

## Communities as a part of sustainable rural tourism

### - success factor or inevitable burden?

10<sup>th</sup> – 11<sup>th</sup> September 2013 in Kotka, Finland

This international conference aims to provide the latest information and practical experiences on community based tourism. Communities take a central role of the development of this type of tourism and, in rural areas especially, entrepreneurs typically need community support for successful tourism destination development.

Conference presentations will highlight how communities can be successfully included in rural tourism development, what the benefits are to them and practical level challenges. In addition, the conference will provide an excellent opportunity for participants to share their experiences and learn from each other!

### The target groups

The conference is targeted at community facilitators and developers, business advisors and developers, researchers, entrepreneurs, administrators and policy makers related to the topic.

### Place

The conference will be organized in the conference centre Vellamo in Kotka Finland ([www.merikeskusvellamo.fi/en/](http://www.merikeskusvellamo.fi/en/))

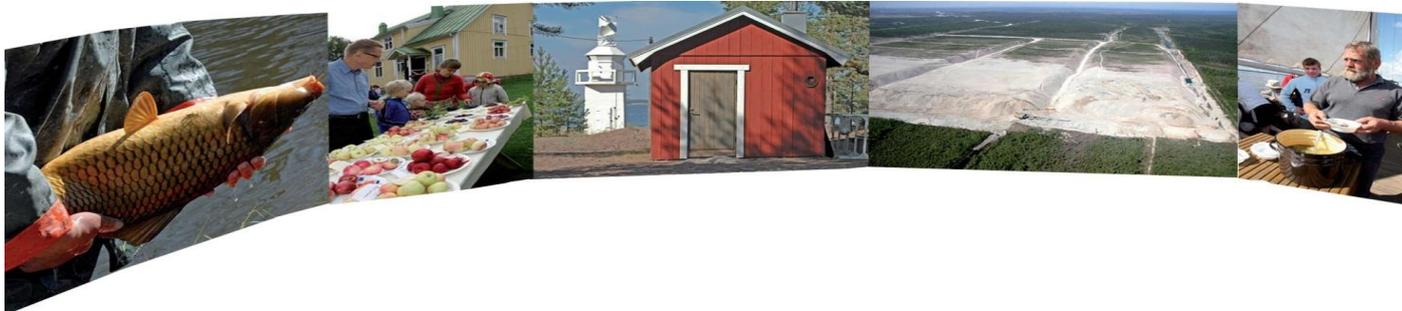
### Registration

The price for the conference is 150 €. Registration is open until **18th of August 2013**. The registration is binding and the invoicing begins in May.

The participation fee will be charged in advance, after the registration. In case of cancellations after the end of the registration dead line (18th of Aug.), 50 % of the conference fee will be charged. In case of cancellations after September 2nd and in the case of no show, the full conference fee is charged.

An Information letter will be sent in the **beginning of September**.

For further information please see [www.seprat.net/seminar2013](http://www.seprat.net/seminar2013)



## Programme

### Monday 9<sup>th</sup> of Sep 2013

- 15.00 – 17.30**      **Registration in Sokos Hotel Seurahuone**  
 (address: Keskuskatu 21, 48100 Kotka tel. 010 78 21000)
- 18.00 – 19.00**      **City reception** at City hall of Kotka (address: Kustaankatu 2, Kotka).  
 Entrance with the conference badge

