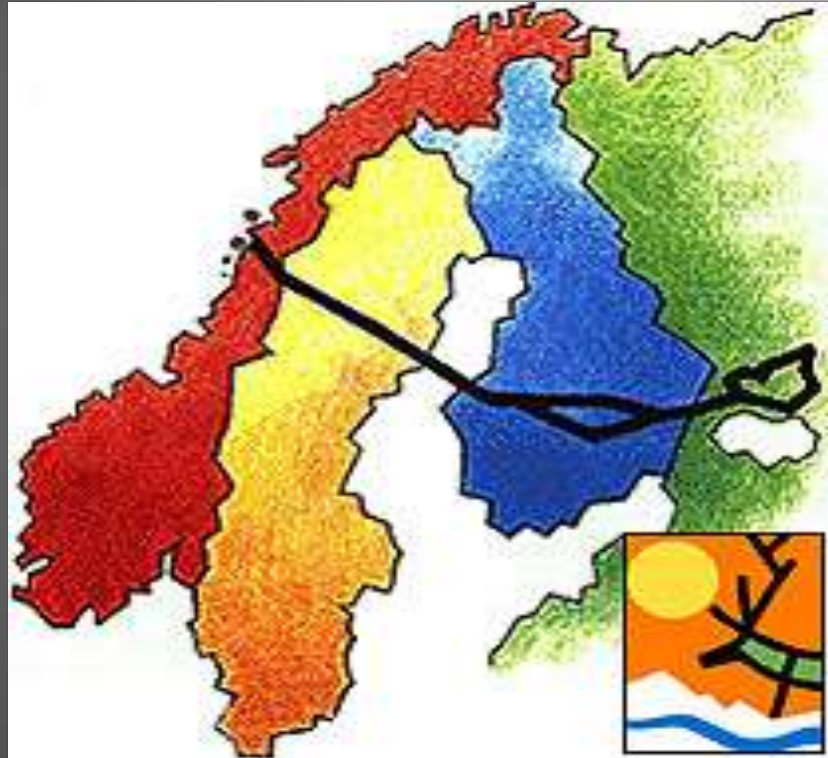


Finnish experience of tourist routes development (Blue Road)

**Suvi Kärmeniemi
Finnish Environment Institute (SYKE)**






Blue Road >>

Route in Finland:

Vaasa – Lapua – Kyyjärvi – Kuopio – Joensuu – Tohmajärvi – Niirala

Personal traveling experience is determined by a number of factors

- ▶ **Traffic and road conditions**
 - ▶ **Highway stop-over sites with services**
 - ▶ **Visiting targets**
 - ▶ **Traffic and travel information**
 - ▶ **Signposting**
 - ▶ **Scenery along the roads**
 - **Blue Road: versatile landscapes**
- 

Traffic and road conditions

- ▶ **The Road Administration (The Finnish Transport Agency)**
 - **Defines quality stages for the roads**
- ▶ **ELY-center (buys services from the regional contractor)**
 - **Maintains road network and the related structures year round**
 - **Super quality 15.2.2013 and 24.2.2013 (winter holiday period in South Finland)**
- ▶ **Traveling roads: possibility to travel by bus or motorcaravan**
- ▶ **The road in good condition**
 - **Safe**
 - **More attractive to travel**

Stop-over sites

▶ Maintained only by The Road Administration/ELY

- No-commercial sites
- Service structure stages have been lowered
- > most of sites have only a parking place for vehicles
- Max. Distance: 15 kilometres

▶ Maintained by an entrepreneur

- Gas stations with different services
- Common motto: All services in one stopping
- Supervising and maintaining is easier
- Max.Distance: 30 kilometres

Features of a good stop over site

- ▶ **Long-lasting, aesthetically nice structures**
- ▶ **Good planning**
- **Inner arrangements**
- **Traffic technical design**
- ▶ **Environment has been taken into account**
- **Building**
- **Waste recycling, water and paper saving etc.**
- ▶ **Localization**
- **Nice landscape**
- **Other visiting targets (For example Honkavaara traditional yard opposite of Gulf gas station)**

Features of a good stop-over site

- ▶ **Gives different services and serves different road users**
- **Handicapped**
- **Travelers, heavy traffic, police**
- ▶ **Information for travelers is given**
- ▶ **Good co-operation**
- **Road Administration, entrepreneurs, municipality**
- ▶ **Responsible actors are clear, and quality level has been determined**
- > **Clean and comfortable area year round**



Molok deep waste container at Kuorinka stop over site >>

- **Long emptying intervals, saves space**
 - **Long-lasting structure**
- **Emptying is easy and safe**



Kovero gas station in Tuupovaara

- Gas station with different services
 - Information board
 - Recycling point
- A hut and dry toilet near Jänisjoki river





A recycling point with canopy »»

- **Lassila-Tikanoja enterprise is responsible for the emptying**
 - **Glass, paper, metals, carton**
- **Informative pictures on the sides of the containers**

A hut and dry toilet at Kovero gas station



Visiting targets and services

- ▶ **Services and products are based on the area's specific features**
- ▶ **Theme products of The Blue Road**
 - **Active and nature traveling**
 - **Family and exercise holidays**
 - **Culture traveling and events**
- ▶ **Basic values**
 - **Ecological, cultural, social and economic sustainable development: The goal is sustainability in all segments of traveling services!**
- ▶ **North Karelia: East border as an opportunity**
 - **Services and information in Russian**

