

# The Guidance of service targets

## 1. Actors of regional information co-operation group

The composition of the regional information co-operation group can be for example: The Road Administration (Tiehallinto) (accountable for the guidance and traveling), The Region Unity (Maakuntaliitto), local actors that recommend signing validity of different services (regional environmental center, The Forest Administration (Metsähallitus), a regional museum, an art commission of province etc.), municipal actors (traveling service organizations, traveling municipalities, sub regions) and other co-operators, for example municipalities (a traveling office, technical office: guidance, trade office) and enterprises (traveling and leisure, commercial services). The Road Administration is responsible for the action and meeting inviting of the information co-operation group.

The information co-operation group has different tasks: meeting once a year or when needed, following the fulfillment of guidance strategies, handling the functionality of regional guidance principles, updating information, increasing the knowledge of guidance among stakeholders.

## 2. Baselines of the guidance of service targets

Service targets mean the service enterprises and functions that have been meant to road users. They are for example hotels, camping sites, restaurants, cafés, different activities, sightseeings, targets that cause lots of traffic (common beaches, skiing centres, museums etc.) and services that do with traffic safety and traveling (gas stations, stop over sites, emergency etc.). It is used different signs and target markings to guide these services.

Service target should be signed from the beginning of the guidance to the destination. It doesn't matter if the route goes on the highway, on the street or on the private road.

## 3. Guidance system

At the highways the guidance with road maps has a purpose to lead road users to the right targets along the best routes. The signs of service targets supplement the route guidance by offering information about services on the route. There are three stages in the guidance system: **roadmaps and signs of road network, guidance points, nearing signs (lähiviitoitus).**



Roadmaps and signs of road network function so that road user will orienteer by comparing the roadmap and road signs to each other. There are road numbers and proper nouns in the road map and in signs so linguistic problems won't come when people follow these numbers and nouns.

Road sign ([Source](#))

Guiding points have been marked to the road map or to the signs and they give more exact information about target services and localization than the road map. Guiding points have at least an info board (guidance map) outdoors and possible interactive guidance terminal or traveling guidance point (traveling guidance office) indoors. Some guiding points have also maps that introduce traveling services and people can take these maps along with them.



Guidance of information point  
([Source](#))



Guiding point  
([Source](#))

Nearing signs guide road users to the destination. Basic tools are shields with road and street names, signs with local or special targets that are supplemented with guidance marks of service targets or address signs that describe different actions.



Nearing signs ([Source](#))



Nearing sign ([Source](#))

### New signs of service targets

Guidance signs have brown or blue layouts. Brown layouts are used also elsewhere in Europe. They are signs for 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.).

White layouts are used when they are occasional marks (public ceremonies, occasional selling place etc.). It is allowed to use these signs only in nearing signing.



Traveling targets ([Source](#))



Service targets that are for all road users

[Source](#)

[Source](#)

## **The stakeholders of service targets**

The Road Administration (Tiehallinto) is a permitting authority of guidance signs on the roads. It is also an expertise of guidance and it supervises fulfillment of guidance signs on the road network.

Municipalities have a central role of permit authority of signs on the streets. Municipalities take also care of suitable quality of guidance points.

Beyond The Road Administration and municipalities there are also other stakeholders. Entrepreneurs that offer services and actors that give recommendations about services that have validity to guidance signs are important stakeholders of service targets. Recommendations can be given for example by a museum office (about historical sightseeing, a museum etc.), an art commission of province (a significant art sightseeing), regional environmental center (significant nature target), The Forest Administration (National park, nature conservation target etc.), Finnish traveling organization (Guidance offices that have the national information marking right)...

## **The regional and provincial guidance plans of service targets**

Regional guidance plans consider all needs of the road users and service entrepreneurs and also local conditions at the large area. Also the guidance principles are made in the regional guidance plans. They are divided further to smaller plans: provincial and local plans.

Provincial plans are firstly meant to experts and permit authorities. There are no real guidance marking plans but provincial characteristics are found out and long-term plans are made for development of provincial guidance system. Localization and developing principles of guidance points are also made. Smaller planning areas are made and a co-operation group for developing guiding of service targets is founded. This co-operation group follows actions that are planned to do, debates on the functioning of regional guidance principles and takes care of the up-to-date of the information in the provincial guidance plan.

In the The Road Court of Savonia Karelia include both Savonia Karelia and North Karelia. That way you can get a general view from the marking and more solid marking principles for the whole area of The Road Court. It is also more efficient and quicker to put the plans into practice.

## **The goals of the provincial guidance plans**

**1) The most significant and attractive services and targets (service concentrations, activities and sightseeings) are found out.** The main targets of provinces are invented with stakeholders. These targets should be seen at information points and in service signs of the roads. Camping sites are found out, too. Other services for the road users (hotels, restaurants, country side enterprises etc.) are found out not until in regional and plans of service target concentrations when also guidance sign plans are made. Also traveling roads (For example The Blue Road) and questions about guiding them are handled in the provincial guidance plan.