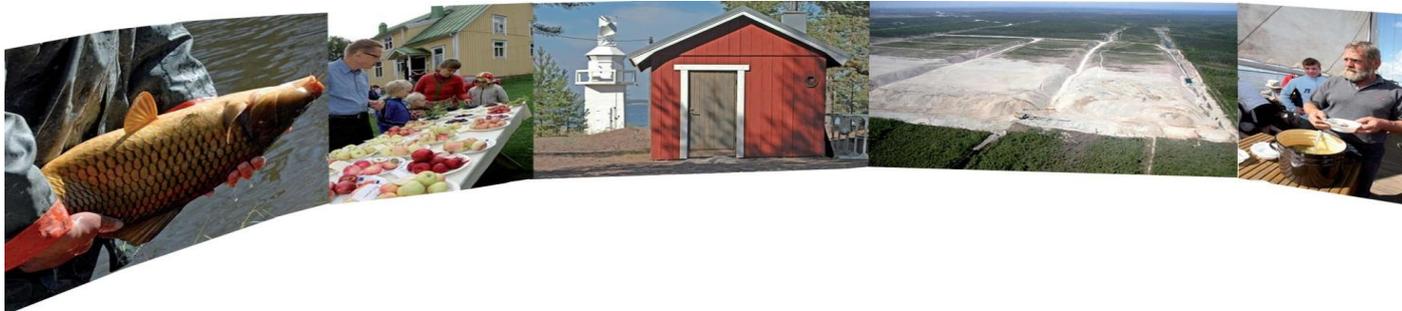
### Tuesday 10<sup>th</sup> of Sep 2013

Chair: *Dr. Roger Evans, Evanter OÜ, Estonian University of Life Sciences, Estonia*

- 8.00 – 10.00**      **Registration continues and coffee**
- 10.00 – 10.05**      **Welcome to Kotka**  
*Mrs. Terhi Lindholm, Development Director, City of Kotka*
- 10.05 - 10.30**      **Introduction to the topic**  
*Ms. Nina Vesterinen, Ministry of Employment and the Economy, Finland*
- 10.30 – 11.00**      **Keynote speaker: The role of the communities in rural tourism and rural development**  
*Professor Jarkko Saarinen, University of Oulu, Finland*
- 11.00 – 12.00**      **Case Study: PanParks – communities supporting national park development**  
*Ms. Diana Condrea, Tourism officer, PanParks, Hungary*
- 12.00 – 13.00**      **LUNCH**
- 13.00 – 15.00**      **Parallel sessions based on the call for papers**

#### **Session I: Local attitudes and perceptions towards tourism in rural communities**

Local Community Involvement in tourism in Yenice county, Karabuk  
*Nuray Turker, Karabuk University, Turkey, Sevgi Ozturk, Kastamonu University, Turkey and Faruk Alaeddinoglu, Yuzuncu Yil University, Turkey*



Local residents' perception of World Heritage designation and tourism in the World Heritage High Coast/Kvarken Archipelago  
*Kristina Svells, Åbo Academi, Finland*

Landscape conditions in protection plans of Polish national parks on the example of the Wolin National Park  
*Emilia Janeczko and Malgorzata Woznicka, Warsaw University of Life Sciences, Poland*

Second homes in rural areas of Poland from the local people's perspective  
*Adam Czarnecki, Karelian Institute, University of Eastern Finland, Finland*

### **Session II: Partnerships and collaboration between stakeholders in the development of community-based tourism**

Heritage Trails through Dolensjka and Bela krajina in Slovenia. Tourism entrepreneurship in action and stakeholders' relationship  
*Marko Koscak, Studio MKA d.o.o, Slovenia*

Mekong Discovery trail-River Life Adventures supporting Local Communities in Cambodia  
*Anne-Maria Mäkelä, Seinäjoki University of Applied Sciences, Finland*

Carrick Tourism Development project, Ayrshire, Scotland  
*Julia Whitaker, Matthews Marketing, Scotland*

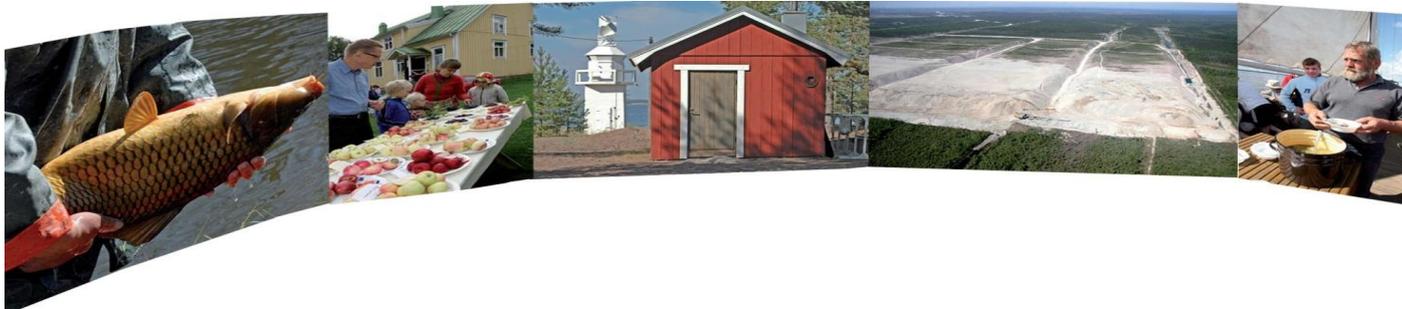
Community-based tourism concepts and characteristics: a case study of CBT challenge and potential from Mpondoland  
*Sean Jugmohan, Durban University of Technology, South-Africa*

