

# Sustainable Tourism Development Strategy for Kvarken Archipelago World Heritage Site 2011



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Cover photo: One way of learning about the Kvarken Archipelago World Heritage Site is to take a guided cruise to the lighthouse island belonging to Valsörarna.  
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# Sustainable Tourism Development Strategy for Kvarken Archipelago World Heritage Site 2011



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TITLE	Sustainable Tourism Development Strategy for Kvarken Archipelago World Heritage Site 2011		
ABSTRACT	<p>UNESCO's World Heritage Committee included the Kvarken Archipelago on the World Heritage List in 2006. The Kvarken Archipelago forms a natural heritage site together with the High Coast.</p> <p>The present Sustainable Tourism Development Strategy for the Kvarken Archipelago World Heritage Site was drawn up together with the interest groups and partners. The strategy functions as a tool for the development of tourism in and the recreational use of the Kvarken Archipelago. The strategy's objective is to develop the Kvarken Archipelago as a sustainable tourism destination so that the site's natural and cultural values are retained and the host community's social fabric does not suffer. The strategy contains a method with which the economic, socio-cultural and ecological effects caused by tourism will be monitored and the sustainability of tourism will be ensured in the future.</p> <p>The landscape shaped by the Ice Age, the biodiversity, the rich local culture and the services and outdoor activities promoting the visitors' wellbeing were identified as the tourist attractions for the Kvarken Archipelago. Consequently, the Kvarken Archipelago has, for a long time, attracted the residents of the surrounding region to take a holiday in the area or go boating there. The tourism within the world heritage site has remained on a small scale, although it has been estimated that 338,000 visits are made to the site each year. The effects on the local economy caused by the world heritage site visitors' spending have been calculated as MEUR 20.9 and 250 person-years in 2010.</p> <p>According to the vision for the Kvarken Archipelago in 2020, the Kvarken Archipelago, due to its geology and landscape values, is a unique and widely known World Heritage Site which offers its residents a pleasant and attractive living environment as well as genuine experiences for visitors. The development of tourism within the Kvarken World Heritage Site is focused on improving the quality of the tourist services, the visibility of the world heritage values and respect for locality. The communication and customer service concerning the site, as well as the work carried out with the enterprises, is being intensified. Customer-oriented products that strengthen the world heritage values are being created in the product development. The visibility and accessibility of the world heritage site is being improved. The local community is being provided with opportunities to participate in all of the planning, production and development of tourism.</p>		
KEYWORDS	Kvarken Archipelago, world heritage, sustainable tourism, nature-based tourism		
OTHER INFORMATION	The present strategy has been drawn up as part of the project named the Development of Nature Tourism within the Kvarken Archipelago World Heritage Site (Unik 3384). The project has obtained funding from the European Agricultural Fund for Rural Development (EAFRD) and Svenska kulturfonden (Swedish Cultural Fund in Finland). The project is part of the Rural Development Programme of Mainland Finland 2007-2013.		
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ALUEEN NIMI	Merenkurkun saariston maailmanperintöalue		
NATURA 2000-ALUEEN NIMI JA KOODI	Merenkurkun saaristo FI0800130, Ängesholmen F10800160		
ALUEYKSIKKÖ	Pohjanmaan luontopalvelut		
TEKIJÄ(T)	Anna Meriruoho		
JULKAISUN NIMI	Merenkurkun saariston maailmanperintöalueen luontomatkailusuunnitelma 2011		
TIIVISTELMÄ	<p>UNESCO:n maailmanperintökomitea hyväksyi Merenkurkun saariston maailmanperintöluetteloon vuonna 2006, ja Merenkurkun saaristo muodostaa yhdessä Höga Kustenin kanssa luonnonperintökohteen.</p> <p>Merenkurkun saariston maailmanperintöalueen ensimmäinen luontomatkailusuunnitelma laadittiin sidosryhmien ja yhteistyökumppaneiden kesken. Suunnitelma toimii Merenkurkun saariston matkailun ja virkistyskäytön kehittämisen apuvälineenä. Suunnitelman tavoitteena on kehittää Merenkurkun saaristoa kestävä matkailun kohteena niin, että alueen luonto- ja kulttuuriarvot säilytetään ja paikallisyhteisön sosiaalinen kudos ei kärsi. Suunnitelma sisältää menetelmän, jolla matkailun aiheuttamia taloudellisia, sosiokulttuurisia ja ekologisia vaikutuksia jatkossa seurataan ja matkailun kestävyys turvataan.</p> <p>Merenkurkun saariston matkailullisiksi vetovoimatekijöiksi tunnistettiin jääkauden muokkaama maisema, monimuotoinen luonto, rikas paikalliskulttuuri sekä kävijöiden hyvinvointia tukevat palvelut ja harrastusmahdollisuudet. Merenkurkun saaristo onkin houkuttellut jo pitkään lähiseudun asukkaita viettämään lomaa ja veneilemään alueella. Maailmanperintöalueen matkailu on säilynyt pienimuotoisena, vaikka alueelle on arvioitu suuntautuvan vuosittain 338 000 käyntiä. Kävijöiden rahankäytöstä maailmanperintöalueen kuntiin aiheutuviksi paikallistaloudelliseksi vaikutuksiksi on laskettu 20,9 miljoonaa euroa ja 250 henkilötyövuotta vuonna 2010.</p> <p>Merenkurkun saaristolle laaditun vision 2020 mukaan se on geologisten ja maisemallisten arvojensa takia ainutlaatuinen ja laajalti tunnettu maailmanperintökohde, joka tarjoaa asukkailleen viihtyisän ja vetovoimaisen elinympäristön sekä aitoja elämyksiä vierailijoille. Merenkurkun saariston matkailun kehittämisessä panostetaan matkailupalveluiden laadun parantamiseen, maailmanperintöarvojen esiin tuomiseen ja paikallisuuden kunnioittamiseen. Alueen opastusta, asiakaspalvelua ja yritysten kanssa tehtävää yhteistyötä tiivistetään. Tuotekehityksessä luodaan maailmanperintöarvoja vahvistavia tuotteita asiakaslähtöisesti. Myös maailmanperintöalueen tunnettuutta sekä saavutettavuutta parannetaan. Paikallisyhteisölle tarjotaan osallistumismahdollisuuksia kaikessa matkailun suunnittelussa, tuotannossa ja kehittämisessä.</p>		
AVAINSANAT	Merenkurkun saaristo, maailmanperintö, kestävä matkailu, luontomatkailu		
MUUT TIEDOT	Suunnitelma on tehty osana Euroopan maaseudun kehittämisen maatalousrahaston ja Svenska kulturfondetin rahoittamaa Manner-Suomen maaseudun kehittämissuunnitelmaan 2007–2013 kuuluvaa hanketta ”Luontomatkailun kehittäminen Merenkurkun saariston maailmanperintöalueella” (Unik 3384).		
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OMRÅDETS NAMN	Världsarvet Kvarkens skärgård		
NATURA 2000-OMRÅDETS NAMN OCH KOD	Kvarkens skärgård FI0800130, Ängesholmen F10800160		
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FÖRFATTARE	Anna Meriruoho		
PUBLIKATION	Naturturismplan för världsarvet Kvarkens skärgård 2011		
SAMMANDRAG	<p>År 2006 upptog UNESCO:s världsarvskommitté Kvarkens skärgård på sin lista över världsarv. Tillsammans med Höga Kusten bildar Kvarkens skärgård ett naturarv.</p> <p>Den första naturturismplanen för världsarvet Kvarkens skärgård har utarbetats i samråd med intressentgrupper och samarbetspartner. Planen fungerar som ett hjälpmedel i utvecklingen av turismen och rekreationen i Kvarkens skärgård. Planens målsättning är att utveckla Kvarkens skärgård som ett resmål för hållbar turism på ett sådant sätt att områdets natur- och kulturvärden bevaras och lokalsamhällets sociala band inte tar skada. I planen ingår en metod med vilken turismens ekonomiska, sociokulturella och ekologiska effekter kan följas upp och turismens hållbarhet kan tryggas.</p> <p>Kvarkens skärgårds turistmässiga attraktionsfaktorer är dess landskap som formats av istiden, den mångsidiga naturen, den rika lokalkulturen samt service och aktiviteter som bidrar till besökarnas välbefinnande. Kvarkens skärgård har redan länge lockat invånarna i närområdet att tillbringa sin semester och båtsäsongen i området. Turismen i världsarvsområdet har bevarat sin småskalighet trots att området har uppskattats få cirka 338 000 besök varje år. Effekterna av besökarnas penninganvändning på lokalekonomin i kommunerna i världsarvsområdet har beräknats uppgå till 20,9 miljoner euro och 250 årsverken år 2010.</p> <p>Enligt den vision som gjorts upp för området för år 2020 är Kvarkens skärgård ett välkänt världsarv med ett unikt geologiskt landskap som erbjuder en attraktiv miljö för invånare och genuina upplevelser för besökare. Vid utvecklandet av turismen i Kvarkens skärgård satsar vi på att förbättra kvaliteten på turisttjänsterna, föra fram världsarvsstatusen och respektera det lokala. Guidningen, kundservicen och samarbetet med företagen i området intensifieras. Inom produktutvecklingen skapas kundinriktade produkter som förstärker världsarvsstatusen. Även kännedomen om världsarvsområdet och dess tillgänglighet förbättras. Lokalsamhället erbjuds möjligheter att delta i all planering, produktion och utveckling av turismen.</p>		
NYCKELORD	Kvarkens skärgård, världsarv, hållbar turism, naturturism		
ÖVRIGA UPPGIFTER	Planen är en del av projektet ”Utvecklingen av naturturismen i världsarvet Kvarkens skärgård” (Unik 3384) som hör till ”Programmet för utveckling av landsbygden i Fastlandsfinland 2007–2013” och finansieras av Europeiska jordbruksfonden för landsbygdsutveckling.		
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# Preface

The Sustainable Tourism Development Strategy for the Kvarken Archipelago World Heritage Site presents the vision for the year 2020 as it has been defined in the Kvarken World Heritage Site Strategic Management Plan (Metsähallitus 2009): *The Kvarken Archipelago, due to its geology and landscape values, is a unique and widely known World Heritage Site which offers its residents a pleasant and attractive living environment as well as genuine experiences for visitors.* The general objectives promoting tourism that were sketched in the Strategic Management Plan have been concretised into measures in the present strategy.

In the Sustainable Tourism Development Strategy, the development objectives for tourism within the Kvarken Archipelago World Heritage Site have been presented in a clear manner and the following objective, for example, has been determined for the next ten-year period: “The Kvarken Archipelago is a source of genuine nature and cultural experiences. The high-quality tourist services and the beautiful archipelago landscape create a framework for understanding the interaction between man and nature, for being impressed by the effects of the Ice Age and for offering an opportunity for recreation and calming down.”

Consequently, the aim is to make the Kvarken Archipelago the flagship for sustainable tourism within the Finnish world heritage sites. The production and development of the tourist services are firmly connected to the locality and the region’s cultural heritage - including the linguistic heritage, as the area is regarded as a unique Swedish-language area – in order to strengthen the world heritage values and to enable this work to obtain a local foothold. The task of tourism is to support the opportunities for obtaining a livelihood within the archipelago and the vitality of the villages. It must be easy to visit the world heritage site and the tourism business within the site must be economically profitable.

The Kvarken Archipelago and the High Coast must be internationally known and attractive destinations. The preconditions for high-quality nature-based tourism are as good as possible, and the locality and observation of the growing local power create preconditions for the local and global cooperation, which also involves the local population. The tourism business welcomes both globetrotters and local schoolchildren. In addition, it is an honour to promote the visibility of both parts (the High Coast and the Kvarken Archipelago) of the world heritage site - i.e., to enhance cross-border tourism.

The Sustainable Tourism Development Strategy has been drawn up within the framework for the project named the Development of Nature-based Tourism in the Kvarken Archipelago World Heritage Site (Unik 3384). The Unik project has obtained funding from the Rural Development Programme of Mainland Finland 2007-2013, which, for its part, receives funding from the European Agricultural Fund for Rural Development (EAFRD) and from national funds. In addition, Svenska kulturfonden (Swedish Cultural Fund in Finland) has provided the project with financial support.

I wish to express my thanks to all those whose work and support have enabled the drawing up of this strategy, especially Anna Meriruoho, who is in charge of this work, and the marketing working group.

Olav Jern  
Executive Director, Regional Council of Ostrobothnia  
Chairman for the World Heritage Steering Committee of Kvarken Archipelago

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# 1 Introduction

The purpose of the present sustainable tourism development strategy (STDS) is to promote tourism within the Kvarken Archipelago World Heritage Site according to the principles of sustainable tourism. The STDS is an instrument for ensuring the world heritage site's natural and cultural values, strengthening the implementation of the principles of sustainable nature tourism and enhancing the increased awareness and visibility of the world heritage values. The STDS assists in developing the communication on the world heritage site, improving the accessibility of the site and raising the quality of the site's tourist services and products.

From the perspective of management, the Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO 1972) considers retaining the integrity and authenticity of a site important. According to the Convention, a world heritage site must be regarded as an entity that consists of geology, biodiversity and culture. The task of this strategy is to help strengthen the integrity and authenticity of the Kvarken Archipelago and, on that basis, to develop tourism within the site.

Finland's Kvarken Archipelago and Sweden's High Coast form a joint world heritage site. The UNESCO (the United Nations Educational, Scientific and Cultural Organisation) World Heritage Committee made the Kvarken Archipelago part of the High Coast World Natural Heritage Site in the summer of 2006. Kvarken received the status of a world heritage site because of its unique geological features formed by the Ice Age and the land uplift phenomenon that is among the fastest in the world.

The Sustainable Tourism Development Strategy for the Kvarken Archipelago World Heritage Site is anchored to the framework of sustainable tourism. There are numerous definitions for sustainable tourism. In this strategy, *sustainable tourism* "means tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community" (Swarbrooke 1999, 13). In planning and developing tourism, sustainable tourism pays attention to the economic, socio-cultural and ecological sustainability in the short and long term and at different regional levels. In ideal situations, the perspective of sustainability is included in the planning in the initial stage of tourism development (Saarinen 1998).

Another central concept in the STDS is nature-based tourism. There is no uniform and generally accepted definition of nature-based tourism. In this strategy, nature-based tourism is perceived in the way that it is defined in the Development Programme for Nature-based Tourism and Recreation (Luonnon virkistyskäytön ja luontomatkailun kehittämistyöryhmä 2002), which was ratified by the Finnish Government in 2002: "*Sustainable nature tourism means all tourism which is based on nature. A somewhat narrower definition for nature tourism is tourism which involves people relaxing in nature. Nature tourism combines recreation with tourism in nature. In nature tourism, nature is the main attraction or operational environment. Nature tourism encompasses all recreation which does not reoccur daily in nearby surroundings. In other words, nature tourism also includes the use of holiday residences and related recreation.*"

The planning process for tourism within the world heritage site can be roughly divided into three stages. The planning procedure was started by defining the area and the strategy's objectives (Chapter 2), as well as describing the operational environment (Chapter 3) and the present state of tourism (Chapter 5). In the second stage of planning, the world heritage site's tourist attractions (Chapter 4) were defined and the sustainability of tourism was evaluated on the basis of the present state (Chapter 6). In the third stage, the target state of tourism for 2020 was specified and

the development activities for reaching the target state (Chapter 8) were defined on the basis of the analysis carried out on the present state of and attractions for tourism.