**2) The second stage of the guidance system is developed.** Principles of guiding places (information points and offices) are defined with stakeholders. Potential locations of the guidance places and guiding centers are found out. The guidance must be high quality and information should be given equally about all the services that road users need.

**3) Regional planning areas are defined.** The province is separated into smaller regional or local planning areas. Characters and special conditions of areas are taken into account.

**4) A co-operation group for developing guiding of service targets is founded.** The group meets regularly or when it is needed. It follows the fulfillment of the provincial guidance strategy, converse on the function of regional guidance principles and takes care of the updating the information of the provincial guidance plan.

**5) Documenting the guidance strategy** belongs also to the provincial guidance plans. The guidance system is developed by making co-operation stronger.

### **Guidance places**

A guidance place means a guidance point where is at least a guidance map that points out the services at the region or a guidance office which is open either all year round or the part of the year. At guidance office beyond the map information people get also other information related traveling. At the high quality guidance place can travelers take along road maps and other brochures.

Guidance places give exact and diverse information about specific characters of the region, services and their locations, buildup and contact information. The quality of the guidance place can be increased by locating there a kiosk or a guidance office. Also the guidance place can be localized to the service area of road users where road users can get high quality refreshing services.

Guidance places outside the population center have to be localized on the main roads to the stop over sites, in contact to service enterprises or to the area that has been reserved only for the guidance purpose. A guidance place can be also localized to the population center or near it if it is a central place of traffic. If the distance between a population center is long enough and if there is lots of services on the road it is possible to localize the guidance place to the border of a municipal.

### **Guidance offices**

These offices are indoors and there people can get personal help to the questions about traveling. Municipalities or traveling organizations upkeep usually these offices (For example in North Karelia it is Karelia expert traveling organization <http://kareliaexpert.fi/>). Also bigger independent actors can keep their own traveling offices.

An information shield criteria leads the signing of guidance offices. It is supervised by Finnish traveling organization unit SUOMA ry. and it is based on the five stars classification. Offices that fulfill these criteria can be signed with guidance office markings. Members of SUOMA organization can get to the Serving traveling offices- network.

Beyond the guidance offices many municipalities and cities offer traveling advices and guidance help in separate guidance offices and guidance or information points. They localize usually in municipal centers. If the guidance office doesn't fulfill information shield criteria it will be marked with a guidance point symbol.



[Source](#)

## **Guidance points**

These points are usually unstaffed places where is at least a guiding map about services of the region. Typical information points are maps and information boards on the road's stop over points or in the municipal population centers. Guidance point symbols are used in marking these guidance points.

### 4. Guiding maps

Often guidance place's map consists of many different map (a common map, address map, dispersed settlement's address map). Information of an address map is supplemented by important targets for road users (for example other guidance places, traveling services, stop over sites, traffic terminals, the most important public offices and faculties, vehicle services, emergency and industrial areas).

Guiding maps have to serve all the road users. It has to be structurally hard and high quality. It is very important that the map is maintained and updated every year, especially before the holiday season. The map can be also illuminated. The location of targets can be marked by symbols or markings. Space can be also reserved for the advertisements of service offers.

Guidance maps are made in co-operation with The Road Administration, a municipal and enterprises. The map is the only way to show all the necessary services in the area.

### 5. Situation nowadays (year 2008 in Savonia Karelia and North Karelia)

In the Savonia Karelia there were 49 guidance offices in the year 2008. Only 7 offices fulfilled information shield criteria and these offices are also the member of SUOMA ry. and are in the Serving traveling offices network.

In North Savonia there is an encompassing guidance place network. Almost every municipal has a guidance place. There are 30 guidance offices and only 2 of them fulfill information shield criteria. The information is mainly offered in the municipal offices and city halls but also at gas stations and traveling centers.

In North Karelia is a good guidance place network. There are 19 offices and 5 of them belong to The Serving Traveling Offices Network and fulfill information shield criteria. Other guiding places are found mainly in the municipal offices, but also in holiday centers.

### 6. Developing plans

## **Guidance places**

In Savonia Karelia it has been a goal that the amount of guidance offices with fulfillment of information service criteria would increase. It would be great if every sub-region had an information office that fulfills information service criteria and give personal guidance to travelers.

On the Road 70 near the border station of Niirala was need to enhance the quality of guidance either by founding a specific guidance office or a high quality guidance point. Today there is a guidance point at Niirala's Itähuolinta Oy. It is open year round and people can get brochures and other information also in Russian.