Nature targets: waters

- ▶ **Lake Pyhäselkä and Pielinen and river Pielinen**
 - **Lots of public beaches (for example Kuorinka)**
 - **Fishing opportunities**
 - **Boat cruising**
 - **Camping and caravan sites**
 - **Summer cabins**
 - **Jokiasema (River station) near the center of Joensuu: summer terrace, sauna and meeting rooms, caravan site, boat cruising, restaurant**
- ▶ **Jänisjoki river near Tohmajärvi**
 - **Paddling**
 - **Fishing**
 - **Traveling packages**



Kuorinka beach and stop-over site



• Responsible actors:

- * Liperi municipality (the beach area and structures)
- * ELY-center of North Savonia (stop-over site, dry toilets, Molok deep waste containers)

Nature targets

- ▶ **Nature conservation areas**
- ▶ **Bird watching towers**
- ▶ **Nature trails: both short and long routes**
- ▶ **Skiing trails**
- ▶ **Cycling routes**


- ▶ **Karjalan kierros project**
 - **Hiking and paddling route entirety**
 - **Network of experts to maintain routes: good practices**

- ▶ **<http://www.vaellus.info/index.php>**

Nature tourism: developing

- ▶ **Route networks have to be put in good condition**
 - **International level (safety, signs, guidance, maintenance)**
- ▶ **Polyfunction: versatile opportunities to enjoy nature**
- ▶ **Organization**
 - **Responsible actors, employees, co-operation...**
 - **Structures**
- ▶ **Productization**
 - **Program services both in winter and summer**
- ▶ **Sustainable development and quality**
 - **Metsähallitus: good practices of nature tourism**
<http://www.metsa.fi/sivustot/metsa/en/NaturalHeritage/ProtectedAreas/SustainableNatureTourism/Sivut/SustainableNatureTourisminProtectedAreas.aspx>
 - **Eco certificates, ecological footprint**

Metsähallitus: principles of sustainable nature tourism

- ▶ **Nature values are preserved and activities promote nature conservation**
 - **Nature is an important reason for the trip**
 - ▶ **Environment is subjected to as little pressure as possible**
 - **The goal: eco-friendly and no-rubbish recreation**
 - ▶ **Local traditions and cultures are respected**
 - **Visitors are introduced to local traditions**
 - ▶ **Visitors increase their understanding and appreciation of nature and cultures**
 - **Information is easily available and attractively presented**
 - **Entrepreneurs are educated: give information and example**
- 

Metsähallitus: principles of sustainable nature tourism

- ▶ **Improved recreational facilities are provided for visitors**
- **The needs of all visitors are considered**
- ▶ **Visitors are encouraged to enjoy both mental and physical recreation**
- **Muscle power instead of motor power**
- **Nature experiences**
- ▶ **Local economies and employment are promoted**
- **Local firms' products and services are used where possible**
- ▶ **Publicity materials are produced responsibly and carefully**
- **Information is reliable and up-to-date**
- ▶ **Activities are planned and organized co-operatively**
- **preference is given to organizations committed to these principles of sustainable nature tourism**
- **Visitors' opinions are very important**

Traveling information

- ▶ **Guidance offices**
 - **in North Karelia the upkeep is Karelia Expert traveling organization**
<http://kareliaexpert.fi/>
- ▶ **Information points**
- ▶ **Guidance maps at guidance places**
- ▶ **Internet**
 - **Internet pages: enterprises, municipalities, The Road Administration**
 - **Service map of North Karelia:**
<http://pk-kartat.jns.fi/map.php>
- ▶ **Mobile guidance**



Information board in Liperi (at the yard of Shell gas station) >>



Information board at Kovero gas station >>

- Guidance map about the area: address map with different services and visiting targets
- Language: Finnish and English

Signposting

- ▶ **Service targets should be signed from the beginning of the guidance to the destination**
- ▶ **Guidance signs have brown or blue layouts**
 - **Brown layouts:** interesting traveling targets (museums etc.)
 - **Service targets which serve all the road users have blue layouts** (info points, gas stations, restaurants, hotels, camping sites, etc.)
- ▶ **The Road Administration (Tiehallinto) and ELY centers are experts of guidance services and they are permit authorities of traffic issues**
- ▶ **Travelling roads: It is needed the background organization to which can be admitted a permit to use traveling road signs**
 - **The Blue Road: administered by Suomen Sininen Tie ry (Finnish Blue Road ry.)** <http://www.sininentie.fi/>

1.Taso: Tiekartat ja tieverkon viitoitus



Käyttäjä

2.Taso: Opastuspaikat



Palvelu

3.Taso: Lähiviitoitus



Guidance system of service targets

- First level: Road maps and road network signing
 - Second level: Guidance places
 - Third level: Nearing signs



The nearing sign of Kuorinka beach and stop-over site >>

- **Services**
- **Distance**
- **Turning signs**

Important in guidance development

- ▶ **Co-operation**
 - **The Road Administration/ELY center**
 - **Municipalities**
 - **Entrepreneurs**
 - **Stakeholders**
- ▶ **Services that are mentioned in signs are offered at the destination**
- ▶ **Information should be updated**
- ▶ **Different languages**
 - **East border: Russian especially! Itähuolinta**
- ▶ **Location of information points/offices**

Thank you!