### **Session III: Contribution of community-based tourism to rural development**

Community-based tourism in Greenland: potentials and pitfalls in the villages of Ukkusissat, Narsaq and Qaanaaq  
*Daniela Tommasini, NORS, Roskilde University, Denmark*

Material realms of hospitality - A case study of rural Community-based Tourism in Nicaragua  
*Emily Höckert, University of Helsinki, Finland*

Involving local communities in tourism – Onggi Rivers Movement, Mongolia; *B. Gantulga, Onggi Rivers Movement, Mongolia*



Involving communities in rural tourism: A "win-win-win papakonstantinidis model" methodological approach  
*Leonias Papaconstantinidis, School of Management and Economics, Technological Educational Institute of Kalamata, Greece*

**15.00 – 15.30**

**COFFEE**

**15.30 – 16.00**

**Tourism in rural villages – national co-operation in Finland**

*Ms. Tiina Perämäki, project manager, Lomalaidun ry., Finland*

**16.00 – 16.30**

**Rural tourism as a possible part of a strategy of communities development in Russia**

*Licentiate in Geography Inna Kopoteva, project manager, University of Helsinki, Ruralia Institute, Finland*

**16.30 – 17.00**

**Closing of the first day**

*Chair of the day, rapporteur Dr. Roger Evans, Evanter OÜ, Estonian University of Life Sciences, Estonia*

**18.30 – 22.00**

**Conference dinner**

Hamina, Bastion (<http://www.haminabastioni.fi/en>). Bus transportation to the Bastion leaves from the hotel Sokos Seurahuone at 18.30

## **Wednesday 11<sup>th</sup> of Sep 2013**

Chair: *Ms. Sanna Sihvola, Ministry of Agriculture and Forestry, Finland*

**09.30 – 11.00**

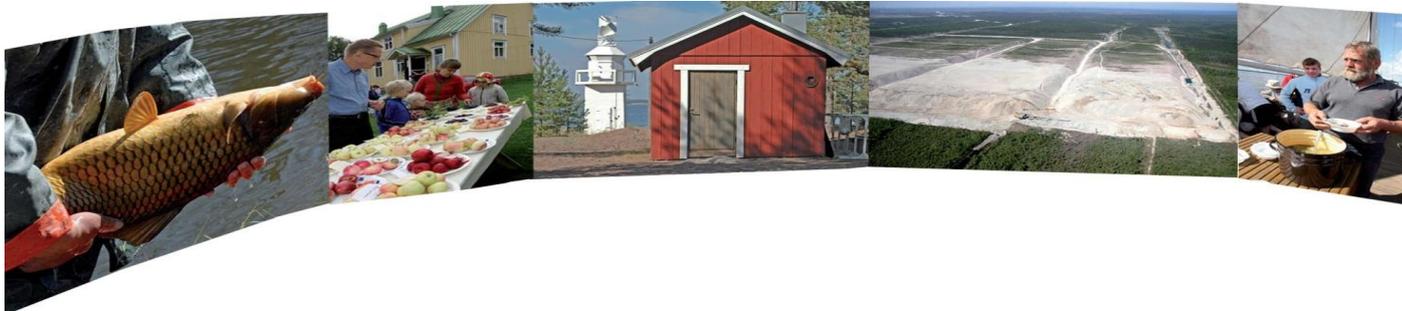
**Parallel Sessions, IV, V and VI**

**Session IV: Contribution of community-based tourism to rural development continues**

Local community in rural tourism development: case of the republic of Karelia

*Svetlana Stepanova, Institute of Economics Karelian Research Centre, Russia*

Tourism as a tool of rural development: case of Abali Village, Turkey,  
*Faruk Alaeddinoglu, Yuzuncu Yil University, Nuray Turker, Karabuk University, Sevgi Ozturk, Kastamonu University and Ali Selcuk Can, Ministry of Culture and Tourism, Turkey*