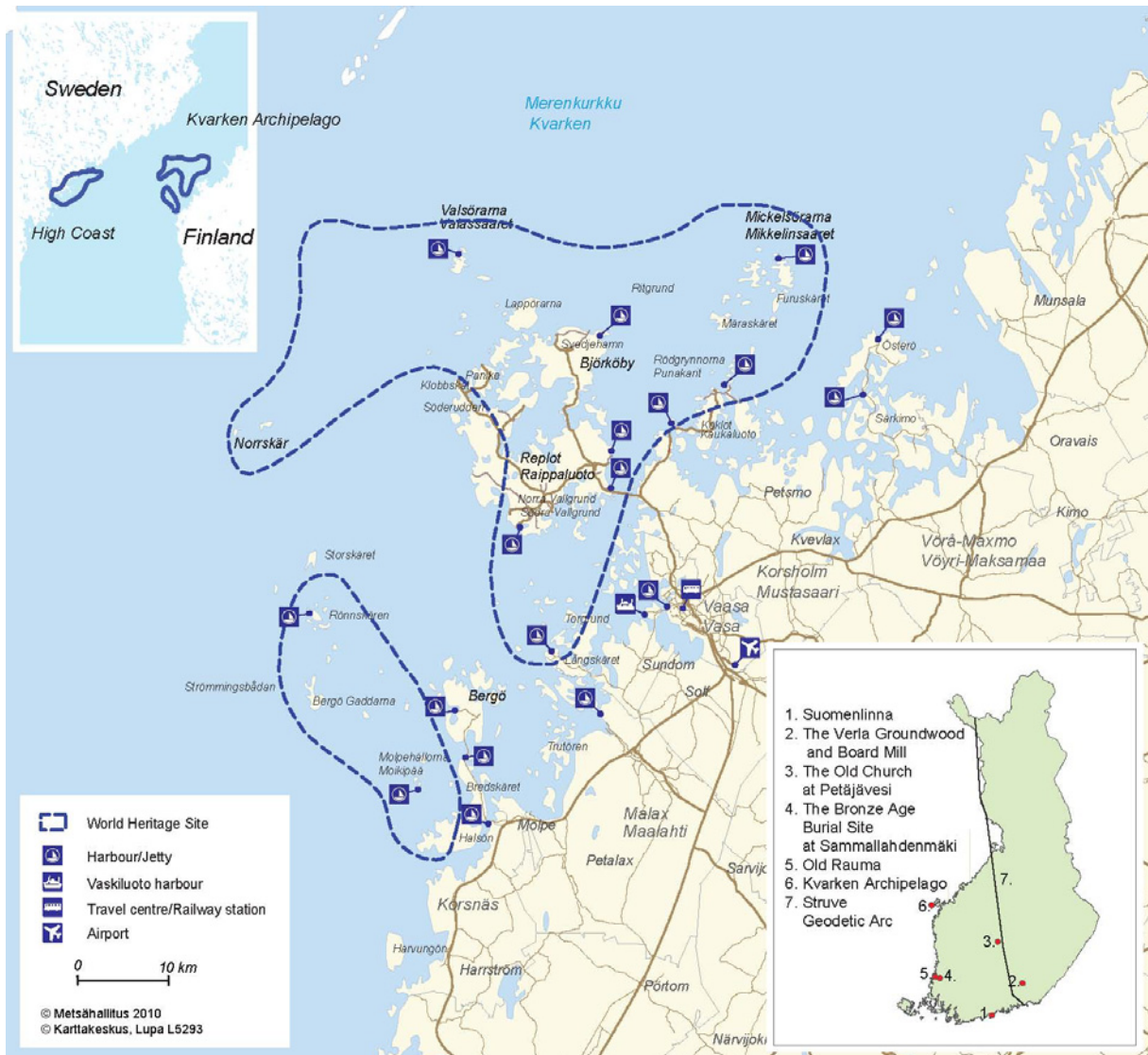
The process for the Sustainable Tourism Development Strategy for the Kvarken Archipelago World Heritage Site began in August 2009. The STDS was processed by the tourism operators and interest groups. Senior Advisor Anna Meriruoho was in charge of the planning process, and of compiling and writing the strategy. Personnel from Ostrobothnia Natural Heritage Services (Vaasa park area) and Senior Advisor Matti Tapaninen actively supported the planning throughout the process. The Kvarken Archipelago World Heritage Steering Committee's marketing working group was responsible for the steering of the STDS. The members of the steering committee and marketing working group are listed in Appendices 1 and 2. The strategy was approved by the Kvarken Archipelago World Heritage Steering Committee on 22nd June 2011 and will be updated after five years, at the latest. The World Heritage Steering Committee leads the implementation of the STDS and the systematic monitoring of the effects of tourism.

## 2 The Area and the Aims of the Strategy

The present strategy focuses on describing, planning and developing tourism within the Kvarken World Heritage Site (Figure 1). The strategy examines tourism within the world heritage site and tourism that is based on the world heritage. The surrounding municipalities are seen as the world heritage site's neighbouring area from the perspective of tourist service supply, for example. The coordination of and marketing for the Kvarken Archipelago World Heritage Site is chiefly carried out by the world heritage site's municipalities and by broader regional organisations.

In addition to the above-mentioned regional dimensions, the strategy also has national and international dimensions. UNESCO has included the Kvarken Archipelago in the list of Finnish world heritage sites. The other Finnish sites are cultural heritage sites. Nationally uniform methods are used in the planning of nature-based tourism and recreation – i.e., visitor monitoring, the principles of sustainable nature tourism, partner communication and the monitoring of tourism sustainability.

The international dimension is represented by the work conducted together with the High Coast (within the framework of the joint world heritage site) as well as the work carried out with UNESCO for the development of sustainable tourism. The cooperation between Kvarken and the High Coast has been closer than the cooperation between the Finnish world heritage sites as there is a strong cooperation tradition (joint projects) between Kvarken and the High Coast.



**Figure 1.** The locations of the Kvarken Archipelago World Heritage Site and the Finnish world heritage sites. © Metsähallitus 2011, © Karttakeskus, Licence L5293.

The objective of this strategy is to promote the Kvarken Archipelago World Heritage Site’s opportunities and preconditions for functioning as a destination for sustainable tourism. The aim is to create opportunities for the world heritage site’s residents to earn a living by means of tourism. It is also hoped that tourism will have a positive effect on the vitality and diversity of the site’s economy. In addition, it is hoped that tourism will keep the archipelago’s village communities active and their age structure viable. The task of this STDS is to increase the visitors’ knowledge of the world heritage values and to promote the site’s special features. In that way, the archipelago’s world heritage values can be strengthened and made into a significant development factor that supports the site.

UNESCO requires the listed world heritage sites to comply with the rules of sustainable tourism. There is a will to retain and protect the biodiversity, the cultural values and the traditions in the tourism in the Kvarken Archipelago. A method for evaluating the sustainability of tourism will be introduced and the indicators for monitoring the sustainability within the site will be defined. Finally, the aims and measures for the development of tourism within the Kvarken Archipelago World Heritage Site will be defined.

# 3 Operational Environment

## 3.1 The General Trends in Tourism

It has often been said that nature-based tourism is the fastest growing and developing form of tourism internationally (e.g., Fennell 1999; Weaver 1999; Koivula et al. 2005, 18). It has been estimated that the annual growth is about ten per cent. It is believed that nature- and culture-based tourism will continue to grow as the Western population grows older and tourists seek new, alternative destinations and ways of travelling. Tourists' spending is ever more aimed at guided activities because urbanisation has caused people's relationship with nature to change and their independent travelling in nature to decline (Kajaanin ammattikorkeakoulu 2010).

Finland's Tourism Strategy to 2020 (Valtakunnallinen matkailustrategiatyöryhmä 2006) highlights three significant basic trends. The emphasis on environmental consciousness will cause changes in tourists' attitudes and the tourism enterprises must increasingly observe environmental issues in the development and marketing of their activities. The aging of the Western population, the differences between the generations and the different lifestyles will lead to the development of different kinds of customer groups whose needs and wishes vary. That will place demands on the tourism business, which must identify the different customer groups and respond to their various needs. The increased use of the Internet makes it easier for the customers to obtain information on the destinations in advance and to organise trips independently. It also gives consumers the opportunity to compare and share their travel experiences via the social media, which is something the tourism business must observe in their marketing and ability to handle customer feedback.

## 3.2 Central Actors and Plans Concerning Tourism within the Kvarken Archipelago

The framework defined by UNESCO (2001) for the cooperation between nature conservation and sustainable tourism within the world heritage sites supports the development of tourism within the Kvarken Archipelago World Heritage Site. The World Heritage Committee published the framework concerned due to the increase in tourism within the world heritage sites. The aim is to support the management of the sites so that tourism can be utilised for reaching the objectives of nature conservation and sustainable development in the long term.

Finland's Tourism Strategy to 2020 (Valtakunnallinen matkailustrategiatyöryhmä 2006) creates good preconditions for the development of the Kvarken Archipelago World Heritage Site as a travel destination at the national and international levels. The fundamental value in Finland's Tourism Strategy is sustainable tourism. Of the strategy's focuses for tourism development, the development of theme-based products and services are very suitable for Kvarken. Finland's Tourism Strategy names the cruises on inland and coastal waters, as well as fishing and rental boating/canoeing, as one entity of the theme-based products that are to be developed.

The Sustainable Tourism Development Strategy for the Kvarken Archipelago World Heritage Site is not separate from regional planning or from the other planning for the world heritage site and the surrounding areas. The following is a list of the central local, regional and national plans and documents that have been noted in this strategy. The present strategy is based on the objectives and measures mentioned in the documents below.

- A Proposed Framework for the Development of Joint Cooperation on Nature Conservation and Sustainable Tourism at World Heritage Natural Sites (UNESCO 2001)
- Principles for Sustainable Nature Tourism (Metsähallitus 2004)
- Principles for the Management and Utilisation of Protected Areas (Metsähallitus 2010)
- Development Programme for Nature-based Tourism and Recreation (Luonnon virkistyskäytön ja luontomatkojen kehittämistyöryhmä 2002)
- Finland's Tourism Strategy to 2020 and Action Programme for 2007–2013 (Valtakunnallinen matkailustrategiatyöryhmä 2006)
  
- Ostrobothnia's Regional Development Plan 2040 (Pohjanmaan liitto 2010)
- Ostrobothnia's Regional Strategic Programme 2011–2014 (Pohjanmaan liitto 2011)
- Ostrobothnia Region's Tourism Strategy 2003–2006 (Pohjanmaan liitto 2003)
  
- Informations- och marknadsföringsplan för världs naturarvet Kvarkens skärgård Information and Marketing Plan for Kvarken Archipelago World Heritage Site 2008 (Merenkurkun saariston maailmanperintöneuvottelukunnan markkinointityöryhmä 2008)
- Marknadsföringsplan för världsarvet Kvarkens skärgård 2009–2020 Marketing Plan for Kvarken Archipelago World Heritage Site 2009-2020 (Merenkurkun saariston maailmanperintöneuvottelukunnan markkinointityöryhmä 2009)
- Development of the Customer Service and Communication within the Kvarken Archipelago World Heritage Site (Wallin 2010)
- Kvarken Archipelago World Heritage Site Strategic Management Plan (Metsähallitus 2009)
- Kvarken Archipelago World Heritage Site's Visitor Survey 2009 (Meriruoho 2010)
- Kvarken Archipelago World Heritage Site's Enterprise Survey 2009 (Sarlin et al. 2010)
  
- Tourism Strategy for the City of Vaasa 2009–2015 (DesNetti Oy 2009)
- Björköby Landscape Management Plan (Bonn 1998)

The Kvarken World Heritage Site is located in Korsnäs, Malax, Korsholm, Vaasa and Vörå (Table 1). The municipalities belong to the Vaasa subregion. About half of the world heritage site's total area is managed by the State and half is owned by private people, village associations, municipalities and enterprises. Most of the areas owned by the State are water areas, and only 1% of the world heritage site's land areas is owned by the State. Consequently, the fragmentation of the land ownership creates challenges for the construction of new structures and routes. More than half of the area belongs to the Natura 2000 network, of which 44,400 hectares (in 2008) are established protected areas (Metsähallitus 2009). The establishment of these protected areas has been a painful process. On the other hand, the world heritage status has been considered a significant regional resource due to the new opportunities created by it.

About 70,000 people reside in the world heritage site's municipalities, and some 2,500 permanently reside in the actual world heritage site. The majority of the residents of Malax, Korsholm and Vörå are Swedish-speaking. The municipality of Korsnäs is Swedish-speaking. So far, tourism has been of relatively little importance in the economic structure outside Vaasa, but the significance of tourism has started to grow in the archipelago since gaining the world heritage status. There is general information on the Kvarken Archipelago World Heritage Site in Table 1.

**Table 1.** Basic information on the Kvarken Archipelago World Heritage Site.

<b>KVARKEN ARCHIPELAGO WORLD HERITAGE SITE</b>	
<b>Year of establishment</b>	2006
<b>Location</b>	In Korsnäs, Malax, Korsholm, Vörå and in the archipelago areas of Vaasa in the Region of Ostrobothnia
<b>The area of and ownership conditions in the world heritage site</b>	<ul style="list-style-type: none"><li>– 194,400 hectares, of which 27,300 ha are land areas</li><li>– State-owned public waters 48%, private waters 36%, private land 14%, State-owned land 1% and State-owned private waters 1%</li><li>– 5,600 islands and islets</li><li>– The land area annually grows by 100 hectares due to land uplift</li></ul>
<b>Residents</b>	2,500
<b>Populated villages</b>	Björköby, Köklöt, Norra Vallgrund, Replot, Södra Vallgrund, Söderudden

The organisation of the management of the Kvarken Archipelago World Heritage Site has been described in the Kvarken Archipelago World Heritage Site Strategic Management Plan (Metsähallitus 2009). The Ministry of the Environment has given Metsähallitus the task of coordinating the regional management and development work. The task is being conducted by Ostrobothnia Natural Heritage Services. In addition, the Kvarken Archipelago World Heritage Steering Committee has been formed as a regional body in Kvarken. The committee has three subsidiary working groups, of which the marketing working group is focusing on the marketing for the world heritage site and the development and steering of the tourism business. The working group consists of the representatives of the world heritage site's municipalities, tourism enterprises, Botnia Tourist, the Regional Council of Ostrobothnia, Vaasa Region Development Company VASEK, Metsähallitus, Replot-Björkö Turism rf (tourism association) and the Replot Islands Local History Society.

The enterprises in the Vaasa region and the municipalities of Vaasa and Korsholm jointly form the City of Vaasa's executive group responsible for tourism. The executive group has a central role in the productisation and marketing of tourism and the implementation of the tourism strategy for the City of Vaasa. The Botnia Tourist Association is a regional organisation that carries out tourism marketing. The association is responsible for the marketing, sales and development of tourism in Ostrobothnia. The association's operating region covers a much wider area than the world heritage site's neighbouring area. The association has 22 member municipalities and cities as well as some 50 member enterprises and communities. The Vaasa Region Development Company VASEK is cooperating with the economy, the municipalities and the education sector in order to strengthen the region's competitiveness and support the development of the tourism enterprise activities in the region.