New markings of guidance places and guidance offices were put to use in the year 2007. It was a goal to renew old markings to the year 2009. The Road Administration had the main responsible actor.

## **Guidance centers**

Information points and guidance offices are supplemented with guidance centers. These centers are put into practice by co-operation between different actors. Up-to-date, reliable and entrepreneurs equally treating information is offered in these centers. Provincial guidance co-operation group, municipalities and The Road Administration are responsible actors.

The main goal is that guidance centers would be localized on the main road network traffic's nodal point or in the center of the built-up-area. Awareness of the developing of guidance centers has to be increased in municipalities.

### **Guidance maps**

It has to draw attention to the content of guidance maps: authenticity and timeliness (information has to be updated every year) of information is very important. Municipalities are responsible for this segment.

It is also important that the names of the streets and roads are seen. Target that can be highlighted are for example guidance offices, traffic terminals, municipal offices, hospitals, schools, churches, gas stations, hotels, harbours and the most important sightseeings. Orienteering will become easy when also population centers, waters and for travelers important ground markings are marked to the map.

In exchange for the payment enterprises can show their localization in guidance maps and show their services and contact information in the text part of the map. Municipalities use these payments for the updating of guidance maps.

Finnish, Swedish and English are recommended to use in map markings and explanations. Other languages can be used when it is necessary. For example in North Karelia travel lots of Russian people so it would be good thing that information was in Russian, too. A municipal can arrange some tearing maps to the guidance point so traveler can take along the map that will ease the orienteering.

In North Karelia it has been goal to increase the guiding on the road 70 near the border station of Niirala. Municipalities are responsible for arranging an information point and/or a guidance map there.

The localization of information points with guidance maps have to be seen both in regional and provincial road maps and in signs along the roads.

### **Mobile guidance**

Handhelds like navigators and telephones have given new opportunities to the guidance systems. Maps and coordinates of interesting targets can be loaded in handhelds.

Information points of The Road Administration have been put down by the year 2009 because of the increased amount of handhelds and developing of Internet. So, the information and services have not disappeared. They can be reached by handhelds and computers.

Mapping and invention of regional and provincial guidance plans of service targets generate geographic information of service targets. Geographic information includes location information, service markings, page markings, name and guiding of service targets. Finnish service target are invented by the year 2013 and then encompassing geographic information is easily to get.

Some of the traveling organizations have functioning applications for the guidance of travelers. Service targets have been collected in contact of different projects and the list of service targets have been maintained by learning institutions. It should be thought would the maintaining actor a centralized organization or an enterprise which would produce servings to the whole country. Regional traveling organizations would be co-operation partners.

Beside the map applications it has been developed handheld working applications and by them travelers can seek information about regional interesting targets. Traveler can limit the area from the map application and the service platform produces information to the terminal apparatus. In that case you can find not only the localization but also service target information (the service entrepreneur defines the form: brochures, opening hours, side activities, etc.).

When there is not yet the service platform internet based information can be used at guidance centers. There travelers could load regional information packages from the internet to their data terminals which were used in getting know region's service targets.

Traveling service map of North Karelia: <http://pk-kartat.jns.fi/map.php>

## 7. Traveling roads

Travelling roads have been marked by traveling road traffic signs and there are lots of interesting targets for traveler point of view. In addition, the road has to have a supporting meaning for the regions competition ability and traveling business. Only The Road Administration can point out the roads that have a right to use this traveling road marking. Using these markings needs also an acceptance of Traffic and Communication Ministry.

It is needed the background organization to which can be admitted a permit to use traveling road signs. The Road Administration deals with this organization in questions of use and maintain of the traveling road. The applicant organization is responsible for the planning, implementation, maintaining and removing of the signs.

### **Traveling roads in North Savonia**

The Blue Road (sininen tie) and The Road of The Poem and Border (runon ja rajan tie, Via Karelia).

The Blue Road is one of the oldest traveling roads. The road is about 550 kilometres long (from Vaasa to Tohmajärvi's border station). Its basic values are ecological, cultural, social and economic sustainable development. The main product themes are active and nature traveling, family and exercise holidays, culture traveling and events. The Blue Road is administered by Suomen Sininen Tie ry (Finnish Blue Road ry.) which has 21 municipalities along this road. Net pages: <http://www.sininentie.fi/>



*The Blue Road ([Source](#))*



Via Karelia road has many border crossing places and it is born in 1966. The road is about 1080 kilometres long. It has four main themes: nature (bird watching towers, nature conservation area and national parks, hiking trails, snow mobile trails, paddling routes), orthodox-religion (Karelian church road), war memories, and food (tradition, near produced food). The road is administered by Runon ja Rajan Tie ry. (The Road Of The Poem And Border ry.) and it has 15 municipalities as members.

