Cooperation between National Park management and tourism industry in Finland

Parks & Wildlife Finland, Matti Tapaninen 13.10.2017
Parks & Wildlife Finland manages all the state-owned protected areas

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

Altogether over 7 million hectares, 18% of Finland’s surface area
Cooperation in four levels

1. Partnership entrepreneurs
2. Travel destinations
3. Tourism brand of Finland
4. International operators
National Parks

Parks & Wildlife Finland
Partners of the Park – over 50 businesses

Services Offered by Enterprises and Organisations in Oulanka National Park

Following enterprises and other organisations 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.

- Guided Excursions and Nature and Outdoor Activities
- Equipment Rental
- Food and Catering Services
- Transportation Services
- Lodging and Conference Space Services
- Other Services

Certified Guides of the Oulanka National Park

Having gained an extensive knowledge of Oulanka National Park, the certified guides of the Oulanka National Park provide various guide services at Oulanka and in its surrounding areas. These guides were granted an Oulanka National Park Certified Guide certificate by Metsähallitus. Some of the guides are at the service of cooperating enterprises and the others work as independent guides. More detailed product descriptions can be enquired directly from the guides.
**RUKA Holiday Resort**

The biggest resort in Finland, annually app. 1 million tourists in travel destination (24% international tourists)
Oulanka National Park

The most international Park in Finland, annually app. 200 000 visits (20% international tourists)
Argument in travel destination in 2000:

"National Parks are nice attractions, but back-packers are not really economically important"

Slogan of travel destination in 2017:

"the land of National Parks"
• It is worth exploring the benefits of the national park management taking a proactive role in sustainable tourism development for the wider region.

• Greater participation and collaborative management strengthens social capital within a location and creates local ownership and pride.

• The tourism industry does not automatically contribute to conservation or sustainability, but if adequate framework is in place, tourism can generate wider support for conservation.
Thank you for your attention!