Ecotourism as a way of development for the local communities?  
*Jenni Mölkänen, University of Helsinki, Finland*

### **Session V: Fishing tourism: experiences and cases**

Fishing Tourism in the Gulf of Finland,  
*Erik Herlevi, Augur Fishing Services Ltd, Finland*

Fishing-tourism and Ichthyo-tourism: new borderlines of the fishing and sustainable tourism  
*Gianna Saba, PESCATOUR National Association for the promotion and development of fishing and fishtourism, Italy*

Fishery and Tourism = Fishing Tourism at Lake Võrtsjärv, Estonia  
*Jaanika Kaljuvee, Lake Võrtsjärv Fisheries Development Agency, Estonia*

### **Session VI: Experiences of LEADER in community based tourism development**

Towards socio-cultural village tourism. The case of CULTrips project in five European countries  
*Antero Lehikoinen, Joensuu Region Leader association*

Mittskåne on the map  
*project manager Pernilla Colhag and manager Katarina Borgstrand, LAG MittSkåne*

Estonian Lahemaa area cooperation  
*project manager Eha Paas, entrepreneur Sirje Kuusik, KEEL association*

**11.00 – 12.00**

#### **Keynote speaker: It is not tourism until it is sold: commercialising community based tourism**

*Professor Harold Goodwin, ICRETH, Leeds Metropolitan University, United Kingdom*

**12.00 – 12.30**

#### **Case Study: We have a waterfall...but how do you turn that into community based Ecotourism?**

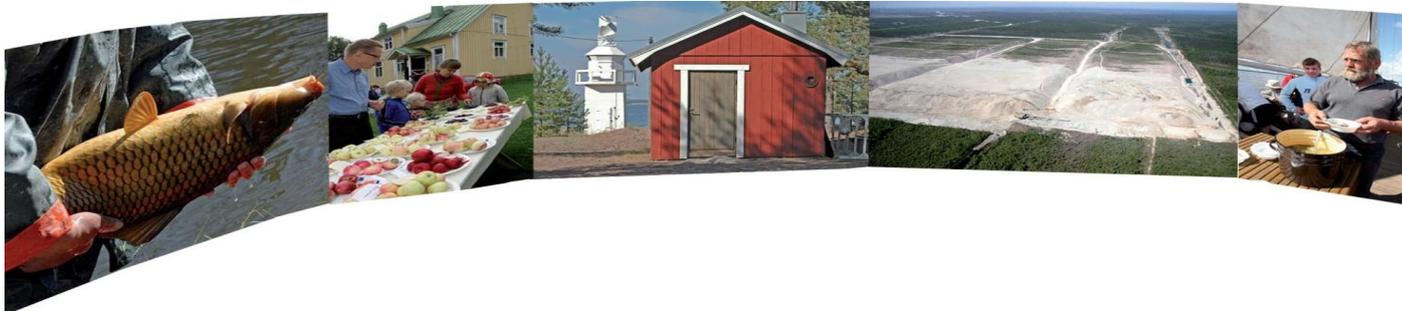
*Dr. Kathy Velandar, director Centre for Ecotourism and Wildlife Management, Edinburgh Napier University, Scotland*

**12.30 – 13.30**

#### **LUNCH**

**13.30 – 14.30**

#### **Parallel Sessions, VII, VIII and IX**



## **Session VII: Practical tools for community based tourism development**

Innovative tool for community-based tourism development,  
*Lea Sudakova, Estonian University of Life Sciences, Estonia*

Visualisation of tourism development by 3D;  
*Peeter Vassiljev and Miguel Pecina, Estonian University of Life Sciences, Estonia*

