

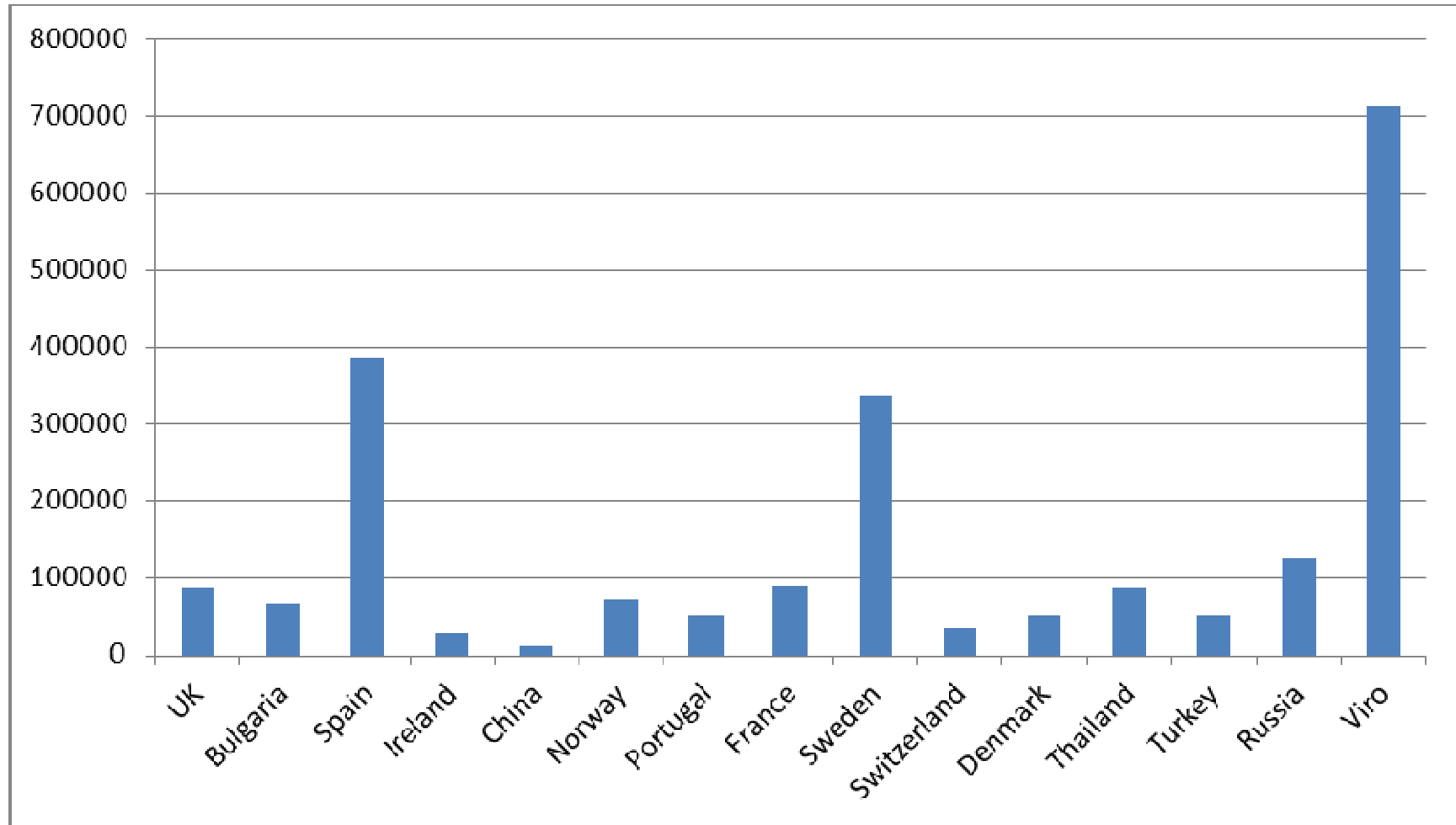
The International Touristic Forum «Karelia – 2010.

Tourism and modernization of the Russian economy» 7–10th of June 2010, Petrozavodsk

