Communities as a part of sustainable rural tourism

- success factor or inevitable burden?

10th – 11th September 2013 in Kotka, Finland

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

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

The target groups

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

Place

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

Registration

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

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

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

For further information please see www.seprat.net/seminar2013
Programme

Monday 9th of Sep 2013

15.00 – 17.30 Registration in Sokos Hotel Seurahuone
(address: Keskuskatu 21, 48100 Kotka tel. 010 78 21000)

18.00 – 19.00 City reception at City hall of Kotka (address: Kustaankatu 2,Kotka).
Enterance with the conference badge

Tuesday 10th of Sep 2013

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

8.00 – 10.00 Registration continues and coffee

10.00 – 10.05 Welcome to Kotka
Mrs. Terhi Lindholm, Development Director, City of Kotka

10.05 - 10.30 Introduction to the topic
Ms. Nina Vesterinen, Ministry of Employment and the Economy, Finland

10.30 –11.00 Keynote speaker: The role of the communities in rural tourism and rural development
Professor Jarkko Saarinen, University of Oulu, Finland

11.00 – 12.00 Case Study: PanParks – communities supporting national park development
Ms. Diana Condrea, Tourism officer, PanParks, Hungary

12.00 – 13.00 LUNCH

13.00 – 15.00 Parallel sessions based on the call for papers

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

Local Community Involvement in tourism in Yenice county, Karabuk
Nuray Turker, Karabuk University, Turkey, Sevgi Ozturk, Kastamonu University, Turkey and Faruk Alaeddinoglu, Yuzuncu Yil University, Turkey
Local residents’ perception of World Heritage designation and tourism in the World Heritage High Coast/Kvarken Archipelago
Kristina Svels, Åbo Academi, Finland

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

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

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

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

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

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

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

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

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

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

Involving local communities in tourism – Onggi Rivers Movement, Mongolia; B. Gantulga, Onggi Rivers Movement, Mongolia
Involving communities in rural tourism: A “win-win-win papakonstantinidis model” methodological approach
Leoniais Papaconstantinidis, School of Management and Economics, Technological Educational Institute of Kalamata, Greece

15.00 – 15.30 COFFEE

15.30 – 16.00 Tourism in rural villages – national co-operation in Finland
Ms. Tiina Perämäki, project manager, Lomalaidun ry., Finland

16.00 – 16.30 Rural tourism as a possible part of a strategy of communities development in Russia
Licentiate in Geography Inna Kopoteva, project manager, University of Helsinki, Ruralia Institute, Finland

16.30 – 17.00 Closing of the first day
Chair of the day, rapporteur Dr. Roger Evans, Evanter OÜ, Estonian University of Life Sciences, Estonia

18.30 – 22.00 Conference dinner
Hamina, Bastion (http://www.haminabastioni.fi/en). Bus transportation to the Bastion leaves from the hotel Sokos Seurahuone at 18.30

Wednesday 11th of Sep 2013

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

09.30 – 11.00 Parallel Sessions, IV, V and VI

Session IV: Contribution of community-based tourism to rural development continues
Local community in rural tourism development: case of the republic of Karelia
Svetlana Stepanova, Institute of Economics Karelian Research Centre, Russia

Tourism as a tool of rural development: case of Abali Village, Turkey, Faruk Alaeddinoglu, Yuzuncu Yil University, Nuray Turker, Karabuk University, Sevgi Ozturk, Kastamonu University and Ali Selcuk Can, Ministry of Culture and Tourism, Turkey
Ecotourism as a way of development for the local communities?

*Jenni Mölkänen, University of Helsinki, Finland*

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

Fishing Tourism in the Gulf of Finland,

*Erik Herlevi, Augur Fishing Services Ltd, Finland*

Fishing-tourism and Ichthyo-tourism: new borderlines of the fishing and sustainable tourism

*Gianna Saba, PESCATOUR National Association for the promotion and development of fishing and fishtourism, Italy*

Fishery and Tourism = Fishing Tourism at Lake Võrtsjärv, Estonia

*Jaanika Kaljuvee, Lake Võrtsjärv Fisheries Development Agency, Estonia*

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

Towards socio-cultural village tourism. The case of CULTrips project in five European countries

*Antero Lehikoinen, Joensuu Region Leader association*

Mittskåne on the map

*project manager Pernilla Colhag and manager Katarina Borgstrand, LAG MittSkåne*

Estonian Lahemaa area cooperation

*project manager Eha Paas, entrepreneur Sirje Kuusik, KEEL association*

**11.00 – 12.00**  
Keynote speaker: It is not tourism until it is sold: commercialising community based tourism  
*Professor Harold Goodwin, ICRETH, Leeds Metropolitan University, United Kingdom*

**12.00 – 12.30**  
Case Study: We have a waterfall...but how do you turn that into community based Ecotourism?  
*Dr. Kathy Velander, director Centre for Ecotourism and Wildlife Management, Edinburgh Napier University, Scotland*

**12.30 – 13.30**  
LUNCH

**13.30 – 14.30**  
Parallel Sessions, VII, VIII and IX
Session VII: Practical tools for community based tourism development

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

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

Session VIII: Community-based tourism development through identity building

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

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

Session IX: Rural communities and the impact of local attitudes

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

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

14.30 – 15.15 Funding opportunities for tourism under the EAFRD in the new EU programming period 2014-2020

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

15.15 – 15.30 Conclusions and closing the conference

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

15.30 – 16.15 COFFEE IN VELLAMO
STUDY TOURS  (NOTE: Might be subject for changes!)

