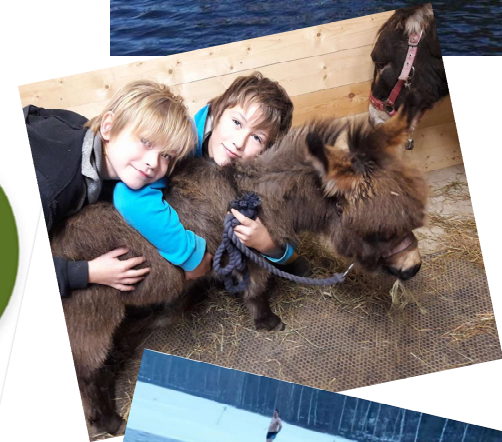
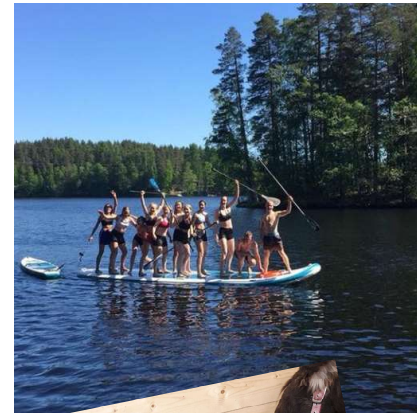
- **Cultural dimension**
 - creating events based on local culture, history and appreciation of local content
- **Environmental dimension**
 - sustainability in services, accommodation, traffic and food etc.
- **Economical sustainability**
 - new business development, growth and investments
- **Social dimension**
 - working with local communities, people and associations, wellbeing and happiness



Nature & Culture

- enhanced experiences in nature

- New contents to nature routes
 - stories, slow, silent and serenity
 - Cultural nature paths for paddling and SUP boards, hiking and cycling
Aulanko & Evo & Tammela & Loppi
 - Sustainable wellbeing experiences
e.g. forest yoga & therapeutic visits to farms
 - Sauna & ice swimming
 - Supported by
DigiTrail & ***Tavastia Blueways*** – projects
360 videos, pictures, ***DigiTrail App***
 - ... new activities, projects & initiatives and
investments emerging



Combining old and new - medieval history meets digital solutions

- Events based on local history and appreciation and use of local content. Medieval fairs, Häme Castle - Medieval Festival, Hakkapeliitta Fair, Jaala Fair, escape events at Häme Castle, village events
- Enhanced gamification with Escape rooms & challenges, fierce medieval fights (Buhurt ...), and adventures
- **Tavastia events** - use of open data, for better visibility for all events across the region
- Fire & Ice Xmas Season 2019-2020
- extremes of cold and warmth
- Supported
by **Let's GoTavastia**, **VIKKE** &
Open Häme –projects



Sustainability in services - local culture & stories

- *Matin ja Maijan Majatalo B&B -*
- *Iloranta -*
- *Hevossilta*
- *... and others focus on environmentally sustainable services*



Quadruple helix approach & tourism ecosystem development

approach to co-creation and collaboration working together with

- Private sector - companies small & large and new start ups
- Public sector - cities, municipalities, regional council, Visit Finland...
- Research & education institutions – HAMK Häme University of Applied Science & Tavastia Education Consortium
- 3rd sector associations and local communities - a brand new association by tourism business companies and people ***Elinvoimaa Hämeeseen ry. - Livelyhood at Tavastia Association***
- ***And how we support this co-operation***
 - Meetings & events – open for all interested
 - Funding for development projects – encouragement for open and active sharing and co-operation
 - Open FB group for discussion & sharing
 - Coaching sessions & workshops
 - Additional funding for Western Lakeland marketing co-operation 2018-2019 co-ordinated by Visit Finland
 - Benchmarking Iceland & New Zealand



*ITB Berlin –
Development Award
March 2019 for
Western Lakeland Team*

Future plans for development

- Even more open approach to development & focus on co-operation
- Strong role of the ***Elinvoimaa Hämeeseen ry.***
Livelihood at Tavastia Association
- Responsible travel & circular economy learning together with Iceland and New Zealand
- More focus on youth involvement & student projects and summer jobs
- Enhancing wellbeing, recreation, horses and sports related services, as well as healthy & delicious local food
- Even more focus on digitalization, use of social media, gamification & adventure
- Better visibility and accessibility to current events, destinations and services and local culture & life
- Piloting MAAS (mobility as a service) solution, electric bikes and robot bus services (IoT & 5G)
- Stronger focus on Education tourism & visits



More information

Projects –

Let's Go Tavastia
& tourist info of Tavastia Region

- <https://gotavastia.fi/>

DigiTrail

- <https://digitrail.fi/en/welcome/?lang=en>

Open Häme / Tavastia Events

- <https://tavastiaevents.fi/>

Tavastia Blueways

***Elinvoimaa Hämeeseen ry /
Karoliina Frank & Jutta Äijälä***

<https://www.facebook.com/elinvoimaahameeseen/>

Regional Council of Häme

<https://www.hameenliitto.fi/en>

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