## 4 The Kvarken Archipelago World Heritage Site as a Tourist Attraction

The Kvarken Archipelago is known for its active archipelago villages and abundance of holiday homes, and its excursion harbours that are popular among boaters. The transport connections to the Replot and Björkö Islands improved when the Replot Bridge was opened in 1997. The bridge is the longest in Finland and has become one of the best known landmarks in the area. The distance from the centre of Vaasa to the Replot Bridge is 19 kilometres. The more southern part of the world heritage site consists of sea areas, island groups and islands, and there are no road connections to the area (Figure 1).

The attractions of the Kvarken Archipelago World Heritage Site were surveyed in a workshop (the first workshop) on 18 February 2010. The workshop was attended by 24 actors from the world heritage site. The attractions were surveyed by five small groups, who then presented the results of their work to all participants. The Kvarken Archipelago's tourist attractions identified by the workshop were:

1. Landscape (below: Traces of the Ice Age)
2. Nature and Culture (Life in the Sea and from the Sea)
3. Outdoor Activities and Services (Wellbeing from Nature).

### 4.1 Traces of the Ice Age

The nature in Kvarken is characterised by constant land uplift, rocks, shoals and shallow bays. The geological processes have been going on for millions of years. The area has been affected by successive ice ages and warmer periods. The Kvarken Archipelago's landscape took shape during the last ice age. The effect of the ice ages on the Earth's nature and landscape can be seen very clearly within the world heritage site.

The Kvarken Archipelago is one of the national landscapes in Finland. The archipelago was formed when the continental ice sheet took older soil types and eroded rock and mixed them into glacial till, which consisted of different-sized stones, gravel, sand and clay. The melt water separated and carried along some of the material and built it up in various kinds of formations. Land uplift, the shoreline shaped by the waves and the slowly growing mires are still changing the area's natural landscape. Human activities, erosion or colonisation by vegetation have not had a broad impact on the underwater geological formations.

Land uplift keeps changing the world heritage site's landscape. The phenomenon takes place when the earth's crust seeks to lift to its original height after the continental ice sheet has shifted and the pressure has been released. Currently, the speed of land uplift is eight millimetres per year, due to which the world heritage site's land area is growing by one hundred hectares annually. The change in the landscape is perceptible to the eye in one person's lifetime. In the mosaic-like archipelago, new islands are lifted up from the sea, islands are combined, peninsulas form and bays change into flads, gloes, lakes and wetlands. Flads (i.e., bays that have been cut off from the sea due to land uplift but are in contact with the sea through one or more inlets) and gloes (with sea water only entering in high winds or at high tide) indicate the impact of land uplift on the flora and fauna. The flat landscape and land uplift also provide excellent conditions for the formation of wetlands and mires.



Another special feature for the Kvarken Archipelago is the abundance of various kinds of moraine ridges, flat moraine areas, large rocks and erratic boulders. There are three kinds of moraines in the area. The most impressive parallel, adjacent moraines are called De Geer moraines (also known as washboard moraines) that open out in Björköby, Korsholm. Consequently, the washboard moraines of Björköby and the boathouses of Svedjehamn are often seen on the covers of advertisements and brochures for Kvarken. There are extensive rocky, boulder-strewn areas in the low-lying archipelago of Bergö. The landscape of the Valsörarna and Mickelsörarna Islands is dominated by hummocky moraines and irregular moraine ridges. In addition, there are small stone fields (“pirunpelto” in Finnish: “Devil’s field”) - i.e., rocky areas and coarse-grained boulders - which the waves, surf and ice shaped without obstruction when they first appeared above the water.

Kvarken’s sound world is filled with bird trill, the screams of seagulls and the yaps of terns, the lap of a ripple, the splash of the waves and the roar of the stormy sea, the hum and wail of the wind, the bleating of sheep and the chugging of a boat engine coming from the open sea. In winter, the ice masses thunder and the snow crunches under the shoes in the white landscape. The natural light creates strong contrasts and the city’s lights do not extend to the most remote areas in the archipelago.

## 4.2 Life in the Sea and from the Sea

Kvarken's nature is rich and versatile. The most common type of shore is rocky, boulder-strewn till, but there are also sandy and gravelly beaches and cliffs in the area. The vegetation forms clear bands from the shore to the interior of the islands. The islands are often ringed with common sea buckthorn and grey alder, whereafter the forests become birch-dominant. The central parts of the larger islands are taken over by spruce forest, dwarf shrub heaths and juniper heaths. There are also features typical of old-growth forests. In addition, there are glacial relicts in Kvarken: the benthic isopod *Saduria entomon* and the benthic amphipod *Monoporeia affinis* as well as endemic species such as hair-grass (*Deschampsia bottnica*) and eyebright (*Euphrasia bottnica*).

The biota of the Kvarken Archipelago is versatile and the archipelago forms an excellent habitat for sea birds, for example. The white-tailed eagle, black guillemot, razorbill, greater scaup, velvet scoter and the lesser black-backed gull nest in the area. In addition, millions of birds migrate via Kvarken every spring and autumn. As to fish, the most important rarity is the sea-spawning grayling. It is threatened and, as far as is known, does not appear anywhere in the world other than Kvarken and the Bay of Bothnia. As regards other animals, the grey and the ringed seals are considered attractive and visitors like to see them in their own habitat. The seal is also connected to the seal hunting tradition and to the products made from seal blubber, oil and meat. All of that creates opportunities for integrating the seal into a uniform tourism product.

The tourist attractions in the Kvarken Archipelago are the undisturbed peace in nature, the scarce population in the archipelago, the open and rugged landscape, the smell of saline sea water and the pure waters. Visitors can feel the touch of a genuine natural environment in the archipelago, where they are provided with contrasts and different atmospheres by the distinctive seasons, when nature looks different. The rugged and partly uninhabited archipelago is complemented by signs of the close interaction between man and nature that has lasted for centuries.

There has been year-round habitation in the Kvarken Archipelago since the 14<sup>th</sup> century. The inhabitants engaged in fishing, seal hunting, farming and forestry for their livelihood. Later, seafaring and the pilotage and coastguard services functioned as important employers for the islanders. Today, many of the Kvarken World Heritage Site's residents travel to the mainland to work or have retired to the islands. The majority of the archipelago’s residents are Swedish-

speaking and many villages have their own dialects. That creates an exciting impression for Finnish-speaking travellers – they feel as though they are abroad.

The community spirit in the archipelago villages is strong and the association activities thrive. The distinctive building and handicraft traditions have been preserved in the idyllic archipelago villages. These traditions tell about the local history and cultural heritage, and you can sense the atmosphere of the old times in these villages. At the world heritage site you can also visit the Björkö and Replot Local Museums as well as the Granösund Fishing Village Museum in the village of Södra Vallgrund. There is a former salting house and a museum, Salteriet, at the Björköby fishing harbour in Svedjehamn. In the world heritage site's neighbouring area there are several museums on history and heritage (such as the Kvarken Boat Museum in Åminne, Bergö Local Museum and the Vaasa Maritime Museum), where the archipelago's cultural heritage is presented and preserved.

Björköby village, which is located in the middle of the world heritage site, was named Village of the Year in 2000. The Finnish Government has designated the village as a nationally valuable landscape area. Most of the villages within the world heritage site have been built in the vicinity of a good harbour location. Because of land uplift, the residents have shifted some harbours closer to the sea. Consequently, the former Bodback fishing harbour and its boathouses that are located in Björköby village, remind visitors of the history of seafaring and its central role in the villagers' lives. The islands and islets are still used as pastures for sheep in the summer months. Forestry, mowing or cutting and grazing by sheep have influenced the composition of vegetation and tree stands in many places.

Kvarken has played a significant role as Finland's gateway to the west in many phases of history. During the Swedish rule in Finland, the obligation of the inhabitants of Björkö Island was to deliver post and transport officials across Kvarken. The tradition of the boat post service is still visible at the annual Postisoutu (Post Row) event, where the participants row the traditional boats between Björköby Island and Holmö Island in Sweden. The Russian army crossed Kvarken to attack Sweden on two occasions. Later, the Jägers' route went across Kvarken, and human smuggling was organised across Kvarken during World War I when young men wanted to go to Germany via Sweden to attend military training. During the Winter War, food, clothes and war supplies were transported to Finland via the ice road between Umeå and Vaasa.

There are several valuable culturally historical environments within the world heritage site. The National Board of Antiquities has designated Replot parish village, Björköby-Svedjehamn and Valsörarna, Norrskär, Ritgrund, Rönnskär and Strömmingsbådan cultural-historical environments of national significance. Among the valuable buildings are churches, prayerhouses, crofters' cottages, pilots' cottages, boathouses, barns, fishing huts and lighthouses. Each year there are chamber music concerts in connection with the international Korsholm Music Festival, which has brought new kinds of use for the heritage buildings.

The pilots' cottages and the lighthouses attract tourists because of their history of seafaring and traditions. The building heritage sites also tell about the building methods of the time, and the changes and repairs made add to the stories related to the buildings. Many charming stories and personalities are connected to the use of the buildings and to the place names in Kvarken. That can also be utilised in the content production for tourism.

There are signs of human activity from previous historical periods that are of significance to the history of seafaring. Among them are overnight shelters built by seafarers and various constructions, such as stone maze patterns, stone ovens (called Russian ovens), embankments, boat landing places, navigation cairns, beacons as well as compass roses. There are hundreds of

shipwrecks lying on the Kvarken seabed to remind us of the dangers of seafaring, which is why the area has also been called a ships' graveyard.

### **4.3 Wellbeing from Nature**

In the Kvarken Archipelago you can engage in outdoor activities and use the services that are based on the attraction of the area's nature and culture. The shallow waters that are rich in fish provide excellent preconditions for fishing tourism. The tourists who are interested in fishing are offered the services of trained fishing guides. The area is ideal for ice-fishing and trolling, as well as for fly and lure fishing. Kvarken is marketed as the pike paradise. The local speciality is fishing for Baltic herring from the Replot Bridge.

Many tourists seek mental and physical wellbeing from Kvarken's tourist service supply and Kvarken's culture and nature. The enterprises operating in the world heritage site's neighbouring area use programme service enterprises when they want to offer workplace health promotion programmes for their employees and recreation for their guests. The nature's bounty, such as fish, sheep, berries and mushrooms, are made into delicious dishes, complying with the principle of offering locally grown produce.

You can visit the Kvarken Archipelago and its special features by taking a cruise from Svedjehamn, Fjärdsjär (located by the Replot Bridge), Bergö, the Inner Harbour of Vaasa and the island of Västerö in Maxmo. An alternative way of visiting the archipelago is to go sailing or to row a post boat built according to the traditional model. Groups are offered tailored cruises according to their wishes. It is possible to order a World Heritage guide for cruises and excursions, who will provide basic information on the world heritage site as well as the site's present state and history.

The sheltered bays, straits, rocky flads and shallow shores offer a unique setting for canoeists. Tour canoeing can be carried out by both beginners and experienced canoeists heading further to the outer archipelago. In winter you can go tour skating, riding a kick sled or skiing on the ice and head for the islands and islets. Birdwatching and nature photography are also among popular forms of outdoor activities.

The huge erratic boulders have inspired some visitors to go bouldering, where they climb without a rope. The nature and hiking trails, the campfire sites along the trails, the boat harbours and the structures offer recreational opportunities for independent travellers, boaters and the customers of the programme service enterprises. The excursions and hikes can be combined with guidance or transport provided by a local entrepreneur on a narrow and curvy "slalom boat route" in Svedjehamn, for example. There are several geocaches in the caves and rock holes within the world heritage site that the "treasure hunters" and letterboxing enthusiasts (sports related to geocaching) can look for with the help of GPS equipment.

# 5 The Present State of Tourism

## 5.1 Demand

Systematic visitor monitoring, which comprises the continuous monitoring of visitor numbers as well as the visitor surveys, was started at the Kvarken World Heritage Site in 2009. The estimated number of visits to the world heritage site was 338,000 in 2010 (Table 2). The visits by people who permanently live or work within the site have been excluded from the visitor numbers. The visitor number is based on the data on the traffic numbers on the Replot Bridge obtained from the Centre for Economic Development, Transport and the Environment in South Ostrobothnia, the results of the destination survey carried out for vehicle drivers who crossed the Replot Bridge in 2006 and the results of the National Travel Survey (Henkilöliikennetutkimus 2004-2005). The number arriving at the world heritage site from somewhere other than along the Replot Bridge has been estimated separately. The information in this Chapter is based on the visitor survey carried out in 2009 (n=274) (Meriruoho 2010) and the enterprise survey in 2010 (n=33) (Sarlin et al. 2010).

The majority of visitors to the Kvarken World Heritage Site are 55-64 years old. On average, the women are somewhat younger than the men. The highest number of domestic visitors come from Vaasa and Korsholm but considerable numbers also arrive from other parts of Ostrobothnia and the Helsinki Metropolitan Area. One-third of all visitors come from the world heritage site's municipalities. The majority of visitors are Finns, which can also be noted in the enterprises' clientele. Foreign visitors come to the site both independently and as guests of the industrial enterprises that are located in the neighbouring area. The guests and customers of the industrial enterprises located in the neighbouring area are important customers for the local tourism enterprises, who organise guided activities and meals in the archipelago in between the meetings and business deals.

Most of the foreign visitors come from Sweden and Germany, although the number of business customers from Southeast Asia and India, as well as the number of customer groups formed by the authorities and public organisations, have grown since the area gained the world heritage status. The tourism enterprises mainly have private customers in the summer, at the time of the Finns' summer holidays, whereas in spring and autumn the clientele chiefly consist of business customers and communities. The summer is the busiest time for tourism, whereas the winter is generally a rather quiet time for the tourism enterprises.

The visitors to the Kvarken World Heritage Site are particularly interested in seeing the landscape, experiencing nature, spending time together with their own party and relaxing. Typically, enjoying the peaceful natural environment and relaxed holidaymaking with one's own family are the most important things. Among the most popular activities are walking and observing nature. Other popular activities are going to a café or a kiosk, learning about the cultural heritage and the world heritage, and boating. For 41% of the visitors, the world heritage site is the only and the most important destination on their trip. More than half of the visitors have been to the site before.

Visits to the world heritage site are very short and only take a few hours on average; 70% of the visitors are day trip visitors. The most popular forms of accommodation are a boat or one's own cottage, where the average length of stay is nine days per visit. The business customers rarely stay overnight within the world heritage site and typically return to hotels in the centre of Vaasa in the evening.

In the visitor survey, a visitor satisfaction index was defined for the world heritage site and scored 3.99 (on a scale from one to five, where 1 signifies very poor and 5 very good). Observed by

different fields, the visitors' satisfaction was 3.63 for the services, 4.04 for the factors connected with the natural environment, 4.03 for the expectations for the natural environment, the routes, the outdoor activities and the world heritage, and 4.49 for the disturbing factors dealing with the terrain and other visitors. All in all, the visitors gave a good evaluation of the natural environment but felt there was room for improvement in the services, outdoor activities, routes and structures. Compared with most Finnish national parks, for example, there is clearly room for improvement in the services, outdoor activities, routes and structures in order to enable the visitors to obtain positive nature and cultural experiences and to learn about the world heritage values. The visitors particularly wanted improvements to the safety, signposting and usability of the routes, as well as to the functionality of the public toilets, waste disposal and firewood management.