ESTONIA 11th-14th of Sep 2013

Wednesday 11th of September 2013

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

Thursday, 12th of September 2013

08.00 – 10.30 Tallinn – Viljandi – Lake Vortsjarve Centre
10.30 – 12.00 Lake Vortsjarve Centre - Introduction to the EDEN area with fish snacks from local fishermen, creativity workshop
12.00 – 12.30 Travel to newly renovated Lake Museum
12.30 – 14.30 1 hour Kaleboat trip on Võrtsjärv+ 1 hour in museum
15.00 – 16.00 Lunch in Vehendi motel

Travel to Setomaa South-East Estonia

17.30 – 18.30 Welcome in Obinitsa museum and tea with local food, introduction to area and museum, visiting traditional house of prayer
18.30 – 19.30 Xylotypography workshop in Seto atelier-gallery, meeting with hosts
19.30 – 20.00 Travel to holiday home Piusa Ürgoru
20.00 – 21.30 Dinner, concert of Seto Polyphonic singing (UNESCO World Heritage) and folkdancing

Friday, 13th of September 2013

08.00 – 9.00 Breakfast
09.00 – 9.45 Russian boarder and travel to soapmaking farm in Kolossova village
09.45 - 10.30 Soapmaking farm and Godhill story

Travel to Maidla, North-East Estonia.
Around 12.30 on the way lunch at Alatskivi Castle and story of the castle
14.30 – 17.00 Safari in Aidu oil shale mining area and visiting oil shale underground museum
17.00 – 18.00 Meeting with local municipality leader and video of the future of Maidla Watersports centre with boat-race channel and pyramids.
Dinner in Maidla vinecellar, Accommodation in Maidla

Saturday, 14th of September 2013

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

Fee for the study tour is 100 € including transportation, accommodation and meals as well as the program during the tour. Accommodation during the study tour in the double rooms. Group size maximum 20 people in the order of registration, so book your place soon!
RUSSIA 11th -14th of September 2013

Wednesday, 11th of September
16.00 Departure from Kotka Vellamo
16.15 Departure from Sokos Hotel Seurahuone
~ 19.00-19.30 Dinner in Kesälahti, Restaurant Pivanka
~ 20.00 Crossing the Finnish-Russian border in Niirala, Tohmajärvi
~ 23.30 Arrival to the Ruskeala village, accommodation, dinner (Moscow time plus one hour!)

Thursday, 12th of September
08.30 Breakfast
09.00 Local excursion (Finnish and Soviet history of the place), Ruskeala canyon excursion (geology)
Former Finnish territory, only 30 km from the border
11.00 Departure from Ruskeala
14.00 Arrival to Kinerma village (typical Karelian village), lunch
14.45 Village excursion
15.45 Workshop “Ritual doll”
17.00 Departure from Kinerma
19.30 Arrival to the guest house Karju Kala, Nurmoila village (photos)
20.00 Dinner and Sauna

Friday, 13th of September
09.00 Breakfast
10.00 Sport activities
12.30 Lunch
13.30 Departure from Nurmoila
15.00 Arrival to guest houses “Three elements” (tree stihii), Uuksu village, short excursion, coffee. There is small handicraft shop, where some souvenirs could be found.
16.30 Departure from Uuksu
18.00 On the border
18.00 On the Finnish side of the border (one hour minus)
18.30 Arrival to Kitee, accommodation in the Hotel Kiteenhovi www.kiteenhovi.fi
Dinner

Saturday, 14th of September
07.30 Breakfast
08.00 Departure from Kitee
13.00 Arrival to Helsinki airport

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

NOTE: Participants will have to have a visa to enter Russia, which they have to organize themselves! Please, note that for organizing the visa you need to send you passport for Russian Embassy. The Visa application process can take several weeks, depending on the practice of your country. Therefore, please start the visa organizing well in time before the conference!
**FINLAND 12th-13th of September**

**Thursday, 12th of September**  
09.00 Departure from Hotel Seurahuone  
10.00 Arrival to Virolahti, Tsars Park; introduction to the history of the place  
11.00 Departure through Vaalimaa – border of Finland and Russia - to Lemi  
13.00 Traditional Lemi-särä lunch in Lemi  
14.00 Departure towards Mikkeli  
  On the way a visit to a Leader-project with coffee  
18.00 Arrival to Mikkeli, accommodation  
19.00-21.00 Evening program and dinner

**Friday, 13th of September**  
09.00 Departure and travel to Heinola/Elimäki with a possibility to do local product shopping  
11.00 Visit to a local project  
12.00-13.00 Lunch  
13.00 Visit to a local project  
14.00 Arrival to Porvoo, coffee and possibility for shopping  
16.00 Departure towards Helsinki (through airport, harbors and railway station if needed)

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

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