## **Session VIII: Community-based tourism development through identity building**

Lessons from the Village: Sustainability through synergies and place identity at Solheimar Eco-village, Iceland,  
*Solène Prince and Dimitri Ioannides, ETOUR, Sweden*

Rural Tourism in South Tyrol (Dolomites, Italy): community cohesion, local development and farmer's identity  
*Daniela Tommasini, NORS, Roskilde University, Denmark*

## **Session IX: Rural communities and the impact of local attitudes**

Community based tourism as a development model in rural areas  
*Diana Chipo Munanairi, MAFANIKIO Community based organization*

Gaining community support for tourism in rural areas in Portugal  
*Lúcia de Jesus, Polytechnic Institute of Viseu - Agrarian School*

**14.30 – 15.15**

### **Funding opportunities for tourism under the EAFRD in the new EU programming period 2014-2020**

*Mr. Nivelin Noev, European Commission, Directorate-General for Agriculture and Rural Development*

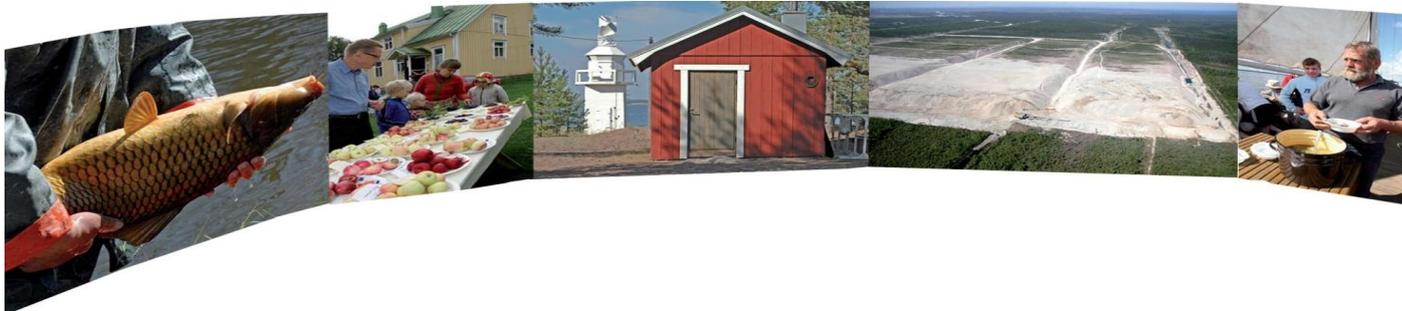
**15.15 – 15.30**

### **Conclusions and closing the conference**

*Chair Ms. Sanna Sihvola, Ministry of Agriculture and Forestry, Finland and rapporteur Dr. Roger Evans, Evanter OÜ, Estonian University of Life Sciences, Estonia*

**15.30 – 16.15**

### **COFFEE IN VELLAMO**



## STUDY TOURS (NOTE: Might be subject for changes!)

### ESTONIA 11<sup>th</sup>-14<sup>th</sup> of Sep 2013

#### Wednesday 11<sup>th</sup> of September 2013

16.15 Departure from Vellamo  
 16.30 Departure from Hotel Seurahuone  
 19.30 [Ferry Superstar](#) will leave from Helsinki  
 21.30 Arrival to Tallinn, Estonia  
 ~ 22.30 Accommodation in Tallinn [Hotel Ilmarine](#)

#### Thursday, 12<sup>th</sup> of September 2013

08.00 – 10.30 Tallinn – Viljandi – Lake Vortsjarve Centre  
 10.30 – 12.00 Lake Vortsjarve Centre - Introduction to the EDEN area with fish snacks from local fishermen, creativity workshop  
 12.00 – 12.30 Travel to newly renovated Lake Museum  
 12.30 – 14.30 1 hour Kaleboat trip on Võrtsjärv+ 1 hour in museum  
 15.00 – 16.00 Lunch in Vehendi motel  
**Travel to Setomaa South-East Estonia**  
 17.30 – 18.30 Welcome in Obinitsa museum and tea with local food, introduction to area and museum, visiting traditional house of prayer  
 18.30 – 19.30 Xylography workshop in Seto atelier-gallery, meeting with hosts  
 19.30 – 20.00 Travel to holiday home Piusa Ürgoru  
 20.00 – 21.30 Dinner, concert of Seto Polyphonic singing (UNESCO World Heritage) and folkdancing