**Table 2.** Information on the Kvarken World Heritage Site visitors and the use of the site. Sources: Meriruoho 2010, Metsähallitus' database for visitor information and Sarlin et al. 2010.

The visitor and enterprise survey 2009			Visitor number 2010	338,000
Domestic visitors (%)	91 %	Day trip visitors	Proportion of visitors (%)	Average length of stay (h)
			70 %	3 h
Foreign visitors (%)	9 %	Overnight visitors	Proportion of visitors (%)	Average length of stay (days)
			30 %	9 days
Average spending by visitors		EUR 89 / visit	Visitor satisfaction (on a scale 1 = extremely dissatisfied, 5 = extremely satisfied) – visitor satisfaction 3.99 (2009) – Enterprise satisfaction for the services 3.57 (2009)	

## 5.2 Supply

The information in this Chapter is based on the Kvarken World Heritage Site's enterprise survey (Sarlin et al. 2010), unless otherwise mentioned. The tourism enterprises operating within the world heritage site are small on average. There are many new micro-sized enterprises employing one person, the operations of which are not yet full-sized. Tourism is often carried out as a secondary occupation alongside the main job or alongside fishing.

There is seasonal fluctuation in the tourism business in Kvarken. Summer is the busiest time but in spring and autumn the tourism enterprises are employed by important business customers. The most common activities provided by the tourism enterprises are learning about the world heritage, excursions, fishing, recreational and training days for enterprises (such as workplace health promotion activities), and charter boat transport services. The products are often tailored according to the customer's needs. The supply of activities within the world heritage site has increased year by year. There are 12 certified Kvarken World Heritage guides at the site. The world heritage cruises to the Valsörarna and Mickelsörarna Islands have become increasingly popular over the past few summers.

There are about twenty catering enterprises within the world heritage site. Some also offer premises for meetings. The tourist services in Kvarken also rely on the accommodation capacity and transport connections to Vaasa and the neighbouring municipalities. The information on the accommodation enterprises and number of beds is presented in Table 3. Unfortunately, there is no precise statistical data on the meeting premises' customer places, the number of overnight stays and the catering enterprises' customer places within the world heritage site because of the small scale and lack of registration of the service supply. The statistics must be updated in order to be able to monitor the development of the service supply.

The Replot guest harbour is an important harbour and service point for visiting boats. So far, it is the only official guest harbour located within the world heritage site. The boaters can also use 12 excursion harbours, which are maintained by State institutions, the Keep the Archipelago Tidy Association and boat clubs. In addition, there are boat harbours in the vicinity of various villages. They are maintained by the municipalities, village associations and villages, and there is often a beach, summer café or kiosk next to them.

The enterprises' operations in the areas serviced and maintained by Metsähallitus are based on a partnership agreement made between Metsähallitus and the enterprise concerned, in which the partners agree on the use of the routes and structures for tourism purposes. The use of the service structures is guided so that the use causes as little harm to the natural environment and the other recreational users of nature as possible. Roaming in nature is directed to the routes, and the different kinds of outdoor activities are guided towards different routes and destinations. Care must be taken in the use of places with sensitive natural values (such as Norrskär and Storskäret) for tourism purposes. Consequently, their use is directed towards small guided groups. Feedback is regularly collected from the partnership enterprises and a cooperation meeting, where the questions and wishes presented in the feedback are discussed, is organised each year. The continuously collected customer feedback is also observed in the planning and management of nature-based tourism and recreation.

There are about 40 kilometres of signposted hiking and nature trails within the world heritage site, the maintenance of which is, for the most part, the responsibility of Metsähallitus Natural Heritage Services (Table 4). The enterprises and private customers can also reserve huts and nature stations (Table 3). In the vicinity of the nature stations, the Sommarö fortress area, Ritgrund and the now closed coastguard station on Valsörarna, there are jetties where you can moor your boat without a separate charge. The entrepreneurs mostly use the huts and nature stations and their surroundings as a base for the guided tours, fishing trips and workplace health promotion activities. They have also been used as excursion destinations for schoolchildren, as nature camps and for various training purposes. The Mickelsörarna Nature Station has been hired to an entrepreneur for the summer months who has offered café, sauna and accommodation services at the station. So far, the use of the nature stations and huts for the needs of the tourism enterprises has remained fairly small, with the exception of the use of the Björkören hut and the Sommarö guardhouse in summer. Considerable deficiencies were detected in the condition assessment of the former coastguard buildings at Molpehällorna, Mickelsörarna and Valsörarna, the Rönnskär pilot station and the Sommarö guardhouse (FinnEnergia Oy 2010). Except for the Sommarö guardhouse, there were signs of moisture damage in the buildings that must be repaired. Parts of these buildings are only suitable for storage purposes, and the service life of some of the premises has ended or is about to end.

According to the Kvarken Archipelago World Heritage Site's enterprise survey in 2009 (Sarlin et al. 2010), the world heritage status functioned as a significant tourist attraction, and learning about the world heritage values was considered one of the most central activities. There are still some underutilised opportunities in the world heritage status as regards the content production of the services and activities offered to the recreational users of nature. Telling about the world heritage values in the form of stories, for example, creates added value to the activities provided. There are clear development needs in the world heritage site's tourism supply as regards the quality and safety of the hiking trails and structures, the service packaging and the sales and marketing of the products via the uniform distribution and sales channels (see also Mononen & Smeds 2010). There is a need for more regular maintenance and renovation of the hiking trails. The entrepreneurs would like functional boat landing facilities to be constructed within the site and the needs of the disabled visitors and the aesthetic values to be observed when new routes and structures are constructed in the terrain. In addition, the entrepreneurs also hope that the amount of service facilities and structures supporting tourism will be increased.

**Table 3.** Service supply in the Kvarken Archipelago.

Services	
<b>Accommodation services</b>	The world heritage site: 11 accommodation enterprises (chiefly cabins and farm accommodation), 140 beds. The world heritage site's municipalities: 30 accommodation enterprises, 10 hotels in Vaasa and 1 in Korsholm. 2,955 beds, of which 2,079 in Vaasa (Source: Botnia Tourist and the City of Vaasa). The number of registered overnight stays: 404,034 in Ostrobothnia in 2009, of which 277,735 in Vaasa (Source: Tilastokeskus 2010).
<b>Nature stations and rental huts</b>	<p><b>Mickelsörarna Nature Station</b> Cafe Kummelskär is open at the station in the summer. A sauna for 5 people, 20 beds, meeting premises for 20 people, a jetty for 10 boats.</p> <p><b>Molpehällorna Nature Station</b> 20 beds, 7 bedrooms, meeting premises for 15 people, a kitchen, a sauna for 3 people, a jetty for 8 boats.</p> <p><b>Rönnskär Nature Station</b> A sauna for 5 people, 2 accommodation buildings, 28 beds, meal and meeting premises for 20 people, a campfire site, a jetty for 16 boats.</p> <p><b>The guardhouse in the Sommarö fortress area</b> 12 beds, a kitchen, a sauna for 3 people, a jetty for 5 boats.</p> <p><b>Björkören hut</b> 8 beds, a kitchen, a sauna for 5 people, a jetty, a campfire site.</p> <p><b>Wargis day trip hut</b> 5 sleeping platforms.</p>
<b>Tourism enterprise activities in the protected areas</b>	23 partnership enterprises (year 2010). Guided excursions, trekking, fishing trips, workplace health promotion activities, cruises.
<b>The Kvarken World Heritage guides</b>	12 certified guides

**Table 4.** The hiking trails and structures within the Kvarken Archipelago World Heritage Site and its neighbouring area.

Trails	Length	Services and other structures
Bodvattnet runt nature trail	4 km	Saltkaret observation tower. 700 m of the trail is accessible to all. A picnic table, a museum and the summer café Salteriet.
Björkö-Panike hiking trail	13 km	2 campfire sites and lean-to shelters (on the Slättskär and Långgrundet Islands), 4 picnic tables.
Granö hiking trail	7 km	A barbecue shelter, a rest spot, a table and benches.
Kikanberget nature trail	0.4 km	A jetty, a picnic table (a café-restaurant and a reservation restaurant are located in the vicinity).
Mickelsörarna nature trail	1 km	A jetty, a lean-to shelter and a campfire site.
Molpehällorna nature trail	1.6 km	A jetty, a campfire site, a picnic table, the "vippbåk" beacon.
The trail network in the Sommarö fortress area	4.3 km	2 campfire sites, a lean-to shelter, a jetty and 2 picnic tables.
Storskäret nature trail	1 km	
Valsörarna nature trail (the Lovers' trail)	2.5 km	2 campfire sites, 3 jetties.
Västerö hiking trail	10.7 km	4 campfire sites, 4 picnic tables, 2 open wilderness huts, 2 camping sites.
Wargis nature trail	0.8 km	A lean-to shelter, a campfire site, a picnic table, a jetty.
Öjen nature trail	4.5 km	A rest spot, a table and benches.

The effects on the local economy from the world heritage site visitors' spending were calculated as MEUR 20.9 and 250 person-years in 2010 (Table 5). As to the visitors for whom the world heritage site was the only and the most important destination on their trip, the income effect of spending in 2010 was MEUR 4.9 and the employment effect 57 person-years (Table 6). These effects in their entirety concern the world heritage site's municipalities. There is more detailed information on the analysis of and method used for studying the effects on the local economy in the Kvarken visitor survey (Meriruoho 2010).

**Table 5.** The spending by the Kvarken Archipelago World Heritage Site visitors and the effects on the local economy by type of expense in 2010.

Type of expense	Average spending of visitors (EUR, incl. VAT)	Income effect (EUR, without VAT)	Employment effect (P-Ys)
Service station purchases <sup>1</sup>	18.75	395,936	6
Costs for local transportation <sup>2</sup>	0.60	186,259	2
Food and other retail purchases	43.43	4,025,231	65
Café and restaurant purchases	14.57	3,846,082	70
Accommodation	6.03	1,878,679	34
Programme services <sup>3</sup>	3.89	1,212,610	13
Other expenses <sup>4</sup>	2.01	529,266	8
<b>Direct effects in total</b>		<b>12,074,064</b>	<b>198</b>
Indirect effects		8,782,040	53
<b>Total effects</b>		<b>20,856,104</b>	<b>250</b>

<sup>1</sup> Fuel and other service station purchases;

<sup>2</sup> Costs of travelling locally, such as travelling on a bus or taxi;

<sup>3</sup> Programme and recreational services, e.g. guided excursions, entrance fees to events and exhibitions;

<sup>4</sup> Other expenses, e.g. fishing, hunting or snowmobiling permits, rent for equipment.

**Table 6.** The effects of the spending by visitors to the Kvarken World Heritage Site according to destination decision in 2010.

Type of expense	The most important destination n = 96		One of the intended destinations n = 87		An unplanned destination along the route n = 43		Total n = 226	
	Income effect (EUR, without VAT)	Employment effect (P-Ys)	Income effect (EUR, without VAT)	Employment effect (P-Ys)	Income effect (EUR, without VAT)	Employment effect (P-Ys)	Income effect (EUR, without VAT)	Employment effect (P-Ys)
Service station purchases <sup>1</sup>	92,397	1.5	115,426	1.9	53,213	0.9	261,036	4.2
Costs for local transportation <sup>2</sup>	70,258	0.7	87,478	0.9	30,996	0.3	188,732	2.0
Food and other retail purchases	595,664	9.6	623,202	10.0	390,778	6.3	1,609,644	25.9
Café and restaurant purchases	935,055	16.9	1,512,050	27.3	854,368	15.4	3,301,473	59.7
Accommodation	503,514	9.1	873,859	15.8	491,804	8.9	1,869,177	33.8
Programme services <sup>3</sup>	650,228	6.8	99,073	1.0	410,525	4.3	1,159,826	12.2
Other expenses <sup>4</sup>	32,119	0.5	107,064	1.7	46,719	0.7	145,785	3.0
<b>Direct effects in total</b>	<b>2,879,235</b>	<b>45</b>	<b>3,418,152</b>	<b>59</b>	<b>2,278,403</b>	<b>37</b>	<b>8,575,789</b>	<b>141</b>
Indirect effects	2,055,754	12	2,598,529	16	1,668,336	10	6,322,619	38
<b>Total effects<sup>5</sup></b>	<b>4,934,990</b>	<b>57</b>	<b>6,016,681</b>	<b>74</b>	<b>3,946,738</b>	<b>47</b>	<b>14,898,408</b>	<b>179</b>

<sup>1</sup> Fuel and other service station purchases; <sup>2</sup> Costs of travelling locally, such as travelling on a bus or taxi; <sup>3</sup> Organised programme and recreational services, e.g. guided trips, entrance fees to events and exhibitions; <sup>4</sup> Other expenses, e.g. fishing, hunting or snowmobiling permits, rent for equipment; <sup>5</sup> When examining the effects by visitor segment, the total effects vary compared with the non-segmented material because of the variation in the number of available answers.



### 5.3 Communication and Marketing

The communication on the world heritage site complies with the objectives and measures defined in the strategic management plan (Metsähallitus 2009) and the marketing plan (Merenkurkun saariston maailmanperintöneuvottelukunnan markkinointityöryhmä 2009). The communication on and marketing for the Kvarken Archipelago is carried out together with the other actors. In the communication on the world heritage site, Metsähallitus complies with the communication programme for the Natural Heritage Services and the instructions for partner communication. The aim is to increase the visitors' knowledge of the world heritage values and unify the communication by all partners regarding responsible hiking, recreational opportunities and rules. The cooperation between the various actors is overridingly important in order to be able to ensure accurate communication. The following are among the most central cooperating parties in the communication and marketing for the world heritage site:

- Botnia Tourist
- the world heritage site's municipalities
- Metsähallitus Natural Heritage Services
- the City of Vaasa's executive group responsible for tourism
- tourism enterprises.

The most central customer service point within the Kvarken Archipelago World Heritage Site is the Terranova – Kvarken Nature Centre, which is located in the heart of Vaasa. Among other service points are Vaasa Tourist Office, House of the Sea, Molpe information point in the premises of Strand Gummans Hantverk o Grönsaker, and the information point at the former community hall of Bergö. In addition, the world heritage site is presented and marketed on several websites maintained by various actors (see Table 7).

Brochures, maps and marketing material for the world heritage site are produced, for example, by Botnia Tourist's project the Land of the Rising Stones II, the Kvarken Council's project named World Heritage Sites in Cooperation 63° N Lat., by Metsähallitus and by the Geological Survey of Finland (GTK). There are also roll-up posters, information boards and brochure stands presenting the world heritage site. Local media, the Kvarken.fi and Outdoors.fi web services and Facebook have been used for communicating current events. Furthermore, the public's knowledge of the Kvarken World Heritage is promoted by the World Heritage Days that are organised every summer. The programme of the World Heritage Days is produced together with the local interest groups and enterprises.