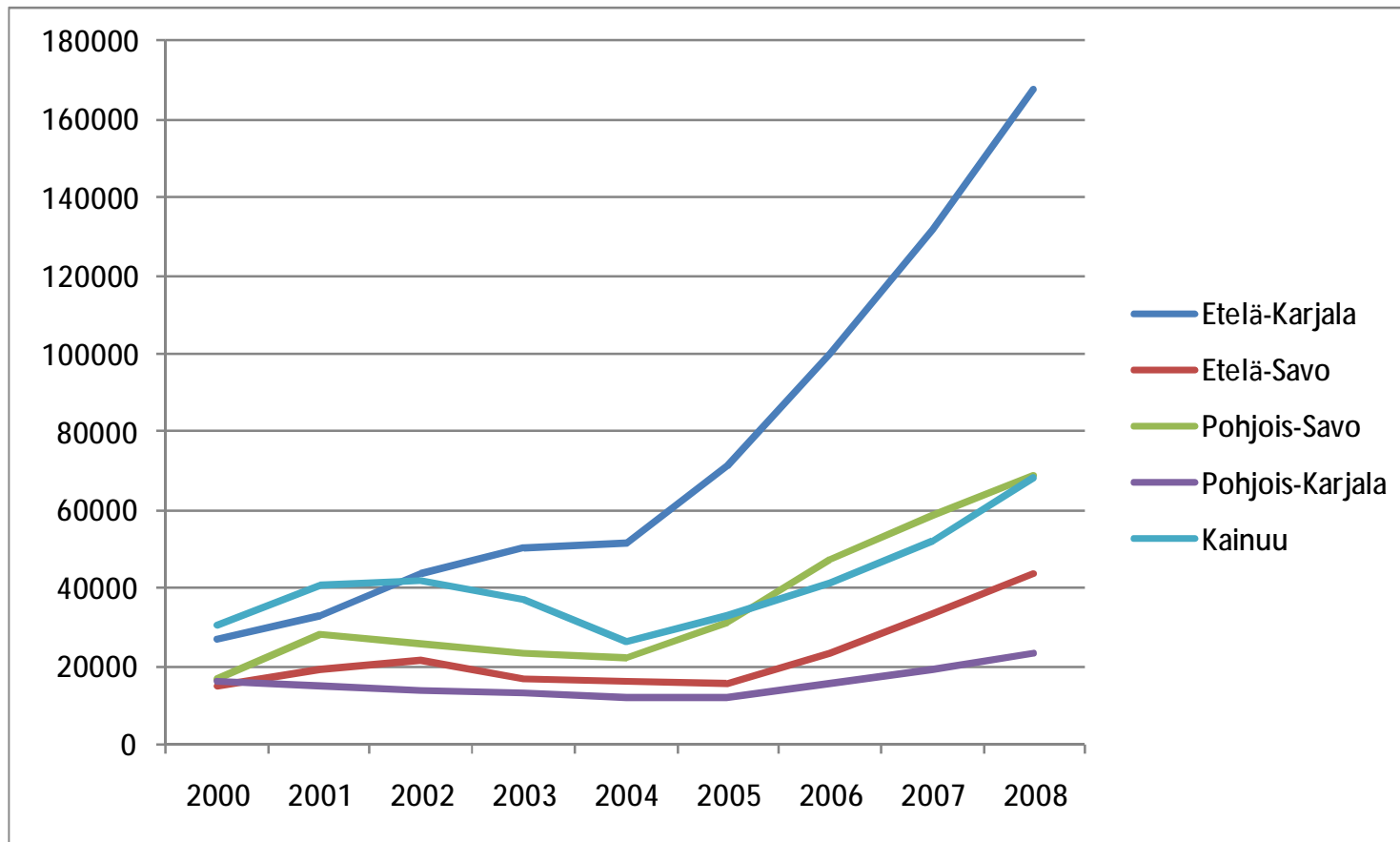
Cooperation between Finland and Russian Karelia: A proposal