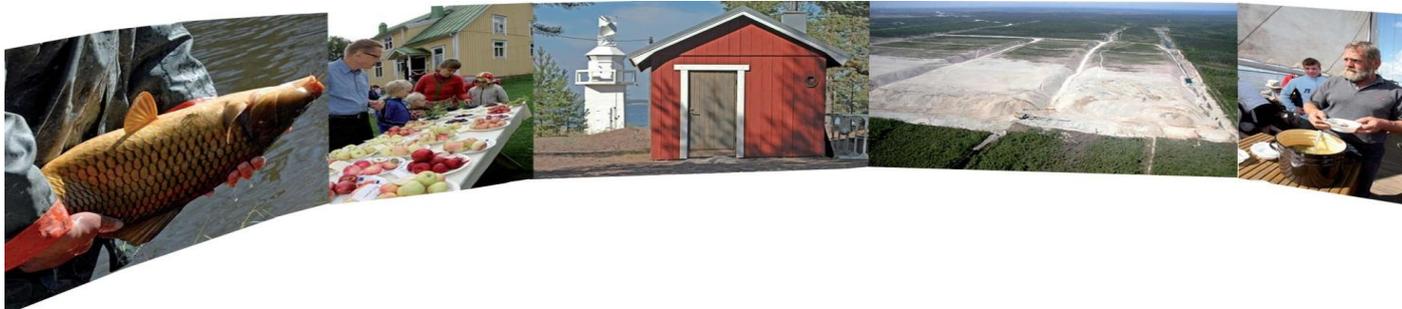
#### Friday, 13<sup>th</sup> of September 2013

08.00 – 9.00 Breakfast  
 09.00 – 9.45 Russian border and travel to soapmaking farm in Kolossova village  
 09.45 - 10.30 Soapmaking farm and Godhill story  
**Travel to Maidla, North-East Estonia.**  
 Around 12.30 on the way lunch at Alatskivi Castle and story of the castle  
 14.30 – 17.00 Safari in Aidu oil shale mining area and visiting oil shale underground museum  
 17.00 – 18.00 Meeting with local municipality leader and video of the future of Maidla Watersports centre with boat-race channel and pyramids.  
 Dinner in Maidla vinecellar, Accommodation in Maidla

#### Saturday, 14<sup>th</sup> of September 2013

8.00 Start from Maidla to Tallinn ferry-boat to Helsinki at 10:30-12:30

**Fee for the study tour is 100 €** including transportation, accommodation and meals as well as the program during the tour. Accommodation during the study tour in the double rooms. **Group size maximum 20 people in the order of registration**, so book your place soon!



## **RUSSIA 11<sup>th</sup> -14<sup>th</sup> of September 2013**

### **Wednesday, 11<sup>th</sup> of September**

- 16.00 Departure from Kotka Vellamo
- 16.15 Departure from Sokos Hotel Seurahuone
- ~ 19.00-19.30 Dinner in Kesälahti, Restaurant Pivanka
- ~ 20.00 Crossing the Finnish-Russian border in Niirala, Tohmajärvi
- ~ 23.30 Arrival to the Ruskeala village, [accommodation](#), dinner (Moscow time plus one hour!)

### **Thursday, 12<sup>th</sup> of September**

- 08.30 Breakfast
- 09.00 Local excursion (Finnish and Soviet history of the place), Ruskeala canyon excursion (geology) Former Finnish territory, only 30 km from the border
- 11.00 Departure from Ruskeala
- 14.00 Arrival to Kinerma village (typical Karelian village), lunch
- 14.45 Village excursion
- 15.45 Workshop "Ritual doll"
- 17.00 Departure from Kinerma
- 19.30 Arrival to the guest house [Karju Kala](#), Nurmoila village ([photos](#))
- 20.00 Dinner and Sauna