The joint marketing and the sales activities for the Kvarken Archipelago World Heritage Site are chiefly Botnia Tourist's responsibility. Marketing measures have been implemented and planned with the help of the EU-funded projects Land of the Rising Stones I (2008–2009) and II (2010–2011). The project markets the world heritage site at fairs and participates in tourism workshops. The project produces marketing material, organises trips to the world heritage site for the media and coordinates the marketing measures for the site. The project works with the tourism enterprises and the Kvarken Archipelago World Heritage Steering Committee's marketing working group in order to develop joint marketing. There are also other tourism development projects underway in the region, such as the Kvarken Fishing project (2009-2011) concentrating on fishing tourism, the Visit Kvarken project focusing on product development and the Travel & Dine project (2008-2011) on the development of food tourism.

**Table 7.** The channels concerning the communication on and marketing for the Kvarken World Heritage Site.

<p><b>Customer service points:</b> Terranova, House of the Sea, Vaasa Tourist Office, Molpe, Bergö.</p>	<p>Terranova provides an exhibition, tours and audiovisual presentations. Sales of tourist services at Vaasa Tourist Office. Customer guidance and brochures at the House of the Sea, in the village of Molpe and at the former community hall of Bergö.</p>
<p><b>Websites:</b></p> <ul style="list-style-type: none"> <li>– Kvarken.fi</li> <li>– Outdoors.fi/kvarken</li> <li>– botniatourist.com/kvarken</li> <li>– kvarkenfishing.fi</li> <li>– kvarkenguide.org</li> <li>– ymparisto.fi/lsu/merenkurkunmaailmanperinto</li> <li>– terranova.vaasa.fi</li> <li>– excursionmap.fi</li> </ul>	<p>The Kvarken.fi website focuses on communicating natural scientific and cultural-historical information on the Kvarken Archipelago World Heritage Site, presenting recreational opportunities and information about the matters currently related to the world heritage site. There is a picture gallery and an extranet service for administrative communication on the website.</p> <p>Outdoors.fi is a national website that presents excursion destinations and information about the services and nature activities at the destinations. There is also information on the hiking trails and structures on the Excursionmap.fi service.</p> <p>The tourism marketing material for the Kvarken World Heritage Site has been compiled in the E-Service Portal of Ostrobothnia. The fishing tourism information is available on the Kvarkenfishing.fi website.</p> <p>Among the other websites that present the Kvarken Archipelago World Heritage Site are www.ymparisto.fi/lsu/merenkurkunmaailmanperinto maintained by the Centre for Economic Development, Transport and the Environment in South Ostrobothnia, and the Kvarken Council's website kvarkenguide.org.</p>
<p><b>Brochures and other publications</b></p>	<p>A visitor guide, a regional brochure, the brochure named Risteilyt ja retket 2010, a regional map by the Geological Survey of Finland (GTK), Paddle Map for Kvarken (in Swedish and Finnish), brochures on the High Coast and the Kvarken Archipelago, a book named the Kvarken Archipelago World Heritage Site – Echoes of the Ice Age, roll ups, and a portfolio representing the attractions.</p>
<p><b>Information stands</b></p>	<p>12 information stands at the service points and enterprises.</p>
<p><b>Signposts in the terrain</b></p>	<p>30 signposts at the most important harbours and attractions.</p>
<p><b>Social media</b></p>	<p>Facebook: Merenkurkun saaristo (Kvarken Archipelago).</p>
<p><b>Kvarken World Heritage logo</b></p>	<p>A total of 35 enterprises and communities have the right to use the logo (in 2010)</p>
<p><b>Events</b> in 2010 and information on the events</p>	<p>World Heritage Days Postisoutu (Post Row) Korsholm Music Festival Luontoliikuntapäivä (Outdoor Activities Day) twice a year Nordic Wild Flowers Day The opening of the summer season at the Mickelsörarna Nature Station Work party in the yard of the Rönnskär Nature Station</p>

A logo and the instructions for its use have been drawn up for the Kvarken World Heritage Site. The cooperating parties and the entrepreneurs of the Kvarken World Heritage Site may use the logo free of charge by applying for the right to use the logo from the Kvarken Archipelago World Heritage Steering Committee and by signing an agreement on the use of the logo. UNESCO's official World Heritage emblem must not be used for commercial purposes.

The signposting along the roadsides leading to the Kvarken World Heritage Site was developed by Metsähallitus' Feniks III project (2008-2010). The signposting and guidance of visitors to the world heritage site is still insufficient. For example, there are no signposts to the world heritage site or brochures on the site at the most central service stations in Vaasa.

According to the world heritage site's visitor survey (Meriruoho 2010), one-third of the visitors look for information on the site from brochures or guides. Almost as many (31%) have heard about the site from their acquaintances, friends or relatives. Television and radio programmes, as

well as newspaper articles (24%), also act as important means of communication. It is more rarely that the visitors search for information from websites, enterprises located within the site or from books and maps. The quality of the information material was considered quite good on average.

According to the world heritage site's enterprise survey (Sarlin et al. 2010), the most important world heritage information sources for the site's enterprises were the Outdoors.fi web service, brochures and guides, as well as the Kvarken.fi website. As to the information content, brochures and other printed material, as well as the Outdoors.fi web service, were considered the most useful. However, information is available from too many sources. The entrepreneurs would like weatherproof canoeing and trekking maps to be handed out to their customers. In addition, the entrepreneurs also hoped that electronic photo and video material and brochures presenting the world heritage site's programme services could be delivered to the accommodation enterprises, and thought that the world heritage site's products should be sold, marketed and conveyed at the customer service points and via the electronic sales and reservation system.

## **5.4 SWOT – Strengths and Opportunities**

After defining the present state of and attractions for the tourism within the world heritage site, it was considered necessary to examine the strengths, weaknesses, opportunities and threats related to the site. The material in the SWOT analysis of tourism within the world heritage site (Table 8) was processed by the strategy workshop organised on 19 April 2010. The workshop was attended by 22 people, who represented the site's enterprises, associations and the public sector.

### **The trump cards that must be retained**

The trump cards for tourism within the Kvarken Archipelago World Heritage Site are the richness and uniqueness of the natural, cultural and landscape elements. Compared with the other nature and cultural tourism destinations, tourism within the Kvarken World Heritage Site gains a competitive edge from the living archipelago culture, the vivid village activities and the rich story tradition, which can be utilised in the provision of genuine, authentic and local products and services.

The world heritage status is an international brand that increases the site's attraction and its credibility at the international level. Unlike the other Finnish world heritage sites, the Kvarken Archipelago has a uniform logo that supports the high quality of the tourist services, as well as certified, competent World Heritage guides. The accessibility of Vaasa with different modes of transport is very good and it is easy for the domestic and foreign customers to reach the world heritage site. Ostrobothnia and Kvarken have strong cooperation traditions with the High Coast and the Nordic Countries, which has created the strong Nordic cooperation culture in the area.

In the tourism market, the Kvarken Archipelago has novelty value as a destination for globetrotters who wish to experience peace and quiet in nature, learn about the local culture and participate in nature and cultural events. Tourism within the world heritage site draws its attraction and strength from the locality, the small-scale activities and the authenticity. Even now, the Kvarken Archipelago has a solid, permanent clientele. It also has a long tradition of functioning as a boating and recreational area for the residents of the neighbouring area. The Kvarken Archipelago has the potential to develop into an increasingly significant local travel destination for families with children, and independent travellers, as well as for local enterprises that bring their guests and employees to the area and offer them recreation.

**Table 8.** The four-section analysis of the strengths, weaknesses, opportunities and threats concerning tourism within the Kvarken Archipelago World Heritage Site.

<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>– UNESCO’s World Heritage status and the brand produced by it</li> <li>– The uniform Kvarken World Heritage logo</li> <li>– Richness and uniqueness of the natural, cultural and landscape elements</li> <li>– Vital village activities</li> <li>– Rich story tradition</li> <li>– Certified Kvarken World Heritage guides</li> <li>– Vaasa is easily accessible</li> <li>– Novelty value as a travel destination in the tourism market</li> <li>– Established clientele</li> <li>– Small-scale tourism activities and local travel</li> <li>– Nordic cooperation culture</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>– Temporariness of tourism development and marketing</li> <li>– Lack of coordination in tourism cooperation</li> <li>– The loose and unestablished networking and cooperation between the tourism enterprises and actors</li> <li>– Difficulty in purchasing services</li> <li>– Weak visibility of the site</li> <li>– Limited capacity of accommodation and sea transport</li> <li>– Tourism business is new and small-scale</li> <li>– Seasonal nature of tourism; the implementation of services depends on the weather conditions</li> <li>– Accessibility of the outer archipelago, the scarce public transport connections to the world heritage site</li> <li>– Scarcity of the structures, routes and services and their varying quality</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>– closer networking</li> <li>– development of year-round tourism (winter)</li> <li>– development of new products, such as products based on silence; the photography and art camps; the berry picking, mushroom picking, fishing and seal programmes; and camp schools</li> <li>– development of tourism at the former coastguard and pilot stations</li> <li>– The international air connections arriving at Vaasa</li> <li>– Construction of the House of the Sea</li> <li>– Stronger highlighting of the world heritage values</li> <li>– Packaging tourism products and services for customers</li> <li>– Regular programme for independent travellers</li> <li>– Cooperation with the High Coast</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>– Undetermined common intent and the actors’ unclear roles</li> <li>– Land use solutions that threaten or weaken the world heritage status</li> <li>– Demand for tourist services exceeds their carrying capacity</li> <li>– Weakening of the tourist services’ locality and genuineness</li> <li>– Unequal treatment of world heritage site’s municipalities</li> <li>– Insufficient observation of the local population in planning</li> <li>– The attitude towards the world heritage may change and become negative</li> <li>– Failure in the integration of land use solutions</li> </ul>

### **Factors that must be developed and strengthened**

Improved visibility of the destination, the development of year-round tourism and closer cooperation are among the factors that need to be enhanced within the Kvarken World Heritage Site. The world heritage site's tourist services will be developed based on the locality, the small scale, the natural elements, the village activities and the rich story tradition. The current supply and quality of the services must be further improved in order to be able to offer year-round activities. The reliability of the service implementation will be strengthened - i.e., the services will be implemented regardless of the weather conditions. Conveying the world heritage values to the customers will be developed so that the values are presented to them before their visit, during their visit and after their visit. As the tourism business is a new and secondary occupation for many entrepreneurs, their tourism business skills will be strengthened.

The accessibility of the outer islands will be improved and the number of public transport connections to the world heritage site will be increased. The purchasing of services and finding information will be facilitated with the help of improved service chains and uniform sales and distribution channels. The cooperation and networking between the tourism operators and entrepreneurs will be intensified in order to create practical service chains and service packages for the customers. The significance of effective cooperation among the tourism operators will gain particular emphasis if the marketing for and development of the world heritage site will continue to be carried out with temporary resources and without a coordinating actor. The roles and responsibilities of the different actors will be clarified.

### **Factors that must be treated with care and turned into victory**

The risk in the current development is the temporary and unestablished nature of the management and marketing of tourism within the world heritage site, which may lead to shortsighted development, overlapping activities and a lack of clarity in the roles of the different actors. The world heritage values will be strengthened and land use solutions that weaken the site's tourist attractions or world heritage status will be avoided. The content planning for tourism products and services will focus on special local features in order to avoid weakening the local and genuine features. The local residents have a strong common intent to participate in the planning and implementation of tourism within the world heritage site. The local involvement is strengthened by good participatory management. In that way, exceeding tourism's carrying capacity and the possible contradictory situations are avoided.

# 6 Sustainability of Tourism

## 6.1 Principles of Sustainable Nature Tourism

The starting point for the development of tourism within the world heritage site is formed by the Principles for Sustainable Nature Tourism (Metsähallitus 2004). The principles describe the target state. The application of the principles within the world heritage site means that tourism within the site is developed by the tourism operators, the local interest groups and the customers in such a way that the objectives complying with the principles of sustainable nature tourism are observed. Consequently, all actors need to make a continuous effort to attain the objectives defined by the principles. In practice, the principles of sustainable nature tourism steer the planning of the use of the site, the organising of customer services and communication, as well as the work carried out with the tourism enterprises and interest groups.

In the Kvarken Archipelago World Heritage Site's enterprise survey 2009 (Sarlin et al. 2010), the enterprises evaluated the principles of sustainable nature tourism. The enterprises gave positive feedback on the contents of the principles and their implementation. They considered the acceptability and feasibility of the principles to be either quite good or extremely good. The enterprises and their customers also implemented the principles of sustainable nature tourism quite well (65% of the respondents) or extremely well (35%) in their operations.

The principles of sustainable nature tourism observe the ecological, socio-cultural and economic dimensions of tourism. The different dimensions of sustainability are overlapping and mutually dependent. A method for evaluating and monitoring the different dimensions of tourism sustainability is derived from the principles of sustainable nature tourism. The method is described in Chapter 6.2 (Evaluating the Sustainability of Tourism).

The principles of sustainable nature tourism drawn up by Metsähallitus (2004) are presented below.

### 1. Natural values are preserved and the activities promote nature conservation

- Nature is an important reason for travel.
- Visitors are told about the area's nature and its protection.
- Tourism does not disturb nature; not all areas are suitable for tourism use.
- Groups are small, and they travel along the trail whenever possible.
- Tourism is channelled by the location of the service structure and the instructions provided.
- The environment is built up in an adaptable way; scenic areas are preserved without added constructions.
- The wear on the natural environment and other environmental effects are monitored, and, when necessary, intervention takes place.

### 2. Environment is subjected to as little pressure as possible

- All action is taken on nature's terms; any kind of burdening on the environment is refrained from.
- The target is environmentally friendly and litter-free hiking.
- Firewood is used sparingly.
- Emissions into water and the air are minimised and renewable energy sources are favoured.

- Metsähallitus and the entrepreneurs set a good example regarding environmental protection.

### **3. Local culture and traditions are appreciated**

- Visitors are encouraged to find out about the local culture with an open mind.
- The local culture is taken into account as far as possible in the supply of information and opportunities for experiences.
- Guides who know the local conditions well are used in the services.

### **4. Customers' appreciation and knowledge of nature and culture increase**

- Information is acquired beforehand.
- Information can be found easily and is offered in an interesting way.
- Visitors are given the opportunity to participate in the area's management.
- Guides are well trained.

### **5. Improved recreational facilities are provided for visitors**

- All recreational users of nature are taken into account.
- Services are suited to demand and destination.
- Peace and quiet in nature and guided nature excursions are offered.
- Tourism products are developed together with enterprises.

### **6. Customers' mental and physical well-being is strengthened**

- Travel by muscular strength rather than motor vehicles is preferred.
- Visitors are encouraged to ensure they carry the appropriate hiking equipment.
- Both easy and demanding excursion destinations are available.
- An opportunity to enjoy the wonders of nature is offered.
- The structures, trails and programme services are safe.

### **7. Local economies and employment are promoted.**

- The products and services of local enterprises are used as much as possible.
- Local people are employed as far as possible, without discarding the fact that ideas and people coming from elsewhere may also be a valuable resource in developing the home district.

### **8. Communication and marketing are high in quality and responsible**

- Information is reliable.
- Communication is open and interactive.
- Marketing is not inconsistent with nature conservation.

### **9. Activities are planned and implemented cooperatively**

- Customers' opinions are important.
- Training is organised together with enterprises.
- All interested parties are given an opportunity to participate in the planning.
- In the cooperation, priority is given to those who commit to the principles of sustainable nature tourism.