Leisure trips abroad made by the Finns



Russian tourists in Eastern Finland

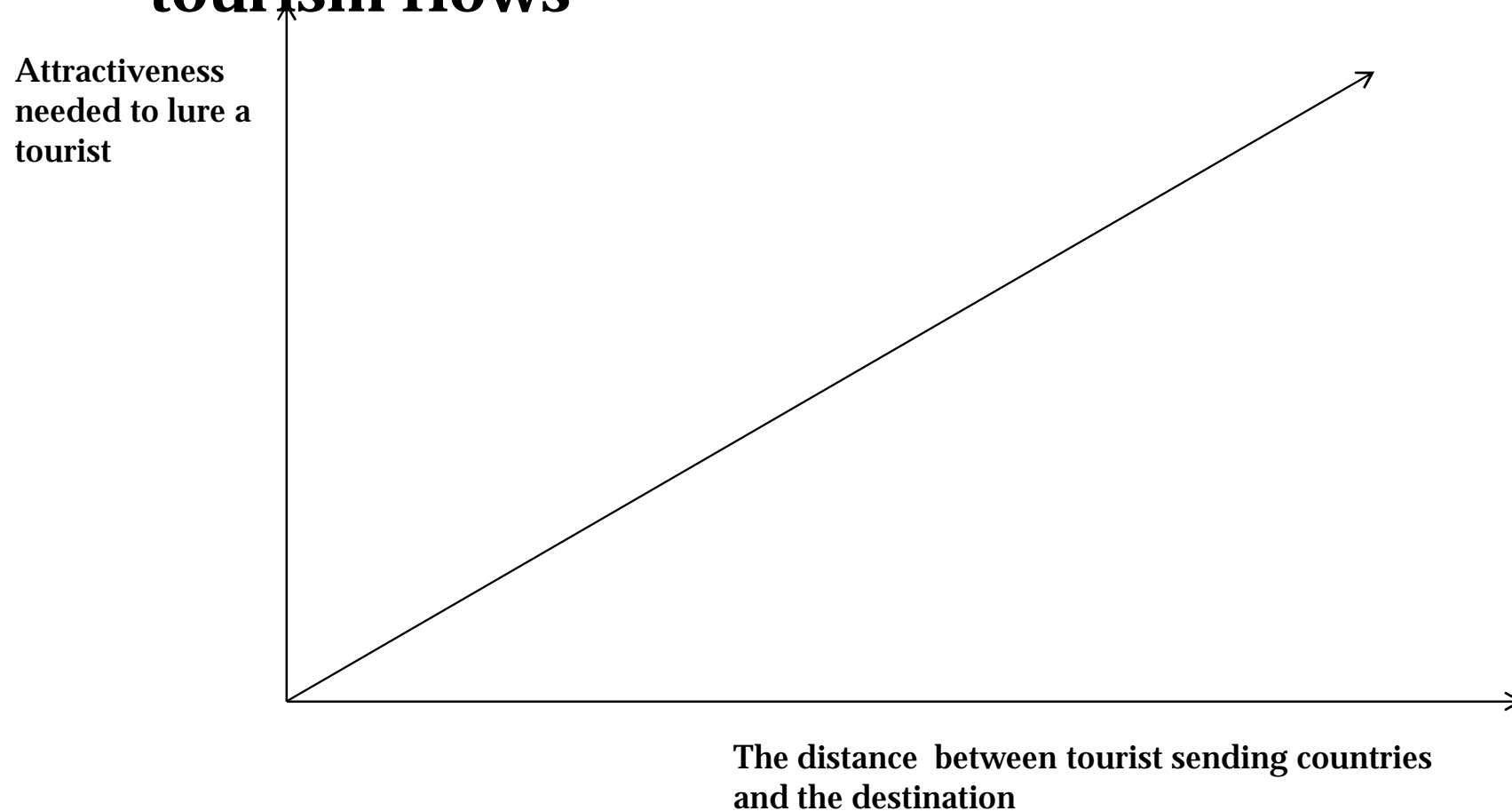


The secret of tourism flows: Accessibility

- Travel time
- Travel costs
- Legal issues (visa, passport etc.)



The meaning of attractiveness of destination for tourism flows



Accessibility from the European market



Karelia – Nature and culture

Whatever the time of year Karelia, with its truly unspoiled surroundings... Discover the unique hills of Koli, cultural and nature destinations in Lieksa and traditional Karelian sceneries in Nurmes and Valtimo... and meet the Karelian culture in Joensuu.

(Karelia expert

http://www.visitkarelia.fi/in_english/explore.iw3)

Karelia is often called "the lungs of Europe". It is a spectacular land of virgin boreal forests hiding peculiar flora and fauna and breathtaking landscapes formed by incalculable quantity of pure lakes and rivers rich in valuable kinds of fish, rocks and high hills. Karelia's wealth is about 27 000 rivers and 60 000 lakes... Along with scenic landscapes, fresh air and intact nature Karelia possesses great cultural and historical heritage.

(Intourist Petrozavodsk,

<http://intourist.onego.ru/eng/tourist-info.html>)

Rural tourism

- In several countries development of rural tourism has been seen an effective tool for the development of wellbeing of remote areas
- The motives attracting people to the countryside are a reflection of a growing interest in heritage, the search for peace and solitude, increasing interest in the outdoors,
- The attractiveness of rural areas for tourism and recreation can first be associated with the image of rurality
 - rurality is closely related to the traditional and romantic idea of “the good old days,” pure and simple lifestyle, intact nature and perfect integration of Man in his natural environment
 - nostalgia of the origins, the need for recuperation of the lost link with nature, and the “basics” of life, in an increasingly complex, highly organized, anonymous, congested, stressful urban and “inhuman” surrounding constitutes the principal attraction of rural areas

(Kastenholz, Davis & Paul 1999)

Rural tourism

- In several countries development of rural tourism has been seen an effective tool for the development of wellbeing of remote areas.
- In North-Karelia, Kainuu, North Ostrobothnia there are ca. 350 rural tourism companies providing rural tourism services
- A typical Finnish rural holiday includes accommodation in a cottage, local food, sauna and some kind of nature activities, most often swimming, rowing and walking in the forest
- Rural tourism establishments are often located in remote countryside, far away from neighbors.
- Rural holiday is a very popular form of vacationing in Finland
 - It has been assessed that around 70 % of adult Finns do use rural tourism services at least occasionally,
 - about one third of Finns has rented a cottage at least once. The most potential target group for rural tourism holidays among Finns is families with small children

A proposal

1. **There would be a need for a study of needs and expectations of potential rural tourism customers in the main target market for both parties (Republic of Karelia and Eastern Finland), namely the region of St. Petersburg and Moscow. A study targeted to consumers would benefit the Finnish enterprises to better serve their Russian customers, and the information would also help Russian enterprises to develop their offering in Russian Karelia.**
2. **There would be a need for a study in the Finnish market on their willingness to travel to Republic of Karelia for a rural tourism holiday. There is a need of knowledge of their images of the area, their expectations and willingness to pay for services.**
3. **There would be a need for Russian rural tourism enterprises and developers to benchmark Finnish rural tourism enterprises on the level of service the Finnish rural tourists expect, and the marketing management and delivery of the services.**

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