### **Friday, 13<sup>th</sup> of September**

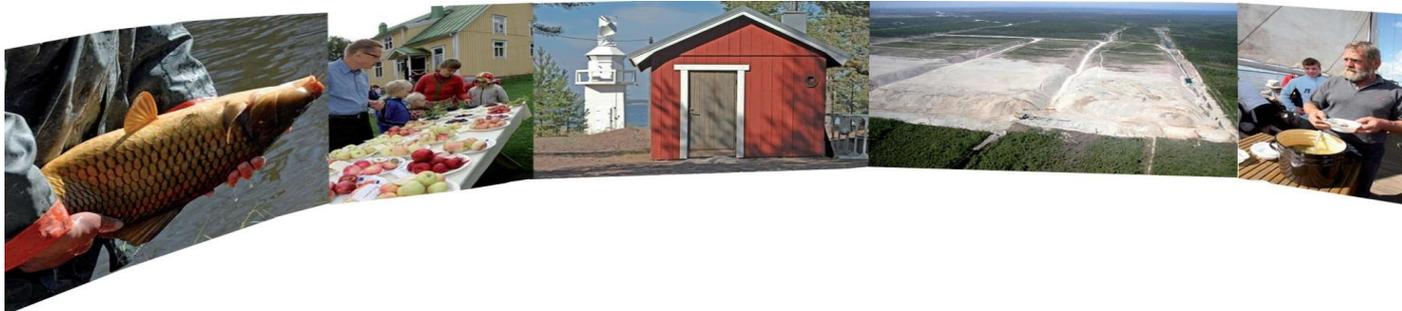
- 09.00 Breakfast
- 10.00 Sport activities
- 12.30 Lunch
- 13.30 Departure from Nurmoila
- 15.00 Arrival to guest houses "Three elements" (tree stihii), [Uuksu village](#), short excursion, coffee. There is small handicraft shop, where some souvenirs could be found.
- 16.30 Departure from Uuksu
- 18.00 On the border
- 18.00 On the Finnish side of the border (one hour minus)
- 18.30 Arrival to Kitee, accommodation in the Hotel Kiteenhovi [www.kiteenhovi.fi](http://www.kiteenhovi.fi)
- Dinner

### **Saturday, 14<sup>th</sup> of September**

- 07.30 Breakfast
- 08.00 Departure from Kitee
- 13.00 Arrival to Helsinki airport

**Fee for the study tour is 250€** including transportation, accommodation and meals as well as the program during the tour. Accommodation during the study tour in the double rooms. The maximum group size is **25** people. **In Russia remember that Moscow time is plus one hour!**

**NOTE: Participants will have to have a visa to enter Russia, which they have to organize themselves!** Please, note that for organizing the visa you need to send you passport for Russian Embassy. **The Visa application process can take several weeks**, depending on the practice of your country. **Therefore, please start the visa organizing well in time before the conference!**



## **FINLAND 12th-13th of September**

### **Thursday, 12<sup>th</sup> of September**

- 09.00 Departure from Hotel Seurahuone
- 10.00 Arrival to Virolahti, Tsars Park; introduction to the history of the place
- 11.00 Departure through Vaalimaa –border of Finland and Russia - to Lemi
- 13.00 Traditional Lemi-särä lunch in Lemi
- 14.00 Departure towards Mikkeli
  - On the way a visit to a Leader-project with coffee
- 18.00 Arrival to Mikkeli, accommodation
- 19.00-21.00 Evening program and dinner

### **Friday, 13<sup>th</sup> of September**

- 09.00 Departure and travel to Heinola/Elimäki with a possibility to do local product shopping
- 11.00 Visit to a local project
- 12.00-13.00 Lunch
- 13.00 Visit to a local project
- 14.00 Arrival to Porvoo, coffee and possibility for shopping
- 16.00 Departure towards Helsinki (through airport, harbors and railway station if needed)

***Fee for the study tour is 100€ including transportation, accommodation and meals as well as the program during the tour. Accommodation in double rooms. Possibility to stay in Helsinki one extra night with a guided tour, fee 80€ Please mention this in when booking the study tour.***



The Study tour programmes will be continuously updated,  
please see the latest versions  
form the conference web pages [www.seprat.net/seminar2013](http://www.seprat.net/seminar2013)