## 6.2 Evaluating the Sustainability of Tourism

Systematic evaluation or monitoring of the effects of tourism within the Kvarken Archipelago World Heritage Site has not previously been carried out. One objective of this strategy is to introduce a method for evaluating and monitoring the effects of tourism. The monitoring is to be used as a tool for planning and implementing the management and use of the world heritage site. So far, the problems caused by nature tourism and recreational use have been dealt with case by case. If the site's sustainability has been put to a severe test or has weakened, the carrying capacity has been raised by improving the structures and directing the use of the routes and structures by means of communication. It has been estimated that the use of nature-based tourist services within the world heritage site has increased since gaining the world heritage status (Sarlin et al. 2010) and it can be expected that the number of visitors to the site will grow in the future. It was considered necessary to start continuous monitoring of the effects of tourism in order to be able to retain the site's natural and cultural values and support the positive effects of tourism on the local economy and community. By means of systematic monitoring, the undesirable changes caused by tourism can be avoided and the necessary measures can be taken in order to control and prevent the changes in advance.

The objective of the ecological sustainability of tourism means observing biodiversity and supporting nature conservation. In that way, the pressure of tourism on the environment is kept as low as possible and does not endanger the natural values. The task of ensuring socio-cultural sustainability is to strengthen the site's natural and cultural values, support the customers' recreational opportunities and promote the integration of the needs of the local community and the tourism business. The economic sustainability of tourism is linked to the improvement in the local community's livelihood and employment opportunities, and the promotion of positive effects on the local economy. The current information on the effects on the world heritage site caused by tourism indicates that the sustainability of tourism is not under threat.

In future, the environmental impacts of tourism on the world heritage site will be evaluated with the Limits of Acceptable Change (LAC) method (see Stankey et al. 1985). The method is not watertight, and it is impossible to completely separate the changes caused by nature-based tourism from the effects of other uses or from the changes taking place in the natural conditions. If there are significant changes in the indicator values, it is important to analyse the entire picture and examine what caused the change. In addition to the LAC method, visual evaluation of the sustainability will be continued at the site.

In the LAC method, one or more indicators are selected for each principle of sustainable nature tourism. The indicator measures whether the target state described by the principle has been reached. The present value and the target value are defined for each indicator. A limit is also defined for each indicator as to the acceptable change in the condition or resource described by the indicator. If the target value is not reached or the values are below the limits, consistent means are defined in order to reach and retain the target state. The method is used for monitoring the efficiency and effectiveness of the management measures. The information collected from the areas, visitors, partners and interest groups is utilised in the determination of the indicators and the values.

The 15 indicators that will be introduced for evaluating and monitoring the sustainability of tourism in the Kvarken Archipelago World Heritage Site are described in Appendix 3.



## 7 Target State of Tourism

The development of tourism implements the vision for the Kvarken Archipelago in 2020 defined in the Kvarken Archipelago World Heritage Site Strategic Management Plan (Metsähallitus 2009):

*The Kvarken Archipelago, due to its geology and landscape values, is a unique and widely known World Heritage Site which offers its residents a pleasant and attractive living environment as well as genuine experiences for visitors.*

The target state for tourism within the Kvarken Archipelago World Heritage Site was dealt with at the third workshop on 15 September 2010. The material produced by the workshop was the basis on which the following was defined as the target state for tourism within the Kvarken Archipelago for the next ten-year period:

**The Kvarken Archipelago is a source of genuine nature and cultural experiences. The high-quality tourist services and the beautiful archipelago landscape create a framework for understanding the interaction between man and nature, for being impressed by the effects of the Ice Age and for offering an opportunity for recreation and calming down.**

**The Kvarken Archipelago is the flagship of sustainable tourism within the Finnish world heritage sites. The production and development of tourist services are based on locality and cultural heritage, strengthening the world heritage values and doing things together.**

**The Kvarken Archipelago and the High Coast form an internationally known and attractive destination. Tourism supports the livelihood opportunities and the vitality of the villages in the archipelago. The tourism business is economically profitable and it is easy to visit the world heritage site.**

Tables 9–11 present the medium-term (5-10 years) targets specified by themes and the solutions for achieving the set targets in the short term (1–5 years). The Action Plan in Chapter 8 follows the same themes. Among the themes are:

1. tourist and recreational services
2. communication and visitor management
3. marketing and product development for tourism.

**Table 9.** The development of the tourist and recreational services within the Kvarken World Heritage Site.

The target and its description	Tools
<p><b>1. The cultural landscape of the archipelago villages is managed and the landscape is maintained. The target is connected to all attractions below.</b></p> <p>The cultural landscape of the attractions within the world heritage site is inviting and attractive.</p>	<p>Supporting the implementation of the landscape management measures within the world heritage site.</p> <p>Observing the landscape in the development of tourism and in building.</p>
<p><b>2. There are high-quality and safe nature and cultural attractions that correspond to the demand within the world heritage site. The customer satisfaction for service quality improves.</b></p> <p>The attractions, routes and service structures within the world heritage site are productised and set as part of the communication on the area and other tourism service supply. The attractions support the visitors' recreational opportunities and the profitable tourism enterprise activities.</p>	<p>Examining the attractions as wider entities, profiling them, and developing clear and functional products for them. The solutions for the development of the attractions are presented below.</p>
<p>2.1 Svedjehamn and its surroundings: the most central day trip attraction within the world heritage site for independent travellers and the customers of the tourism enterprises.</p>	<p>Developing the Björköby and Svedjehamn area (incl. the Bodvattnet runt nature trail, the observation tower, the boathouses in Bodback and the rest spots on Långgrund) into a day trip attraction where the visitors can easily and safely learn about the effects of land uplift in the natural and cultural environments and the landforms shaped by the Ice Age. The attraction is also to be made suitable for children, the disabled and as a base for fishing trips. Developing the guidance and signposting at the attraction and enabling increased private tourism supply (such as accommodation and catering services).</p>
<p>2.2. Sommarö fortress area / Södra Vallgrund area: the centre for nature education, workplace health promotion activities, association activities and independent travellers.</p>	<p>Renovating the guardhouse in the Sommarö fortress area in order to make it suitable for the use of associations and enterprises. Renovating the other service facilities in the area for the use of nature education, association activities and the workplace health promotion activities coached by tourism enterprises. Examining the service facilities in the fortress area as part of the wider attraction entity of Sommarösund and Södra Vallgrund. Investigating the opportunities for continuing the nature trail (starting from the fortress area) all the way to the Granösund Fishing Village Museum and the Bullerås area. The themes of the attraction are to be the area's military history, the village landscape and the special geological features. The guardhouse and its surroundings are to be made suitable for year-round use.</p>
<p>2.3 The area of Klobbskat, Panike and Kviksund: an attraction for the tourism enterprises' customers.</p>	<p>The catering enterprises, the jetty, the fishing harbour and the short nature trail located in Klobbskat, the Björkören and Wargis huts, and the Wargis nature trail create the preconditions for carrying out cruises, trekking trips and fishing and canoeing excursions. Investigating whether the private road leading to the Wargis/Kviksund area can be used publicly. Productising the area's rich smuggling and story history into the main theme of the attraction.</p>

<p>2.4 Replot Bridge, Bergskäret, House of the Sea and the area of Fjärdskär: the gateway to the attractions and events within the world heritage site.</p>	<p>Developing the surroundings of the Replot Bridge as the gateway to the world heritage site where you can engage in outdoor recreation activities, go on a cruise, use the restaurant services and continue towards the services at the attractions.</p>
<p>2.5 Mickelsörarna: an important attraction in the outer archipelago for boaters and programme service enterprises.</p>	<p>Renovating the deficiencies detected in the condition assessment (Finnenergia 2010) at the Mickelsörarna Nature Station and in the sauna in its vicinity. Hiring the nature station for the use of a tourism enterprise. The nature station provides café, sauna and accommodation services for the boaters as well as for the cruise and programme service customers. Increasing the number of cruises offered by the enterprises and the private transport services to Mickelsörarna. Improving the guidance on Mickelsörarna and compiling a small exhibition at the nature station showing the local natural environment as well as people's activities and the traces of them left on the island.</p>
<p>2.6 Valsörarna: an attraction in the outer archipelago for independent boaters and for guided day trips organised by tourism enterprises.</p>	<p>Maintaining the excursion harbour on the Valsörarna Islands for the use of independent boaters. Compiling and exhibiting the story of the Valsörarna lighthouse and the lives of the lighthouse keepers at the lighthouse keeper's building so that the tourism enterprises can utilise the building as a base for guided day trips. The use of Valsörarna for nature tourism purposes will become more focused via the planning of the maintenance and development of the island's building stock as well as via the management planning for the island.</p>
<p>2.7 Molpehällorna and Rönnskär: excursion harbours and spots for camp schools.</p>	<p>The rocky archipelago of Molpehällorna and Rönnskär can be reached via the charming villages of Bergö and Molpe. On the Molpehällorna and Rönnskär Islands, the independent boaters, the camp schools and the tourism enterprises' customers can study the history of the Kvarken coastguard and pilot activities, as well as the special geological features. The first "vippbåk" beacon in the Gulf of Bothnia was on Molpehällorna; today, there is a replica on the island. The history of Rönnskär is enriched by the former pilot station, the pilots' cottages and the oldest wooden beacon in Finland. The nature stations are maintained as part of the valuable culturally historical landscape. The service facilities at the Molpehällorna and Rönnskär are to be adjusted to serve the boaters (functioning as excursion harbours), the guided groups from the tourism enterprises and the camp schoolers.</p>
<p>2.8 Norrskär and the Snipansgrund - Medelkallan seal sanctuary: destinations for the guided lighthouse and seal excursions organised by the tourism enterprises.</p>	<p>The guided groups from the tourism enterprises that have made a partnership agreement with Metsähallitus may visit the lighthouse island of Norrskär. Excursions to the Snipansgrund – Medelkallan seal sanctuary may be organised by applying for a visiting permit from Metsähallitus.</p>

<p><b>3. The harbours and the nature attractions in the surrounding area are set as part of the world heritage's regional entity.</b></p>	<p>The Vaasa inland port, Fjärdsjär, Svedjehamn, Västerö, Klobbskat and the Köklot harbour, Norrskat, Långskäret, the Replot harbour, Vikarskat, Sommarösund, Bredskär, Utterbådan, Panike, Nabben and the jetty by Berny's Restaurant are starting points for archipelago cruises as well as starting points for the sailing and canoeing excursions to the outer archipelago's attractions.</p> <p>The Västerö hiking trail is maintained for the more active visitors (rather challenging terrain). The trail is suitable for independent hikers as well as for the tourism enterprises' customers. The theme of the Västerö trail is the war history related to the weapons ship Equity and the area's rich smuggling history.</p> <p>The Öjen and Granö nature trails are treated as part of the world heritage site's tourist and recreational service supply.</p>
<p><b>4. The world heritage site's customer groups have been identified and their wishes and needs are known. The customers' needs and the changes in the visitor structure are observed in the planning, management and use of the tourist services.</b></p> <p>The services suit their users. They strengthen the customers' wellbeing and the enterprises' operational preconditions. The customers and the enterprises are consulted in the planning.</p>	<p>Carrying out continuous customer monitoring. The feedback received from the enterprises and from the visitors is regularly dealt with and the feedback is communicated to the partners. Improving the tourist service facilities and developing the activities on the basis of the feedback received.</p>
<p><b>5. The local communities participate in the management, use, production and planning of the tourist and recreational services.</b></p> <p>The interaction with the local communities is active. The tourist services are accepted and supported by the local communities. In the Kvarken Archipelago, the villages, museums, hiking trails, enterprises and service points function as interactive meeting and event venues for the local population and the visitors.</p>	<p>Focusing the planning and development of tourist services on the work carried out by the State, the municipalities, the village associations, the landowners, the entrepreneurs, the cooperatives, the communities and the residents.</p> <p>Offering the local communities opportunities to influence and participate in the planning, management and use of the attractions.</p> <p>Basing the service culture on genuine hospitality, a warm welcome and local ownership.</p> <p>Taking the necessary visitor management measures by means of communication and interest group work, if there are any problems in the socio-cultural sustainability of tourism.</p> <p>Organising the world heritage site events together with the local communities and the local history societies.</p> <p>Examining the world heritage site's attractions as an entity with the other service supply in the villages.</p>
<p><b>6. In the Kvarken Archipelago, tourism and recreation are sustainable, and that can be verified.</b></p> <p>The tourism activities within the world heritage site are economically profitable, socio-culturally fair and environmentally friendly. Sustainability is monitored with the help of a uniform method.</p>	<p>Laying the focus on diversifying the tourism enterprise activities, improving the entrepreneurs' skills and forming functional service chains in order to enhance the economic profitability of tourism.</p> <p>Communication of the principles of sustainable nature tourism by the tourism operators and interest groups. With the help of communication, the visitors and enterprises are directed towards complying with the principles of sustainable nature tourism within the world heritage site.</p> <p>Implementing continuous tourism monitoring with the LAC method.</p>

**Table 10.** The development of the communication and visitor management concerning the Kvarken World Heritage Site.

The target and its description	Tools
<p><b>1. The functionality of the customer service and communication concerning the world heritage site is improved.</b></p> <p>Customer service and communication are carried out in genuine partnership. The service points, guides and electronic communication function as a uniform customer service network that complements each other.</p>	<p>In future, the production, maintenance and development of customer service and communication at Kvarken will be jointly carried out by Merenkurkun maailmanperintö ry, the world heritage site's municipalities and Metsähallitus.</p> <p>The world heritage site's customer service network is coordinated by Merenkurkun maailmanperintö ry. The action plan and the rules of Merenkurkun maailmanperintö ry are to be adjusted so that the association can function as the coordinator of Kvarken's customer service network. The network's operating plan and budget are approved by the executive team that is made up from the parties committed to the network.</p> <p>Kvarken's customer service network produces and distributes uniform world heritage material and uses joint communication channels and acts effectively at events and fairs together with other actors.</p>
<p><b>2. The customer service points' roles and division of tasks and labour are clear.</b></p> <p>The service points within the world heritage site complement each other.</p>	<p>Examining the concept of the House of the Sea as well as the actors committed to the house's maintenance and activities. Investigating what kind of customer services, as well as business and village activities, suit the purpose of the house.</p> <p>Examining the concept for establishing the Kvarken research and information centre at Terranova, which will promote research and distribute research information.</p> <p>Designing the communication activities that are being planned for Svedjehamn in Björköby as part of Kvarken's customer service and communication network. Observing Vaasa Tourist Information, Söderfjärden Meteorita and the service point in Molpe in the planning of the customer service network's activities.</p> <p>The aim: the guidance and communication on the world heritage site is smooth in every municipality within the world heritage site.</p>
<p><b>3. The awareness of the world heritage values and the Kvarken outdoor activities increases. The information on the world heritage values reaches the visitors, the residents and all interested parties. The service points, communication channels and information material form a user-friendly entity.</b></p> <p>The world heritage material is easily available and the material observes the needs of the different target groups. The target of communication is to gain as much visibility and to be as effective as possible within the world heritage site. Interactive applications utilising new technology are used in the planning and implementation of information material.</p>	<p>Focusing the personal customer service and guidance on visibility within the world heritage site according to the visitors' moves. That means focusing on the personal customer service in the most central attractions in summer.</p> <p>Increasingly transferring the focus from printed matter to electronic communication and social media in order to easily reach the world heritage site visitors, the residents and the regular customers. Planning and placing electronic information points within the world heritage site.</p> <p>Making the Kvarken.fi website into the joint communication channel for the world heritage site. Systematically linking the Kvarken.fi website to the most central domestic and international websites related to nature-based tourism and nature activities. Increasing the number of videos on the website.</p> <p>Linking the world heritage websites to each other in a functional way. Taking the outdated websites out of use and connecting their material to the operational websites.</p> <p>Developing and maintaining the Outdoors.fi web service as a channel of information about</p>

	<p>the outdoor activities in such a way that the division of labour in relation to the Kvarken.fi website is functional.</p> <p>Delivering information material to the most important service stations within the world heritage site and its neighbouring area.</p> <p>Strengthening the cooperation between the event organisers and local communities in order to make the world heritage visible in their activities.</p> <p>Ensuring the internationality of the communication material and producing some material in different languages.</p>
<p><b>4. The accessibility of the world heritage site improves.</b></p> <p>It is easy (as regards information and travel connections) for the visitors to find their own route to the world heritage site.</p>	<p>The most important entry routes and attractions within the world heritage site and its neighbouring area: maintenance of uniform signposting along the roadsides and in the terrain.</p> <p>Increasing the number of practical private transport services to the most important archipelago's attractions.</p> <p>Adding the central data on the outer archipelago's excursion harbours to the boating maps.</p> <p>Investigating whether it is possible to point to the Kvarken Archipelago World Heritage Site in the maps used by car navigators.</p>
<p><b>5. Customer service and communication guide the visitors' behaviour within the world heritage site.</b></p> <p>Communication assists in guiding the visitors within the site, preventing conflicts and ensuring the sustainability of tourism. The visitors know the rules for the use of the areas.</p>	<p>Providing information on litter-free hiking and intensifying the cooperation with the Keep the Archipelago Tidy Association.</p> <p>Improving and maintaining the signposting along the roadsides and in the terrain that guide the arriving and departing world heritage site visitors.</p> <p>Communicating the principles of sustainable nature tourism and strengthening the implementation of the principles.</p> <p>Communicating the world heritage site's natural and cultural values at the service points, in the electronic means of communication, on signposts in the terrain and with the help of the guides so that the visitors become aware of the rules for the use of the areas and the natural and cultural values that are to be retained.</p>

**Table 11.** The enhancement of the marketing and product development for tourism within the Kvarken World Heritage Site.

The target and its description	Tools
<p><b>1. The significance of the world heritage as an attraction increases.</b></p> <p>The Kvarken Archipelago's landscape, biodiversity and living archipelago culture are the most important attractions of the nature-based tourism in the Vaasa region. The world heritage is a central part of Kvarken's local identity that people are proud of.</p>	<p>Focusing the marketing for the world heritage site on communicating information on Kvarken's landscape, biodiversity and living archipelago culture by means of partner communication.</p> <p>The communication, marketing and product development will help to keep the world heritage values and the attractions inviting.</p> <p>Organising a world heritage orientation to Kvarken's customer service network and tourism operators. The aim is to enable the actors to utilise the world heritage values in their own activities.</p> <p>Inspiring the tourism enterprises and the local communities to communicate the world heritage values by means of active participation, provision of information and cooperation.</p> <p>Ensuring the high quality and accuracy of the communication together with the cooperating parties.</p> <p>Producing the communication content with them.</p>
<p><b>2. The visibility of the Kvarken Archipelago World Heritage Site improves.</b></p> <p>The Kvarken Archipelago World Heritage Site is known as a nature tourism destination locally, nationally and internationally.</p>	<p>Ensuring the world heritage site's visibility at the local, national and international levels. At the national level, Kvarken's visibility is to be strengthened as part of the network of Finnish world heritage sites. At the international level, the connection to the High Coast will bring increased attraction. The cooperation with both the Finnish and Nordic world heritage sites is to be ensured.</p> <p>Increasing the cooperation with the media in order to improve visibility.</p> <p>Choosing suitable communication channels in order to reach the different target groups.</p> <p>Increasing the use and visibility of the Kvarken logo.</p> <p>Placing the Kvarken Archipelago among the most important tourism focus areas on the Outdoors.fi web service.</p>
<p><b>3. The tourist services are of high quality.</b></p> <p>The focus in the production and development of tourist services is on improving and monitoring quality.</p>	<p>The product development for tourism will improve the visibility of the world heritage values and the respect for the locality. Quality assurance and customer-oriented product development will guarantee the high quality of the tourist services and the safe nature and cultural experiences.</p> <p>Supporting the development of tourism enterprise activities by offering information and providing financial support to the development measures in order improve the enterprises' financial profitability.</p> <p>Customer satisfaction is to be continuously monitored and the feedback received is to be observed in the planning and development of the services.</p> <p>Offering the tourism enterprises coaching and training on quality assurance and the safety matters related to tourism.</p> <p>Strengthening the entrepreneurs' tourism skills.</p> <p>Renovating and productising the existing tourist and recreational service facilities.</p> <p>Supporting the tourism business that complies with the principles of sustainable nature tourism.</p> <p>Utilising the quality assurance system and certificates within the world heritage site.</p>

<p><b>4. The product development for tourism is customer-oriented.</b> The customers' wishes and needs are known. Product development (the existing and new products for the selected target groups) is based on customer feedback.</p>	<p>Implementing market surveys at regular intervals. Offering services that are suitable for the world heritage site and developing new services for appropriate target groups. Ensuring the availability of services for the international customers. Following and responding to the tourism trends and the changes taking place in them.</p>
<p><b>5. The roles and tasks of the actors responsible for tourism marketing and product development become clear and established.</b> The roles, responsibilities and tasks dealing with tourism marketing and product development have been modelled.</p>	<p>Modelling the tasks and responsibilities, and organising dealing with the joint marketing activities and product development for tourism within the world heritage site. Ensuring the continuity of marketing and product development with the help of permanent funding and organisation. Strengthening the cooperation and networking between the tourism enterprises and operators. Encouraging the enterprises' participation in joint marketing for the world heritage site.</p>
<p><b>6. The benefits of tourism for the local economy grow.</b> It is easy for the customers to find, collect, buy and carry out a suitable Kvarken product entity.</p>	<p>Increasing the number of private transport services by road and sea to the most important attractions. Enhancing the quality, amount and accessibility of the accommodation services within the world heritage site. Creating functional service chains and diversifying the service supply by intensifying the cooperation between the tourism enterprises and operators. Creating regular nature tourism activities and improving the reliability of service implementation so that it is less dependent on the weather conditions. Selecting distribution and sales channels through which it is easy for the customers to acquire a Kvarken product entity that contains guided activities, meals and accommodation.</p>



## 8 Action Plan

The development needs for tourism within the Kvarken Archipelago World Heritage Site have been mapped out by the enterprise survey (Sarlin et al. 2010) and the workshops as well as with interest groups throughout the compilation of the strategy. Metsähallitus annually collects feedback from the entrepreneurs regarding the operations of Metsähallitus and the entrepreneurs themselves, and uses it in surveying the deficiencies and needs for improvement and development. The development measures the municipalities and tourism operators have proposed in other contexts have also been observed when drawing up the present action plan.

Many measures concern general development. So far, the measures for the development of nature-based tourism within the world heritage site have been founded on the project funding granted by the European Regional Development Fund (ERDF), the European Agricultural Fund for Rural Development (EAFRD) and the Botnia-Atlantica programme. Metsähallitus has annually applied for funding (EUR 300,000) from Parliament's supplementary budget for carrying out the coordination tasks concerning the regional management and development of the Kvarken World Heritage Site.

Some measures presented in the action plan are implemented as regular work and in the projects currently underway. The other measures are performed either as regular work or with the help of project funding that is separately applied for. The strategy's action plan calls for project funding from the European Structural Funds and the European Agricultural Fund for Rural Development (EAFRD), the Botnia-Atlantica programme and the relief work programme. In the near future, the focus on the development of tourism at Kvarken will be on launching the world heritage site's customer service and communication activities as a uniform network. A project for 2011-2012 is being planned for this purpose. After this project, the intention will be to establish the activities of Kvarken's customer service network. The project will be jointly implemented by Merenkurkun maailmanperintö ry, the world heritage site's municipalities and Metsähallitus.

Another central object for development is the improvement of the quality of Kvarken's tourist and recreational service facilities, as well as the renovation and productisation carried out according to the attractions' profiles. The municipalities, the local village societies and the associations, as well as the tourism operators, play an important role in all planning and development activities for tourism. The Tables below present the parties who bear the primary responsibility for the measures in question.

## 8.1 Tourist and Recreational Services

The Table below is a summary of the measures that deal with the development of the tourism and recreational services within the world heritage site.

**Table 12.** The development measures for the tourist and recreational services within the Kvarken World Heritage Site (over a period of three years).

Measure	Responsible party	Schedule	Financing
<ul style="list-style-type: none"> <li>The Svedjehamn area: building a jetty in the vicinity of the Långgrund rest spot and guiding the nature trail to the jetty, renovating the Långgrund rest spot, strengthening the trail (duckboards and gravelling), continuing the trail that is accessible to all.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2011–2013</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding</li> </ul>
<ul style="list-style-type: none"> <li>The plan for the construction of the service and information house (de Geer house).</li> </ul>	<ul style="list-style-type: none"> <li>Björkö skifteslag (village association)</li> </ul>	<ul style="list-style-type: none"> <li>2011–2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding, (Svedjehamn – i kärnan av världsarvet)</li> </ul>
<ul style="list-style-type: none"> <li>Renovating the guardhouse in the Sommarö fortress area and the campfire site on the shore.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2011–2015</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> <li>Renovation of the guardhouse EUR 15,000</li> <li>Renovation of the campfire site EUR 6,000</li> </ul>
<ul style="list-style-type: none"> <li>Renovating the Mickelsörarna Nature Station and compiling a small exhibition.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> <li>Renovation of the station building EUR 70,000</li> </ul>
<ul style="list-style-type: none"> <li>Renovation and maintenance of the Molpehällorna and Rönnskär Nature Stations.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> <li>Molpehällorna EUR 40,000</li> <li>Rönnskär EUR 20,000</li> </ul>
<ul style="list-style-type: none"> <li>Maintenance of the Valsörarna lighthouse keeper's building and producing the content of the small exhibition. Rebuilding the duckboards.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2012–</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> </ul>
<ul style="list-style-type: none"> <li>Drawing up the trail difficulty classification for the Bodvattnet runt nature trail, the Sommarö nature trail and the Västerö hiking trail.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2012–2013</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> </ul>
<ul style="list-style-type: none"> <li>The implementation and monitoring of the evaluation method for sustainability (LAC).</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>Continuous visitor monitoring</li> <li>Visitor survey 2015</li> <li>Censuses of archipelago birds 2012</li> </ul>	<ul style="list-style-type: none"> <li>Visitor count with basic funding</li> <li>Visitor survey EUR 9,000 (project funding)</li> <li>Censuses of birdlife (project funding)</li> </ul>
<ul style="list-style-type: none"> <li>Strengthening the activities of the nature, environmental and world heritage camp schools.</li> </ul>	<ul style="list-style-type: none"> <li>Natur och Miljö (Finnish Society for Nature and Environment), the municipalities</li> </ul>	<ul style="list-style-type: none"> <li>2011–</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding</li> </ul>

## 8.2 Communication and Visitor Management

The Table below is a summary of the measures that deal with the development of communication and visitor management concerning the world heritage site.

**Table 13.** The development measures for the communication and visitor management concerning the Kvarken World Heritage Site (over a period of three years).

Measure	Responsible party	Schedule	Financing
<ul style="list-style-type: none"> <li>Organising Kvarken's customer service as a network, producing and distributing information material, arranging the annual World Heritage Days.</li> </ul>	<ul style="list-style-type: none"> <li>Merenkurkun maailmanperintöry, the municipalities, Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2011–2013</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding</li> </ul>
<ul style="list-style-type: none"> <li>Orientating Kvarken's customer service network into the world heritage and compiling the orientation portfolio.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2011-, training once a year</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding</li> </ul>
<ul style="list-style-type: none"> <li>Launching the customer monitoring method at Kvarken's customer service points.</li> </ul>	<ul style="list-style-type: none"> <li>Merenkurkun maailmanperintöry, Metsähallitus (responsibility for steering)</li> </ul>	<ul style="list-style-type: none"> <li>2011–2012</li> </ul>	<ul style="list-style-type: none"> <li>Project and basic funding</li> </ul>
<ul style="list-style-type: none"> <li>The plan for the concept, actors and their tasks and the implementation schedule concerning the House of the Sea</li> </ul>	<ul style="list-style-type: none"> <li>Merenkurkun maailmanperintöry</li> </ul>	<ul style="list-style-type: none"> <li>2012</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding</li> </ul>
<ul style="list-style-type: none"> <li>The planning of the surroundings of the House of the Sea</li> </ul>	<ul style="list-style-type: none"> <li>Kiinteistö Oy Merten Talo</li> </ul>	<ul style="list-style-type: none"> <li>2011–2013</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding</li> </ul>
<ul style="list-style-type: none"> <li>Investigating the establishment of the Kvarken information centre at Terranova</li> </ul>	<ul style="list-style-type: none"> <li>City of Vaasa</li> </ul>	<ul style="list-style-type: none"> <li>2011</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> </ul>
<ul style="list-style-type: none"> <li>Developing the Kvarken.fi website as the joint communication channel for the world heritage site</li> </ul>	<ul style="list-style-type: none"> <li>Merenkurkun maailmanperintöry and Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2012–</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> </ul>
<ul style="list-style-type: none"> <li>Publishing presentations of birdwatching attractions on Kvarken.fi</li> </ul>	<ul style="list-style-type: none"> <li>Lévon Institute</li> </ul>	<ul style="list-style-type: none"> <li>2011</li> </ul>	<ul style="list-style-type: none"> <li>Project funding (Birds and tourism in Kvarken)</li> </ul>
<ul style="list-style-type: none"> <li>Maintaining and developing the Outdoors.fi web service</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2011–2013</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding</li> </ul>
<ul style="list-style-type: none"> <li>Drawing up new information boards and product cards: <ul style="list-style-type: none"> <li>– Bodvattnet runt and the observation tower</li> <li>– Mickelsörarna</li> <li>– Sommarö</li> <li>– - Valsörarna</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2011–2013</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> </ul>
<ul style="list-style-type: none"> <li>Marking the ancient relics along the nature trails</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2011</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding</li> </ul>
<ul style="list-style-type: none"> <li>Planning the traffic arrangements and implementing signposting in Svedjehamn</li> </ul>	<ul style="list-style-type: none"> <li>Björkö skifteslag (village association)</li> </ul>	<ul style="list-style-type: none"> <li>2011–2012</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding (Svedjehamn – i kärnan av världsarvet)</li> </ul>
<ul style="list-style-type: none"> <li>Making the events more visible and inviting</li> </ul>	<ul style="list-style-type: none"> <li>Event organisers, Merenkurkun maailmanperintöry</li> </ul>	<ul style="list-style-type: none"> <li>2011–</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding and the budgets for the events</li> </ul>
<ul style="list-style-type: none"> <li>Producing an electronic newsletter for the tourism enterprises and the interest groups</li> </ul>	<ul style="list-style-type: none"> <li>The Kvarken Archipelago World Heritage Steering Committee and its subsidiary working groups (contents), Metsähallitus (implementation)</li> </ul>	<ul style="list-style-type: none"> <li>2011</li> <li>issued twice a year</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding</li> </ul>

## 8.3 Marketing for and Product Development of Tourism

The Table below is a summary of the measures that deal with the enhancement of the marketing for and product development of tourism within the world heritage site.

**Table 14.** The enhancement measures that deal with the marketing for and product development of tourism within the Kvarken World Heritage Site (over a period of three years).

Measure	Responsible party	Schedule	Financing
<ul style="list-style-type: none"> <li>Increased cooperation with the media: articles, trips on which the site is presented and visited.</li> </ul>	<ul style="list-style-type: none"> <li>Botnia Tourist, Merenkurun maailmanperintö ry</li> </ul>	<ul style="list-style-type: none"> <li>Continuous</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding</li> </ul>
<ul style="list-style-type: none"> <li>Modelling the joint marketing activities for the world heritage site.</li> </ul>	<ul style="list-style-type: none"> <li>Botnia Tourist</li> </ul>	<ul style="list-style-type: none"> <li>2011</li> </ul>	<ul style="list-style-type: none"> <li>Project funding (Land of the Rising Stones II)</li> </ul>
<ul style="list-style-type: none"> <li>Coordination of and marketing for the summer activities and events within the world heritage site.</li> </ul>	<ul style="list-style-type: none"> <li>Botnia Tourist (coordination), enterprises (implementation)</li> </ul>	<ul style="list-style-type: none"> <li>2011</li> </ul>	<ul style="list-style-type: none"> <li>Basic / project funding (Land of the Rising Stones II)</li> </ul>
<ul style="list-style-type: none"> <li>Improved accessibility to tourist products, quality assurance for the enterprises (training) and marketing.</li> </ul>	<ul style="list-style-type: none"> <li>City of Umeå</li> </ul>	<ul style="list-style-type: none"> <li>Until 09/2011</li> </ul>	<ul style="list-style-type: none"> <li>Project funding (Visit Kvarken)</li> </ul>
<ul style="list-style-type: none"> <li>Increasing and strengthening the use of the Kvarken World Heritage Site logo.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus, the enterprises and the interest groups (on the basis of the agreement)</li> </ul>	<ul style="list-style-type: none"> <li>Continuous</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding</li> </ul>
<ul style="list-style-type: none"> <li>Orientating the tourism enterprises and the tourist guides into the world heritage, renewal of the certification of the current Kvarken World Heritage guides.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> </ul>
<ul style="list-style-type: none"> <li>Advising the enterprises of the opportunities for obtaining development support and in funding the development.</li> </ul>	<ul style="list-style-type: none"> <li>Vaasa Region Development Company VASEK</li> </ul>	<ul style="list-style-type: none"> <li>2011–2013</li> </ul>	<ul style="list-style-type: none"> <li>The Regional Cohesive and Competitiveness Programme COCO</li> </ul>
<ul style="list-style-type: none"> <li>Determining the spearhead products for the Vaasa region in 2015.</li> </ul>	<ul style="list-style-type: none"> <li>The City of Vaasa's executive group responsible for tourism</li> </ul>	<ul style="list-style-type: none"> <li>Continuous</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding / project</li> </ul>
<ul style="list-style-type: none"> <li>Developing the pedagogical product concept (camp school and history) at the Molpehällorna and Rönnskär Nature Stations.</li> </ul>	<ul style="list-style-type: none"> <li>Korsnäs, Malax</li> </ul>	<ul style="list-style-type: none"> <li>2011–2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding (Life as Pilots / Lighthouse Guards at Moikipää Lighthouse)</li> </ul>
<ul style="list-style-type: none"> <li>Looking into the possibilities of arranging a Vaasa-Björköby-Vaasa coach connection in the summer.</li> </ul>	<ul style="list-style-type: none"> <li>Pro Björköby</li> </ul>	<ul style="list-style-type: none"> <li>2011</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding</li> </ul>
<ul style="list-style-type: none"> <li>Establishing the use of the electronic reservation and sales channel.</li> </ul>	<ul style="list-style-type: none"> <li>Botnia Tourist</li> </ul>	<ul style="list-style-type: none"> <li>Continuous</li> </ul>	<ul style="list-style-type: none"> <li>Basic funding</li> </ul>
<ul style="list-style-type: none"> <li>Improving the preconditions for fishing tourism in Ostrobothnia and maintaining the fishing tourism portal.</li> </ul>	<ul style="list-style-type: none"> <li>Ostrobothnian Fisheries Association (Österbottens fiskarförbund)</li> </ul>	<ul style="list-style-type: none"> <li>Continuous maintenance of the portal</li> <li>Project until 09/2011</li> </ul>	<ul style="list-style-type: none"> <li>Basic and project funding (Kvarken Fishing)</li> </ul>
<ul style="list-style-type: none"> <li>Developing the summer activities for the international market.</li> </ul>	<ul style="list-style-type: none"> <li>Vaasa University of Applied Sciences (VAMK)</li> </ul>	<ul style="list-style-type: none"> <li>2011–2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding (Outdoors Finland – Discover Pohjanmaa 2)</li> </ul>
<ul style="list-style-type: none"> <li>Designing and implementing the Kvarken World Heritage souvenir series.</li> </ul>	<ul style="list-style-type: none"> <li>Österbottens hantverk rf</li> </ul>	<ul style="list-style-type: none"> <li>2011–2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding (Nytt land ur hav - Nya produkter från Kvarken)</li> </ul>
<ul style="list-style-type: none"> <li>Developing guided tours at the Björkö Local Museum and connecting the museum's activities to function as part of the Björköby tourism supply.</li> </ul>	<ul style="list-style-type: none"> <li>Björköby fornminnesförening rf</li> </ul>	<ul style="list-style-type: none"> <li>2011–2012</li> </ul>	<ul style="list-style-type: none"> <li>Project funding (Ett samhälle i förändring)</li> </ul>
<ul style="list-style-type: none"> <li>Surveying, refurbishing, compiling and productising the stories and cultural heritage of the central attractions.</li> </ul>	<ul style="list-style-type: none"> <li>Metsähallitus</li> </ul>	<ul style="list-style-type: none"> <li>2013–</li> </ul>	<ul style="list-style-type: none"> <li>Project funding</li> </ul>

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APPENDIX 2.

**World Heritage Steering Committee's Marketing Working Group 1  
Jan. 2011**

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Kenth Nedergård (Secretary), Botnia Tourist  
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Anita Storm, Kvarken Council  
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Jan Gäddnäs, Gaia Events – wilderness guide & tourism entrepreneur, Vaasa  
Jussi Mendelin, entrepreneur, Varppi inn, Maxmo  
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Karin Dahlström, Replot-Björkö Turism rf  
Maria Hällund, Replot Islands Local History Society



## Set of Indicators for Monitoring the Sustainability of Tourism within the Kvarken Archipelago World Heritage Site

GENERAL PRINCIPLE and more specific objectives	INDICATOR	METHOD OF MEASUREMENT	PRESENT VALUE	TARGET VALUE IN 2015	LIMIT	TOOLS FOR GUIDING THE MANAGEMENT OF THE AREAS, THE TOOLS FOR VISITOR MANAGEMENT
<b>1. The environment is subjected to as little pressure as possible:</b> the wear on the terrain is within acceptable limits, marked trails and maintained structures are used when present, environmentally friendly hiking is common, firewood is used sparingly.	How much the wear on the terrain has disturbed the visitors	Visitor survey	4.51 (2009) on a scale of 1-5, where 1 = has disturbed very much and 5 = has disturbed very little	4.6	At least 4	Planning and strengthening the trails and structures, visitor management
	How much litter in the terrain has disturbed the visitors	Visitor survey	4.42 (2009) on a scale of 1-5, where 1 = has disturbed very much and 5 = has disturbed very little	4.6	At least 4	Planning and strengthening the trails and structures, visitor management
<b>2. Local culture and traditions are appreciated:</b> the operations of Metsähallitus and the partnership enterprises are locally acceptable.	Number of cooperation agreements made with the tourism enterprises	Monitoring the park area	23 (2010)	27	at least 20	
	Number of enterprises and communities using the Kvarken World Heritage logo	Monitoring the park area	35 (2010)	45	At least 35	

GENERAL PRINCIPLE and more specific objectives	INDICATOR	METHOD OF MEASUREMENT	PRESENT VALUE	TARGET VALUE IN 2015	LIMIT	TOOLS FOR GUIDING THE MANAGEMENT OF THE AREAS, THE TOOLS FOR VISITOR MANAGEMENT
<b>3. Customers' appreciation and knowledge of nature and culture increase:</b> customers know the special characteristics of the local culture, they are interested in nature and the cultural history of the site, they ask questions and acquire additional information, nature is an important motive for travelling.	How important the experiences in nature are for the visitors	Visitor survey	For 96% of the visitors, the experiences in nature are either quite important or extremely important (2009)	96%	Present state	
	How important learning about the cultural heritage is for the visitors	Visitor survey	For 65% of the visitors, learning about the cultural heritage is either quite important or extremely important (2009)	75%	Present state	
<b>4. Improved recreational facilities are provided for visitors:</b> maintaining a high-quality and welcoming recreational environment, taking other customers into account.	The national visitor satisfaction index	Visitor survey	3.99 (2009) on a scale of 1-5, where 1 = extremely dissatisfied and 5 = extremely satisfied	4.10	At least 3.9	
	How much the excessive visitor volume has disturbed the visitors	Visitor survey	4.60 (2009) on a scale of 1-5, where 1 = has disturbed very much and 5 = has disturbed very little	4.6	At least 4	
	How much the other visitors' behaviour has disturbed the visitors	Visitor survey	4.62 (2009) on a scale of 1-5, where 1 = has disturbed very much and 5 = has disturbed very little	4.6	At least 4.2	

<b>GENERAL PRINCIPLE</b> and more specific objectives	<b>INDICATOR</b>	<b>METHOD OF MEASUREMENT</b>	<b>PRESENT VALUE</b>	<b>TARGET VALUE IN 2015</b>	<b>LIMIT</b>	<b>TOOLS FOR GUIDING THE MANAGEMENT OF THE AREAS, THE TOOLS FOR VISITOR MANAGEMENT</b>
	Customers' evaluation of service quality	Visitor survey: the average value of the (nationally comparative) services can be found in the visitor satisfaction report	3.63 (2009) on a scale of 1-5, where 1 = extremely dissatisfied and 5 = extremely satisfied	4	At least 3.6	
<b>5. Customers' mental and physical well-being is strengthened:</b> visitors feel they are relaxed and revived in nature, visitors gain personal experiences and inspiration in nature, the safety of the service structures is guaranteed.	How important relaxation is for the visitors	Visitor survey	For 90% of the visitors, relaxation is either quite or extremely important (2009)	Present value	At least the present value	
<b>6. Local economies and employment are promoted:</b> tourism promotes the local economy.	The sum of money spent by the visitors in the local economy	Visitor survey, visitor count and the model for evaluating the effects on the local economy	MEUR 4.9 and 57 person-years (2010)	Annual growth: 5%	At least MEUR 4.9 and 57 person-years	
<b>7. Communication and marketing are high in quality and responsible.</b>	To what extent the natural environment, outdoor activities and trails and structures within the site meet the visitors' expectations	Visitor survey: the average value of the expectations can be found in the visitor satisfaction report	4.03 (2009) on a scale of 1-5, where 1 = extremely badly and 5 = extremely well	4.2	At least 4	

GENERAL PRINCIPLE and more specific objectives	INDICATOR	METHOD OF MEASUREMENT	PRESENT VALUE	TARGET VALUE IN 2015	LIMIT	TOOLS FOR GUIDING THE MANAGEMENT OF THE AREAS, THE TOOLS FOR VISITOR MANAGEMENT
<b>8. Activities are planned and implemented cooperatively:</b> the cooperation between Metsähallitus and tourism enterprises is easy and interactive, customer feedback is collected and processed, interest group cooperation is good and regular.	The entrepreneurs' assessment of the operations of Metsähallitus (Natural Heritage Services) (1-5).	Enterprise feedback	3.71 (2009) on a scale of 1-5, where 1 = extremely bad and 5 = extremely good	3.8	At least 3.6	
<b>9. Natural values are preserved and the activities promote nature conservation:</b> tourism and recreational use do not endanger threatened or rare species. Nature tourism promotes, or at least does not deteriorate, landscape values.	Monitoring the archipelago birdlife? (world heritage indicator 7)	Will be decided later				It is estimated whether tourism has been a factor affecting the fluctuation. Communication, visitor management and influencing the behaviour with the help of interest group cooperation.

## **Matters to be observed when updating the strategy**

- It is advisable to sharpen the visitor management methods. A clearer profiling of the future of the world heritage site's attractions along with the development of tourism. Ensuring that the profiling of the attractions is compatible with the marketing plan for the Kvarken Archipelago World Heritage Site.
- It is advisable to strengthen the involvement of the tourism enterprises and tourism development organisations in planning.
- Specifying the titles of the goal setting and the action plan.
- The needs of the world heritage site are observed in the development of the indicators defined for monitoring the sustainability of tourism.

## APPENDIX 5.

### **Tourism enterprises operating within the world heritage site and its neighbouring area**

Source: Botnia Tourist Association.

Kvarkenturer	Kalles Inn Ab
Kb Berny Ky	Finngrundet
Vaasan Saaristopalvelu Oy - Vasa Skärgårdsservice Ab	Villa Bullerås
Neptune Service	Cafe Salteriet
Qvarken Boat Charter	Hannaca
Kaartos båt- och skotertransport	Restaurang Mölle Oy Ab
Stefan Rönn	Blue Adventure Ky
Ulf Rönnblad	Lenie's Cafe & Bar
Peter Björkqvist	Åminne Summer Restaurant
Rolf-Erik West	Saaristoretket – Skärgårdsturer (Archipelago Tours)
Boda Fisk och Frakt	Gaia Events
Postyacht	Oy AWAY Tourism Ab
Classic Cruises	Tatu Nevala
Kompassiruusu – Kompassros (Compass Rose)	Ab Outback Oy
De Geer Cruises	Kvarken Relax
Oy Björkö Wårdshus Ab	Tmi Viervi
Hannelen mökit – Hanneles stugors	Education & Outdoor Service
Ab Björkö Camping Oy	Mona Enell-Nilsson
Torpet Stugor (Torpet cottages)	Hans Hästbacka
Solbacken/Aurinkomäki	Olof Jern
Villa Hansus	Jukka Paakkunainen
Villa Vargvik	Solveig Pått
Villa Vistan	Nina Westman-Enroth
Villa Lipkin	Vippipooki
Odd Inn Öb	Elisabeth Backman
Oy Varppi Ab	Leisure Path
Klemetsgårdarnas stugförmedling	Botnia Events
Åminne stugby camping site	Pesca Mare
Aijas stugor (cabins)	Fishing Guide M. Laine
Västerstrand Cabin Camping	Panike Fishing Tours
Westbay Inn	Kvarken Safaris
Hotel Vallonia Garden	
Kvarken restaurant Öb	
Oy Jebe Tourism Ab	
Ab Cafe Arken Oy	

# Newest Nature Protection Publication of Metsähallitus

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