<http://www.viakarelia.fi/>

[Source](#)

Recommendations for the travelling roads

Traveling road markings can be used in guidance of a single service target and info points that share traveling road information. This should be utilized completely. Traveling road organizations and The Road Administration are responsible for this action.

Information concerning traveling roads (maps, brochures) should be delivered at the different guidance points on the road. Traveling road organizations are responsible actors.

## 8. Provincial significant service centers and targets

### **Mapping**

The most significant and attractive targets are invented in co-operation with different national and provincial stakeholders. These targets should be seen widely in guidance places and in signs of service targets on the roads.

In the provincial guidance plans it has not taken a stance on how single targets should be guided and planned. That is done in regional guidance plans when the content and quality of targets is found out. Camping sites are still invented because they are not in every municipal, they localize outside the centers and they have often a great impact on travelers. People's camping visitations are planned and people are ready to make offset from the planned route to visit in camping targets.

Mapping of the most significant targets is done with help of different stakeholders. Finnish National Board of Antiquities with regional museum organizations survey museums and historical targets. Art Commissions find out the most significant art sightseeings. National parks, nature conservation areas, nature centers, culture environments, etc. are mapped by The Forest Administration and environment centers. Camping sites are found out in co-operation between municipalities and Finnish Camping site union SUOMARI. The most significant provincial activity places and traveling areas are mapped by municipalities and their traveling organizations. Target lists are supplemented, commented and fixed by municipalities. All the services and targets are regarded at the same time in provincial planning meetings. It has cleared the choice of the important tourist targets. Also information from Finnish Tourist Board (Matkailun edistämiskeskus) has been used as background information that has helped the prioritization.

### **The most significant targets in North Karelia**

Bomba house in Nurmes has the greatest visitor amount. Other well-known targets are Finnish Stone Center in Juuka, Eva Rynänen's atelier home and church in Lieksa, old mining area in Outokumpu and Pielinen Museum in Lieksa.

The most known nature target is Koli national park in Lieksa. Also national parks Petkeljärvi and Patvinsuo in Ilomantsi and hiking area Ruunaa in Lieksa are popular nature targets in North Karelia.

In North Karelia are 19 camping sites that are members of Finnish Camping Site Union. Three of them have the classification of Finnish Camping site union.

## 9. Execution of the guidance

The marking of service targets demands always a permit of the road keeper. It is The Road Administration on highways, a municipal on the streets and road keeping council (tienhoitokunta) on the private streets. Agreement of a municipal is also needed when traffic signs are planned to erect on the private streets. It has also to get a permit from the road keeper for the erecting signs of occasional events.

Guidance signs of service targets are acknowledged by traffic government regulation. The Road Administration has a responsibility for them on the highways. Permit services of The Road Administration gives exact procedures for the execution of the signs.

The Road Administration audits traffic sign producers. From these producers can the permit occupant get guidance signs. The permit occupant has to also take contact to regional contractor and make an

agreement about sign installations. Regional contractors maintain these signs, too. They are responsible for example removing dirt, snow and ice, fixing minimal damages and washing of the signs.

Permit occupant has to pay the costs concerning renewal of the signs that are in bad condition. The Road Administration inspects the condition of the signs every year and it can obligate permit occupant to renew signs. The permit can be cancelled if it is in bad condition and if the permit occupant doesn't renew signs.

#### 10. Different tasks of parties

##### **Traffic and Communication Ministry**

- Respond to changes concerning to traffic law
- Permit exceptional licences if needed (for experimenting different guidance solutions)

##### **The Road Administration**

- Respond to instructions of guidance on the highways
- Prepare changes concerning to traffic signs in traffic law underneath Traffic and Communication Ministry
- If there is a need, make proposals to Traffic and Communication Ministry concerning new markings in traffic signs
- Is a expertise in guidance
- Is a permit authority of commercials that localize on the highways, outside the city plan and in traffic areas of city plans
- Is responsible for the meeting invites to co-operation groups and support groups
- Make a contract with occasional selling practitioner that serves travelers. Sale place is made up and if signs are also in population center it has also agreed with a municipal

##### **Municipalities**

- Signs on the streets and commercials in city plans
- Take care of appropriate quality of guidance offices and information points
- Report about notifications concerning accommodation and possible inspector visits to the regional police and rescue authors

##### **Entrepreneur or someone else private actor**

- Makes clear presentation about marking need of his/her own target
- Takes care of the signing validity of his/her target

##### **Stakeholders**

- The road keeper makes the final decision about signing validity and widen of the target but stakeholders give recommendations about targets
- Finnish National Board of Antiques: significant museums, historical buildings and other historical sightseeings
- Provincial art commission: significant art sightseeings
- Regional environment center: significant nature targets
- The Forest Administration: national parks, nature centers and significant nature conservation areas
- Finnish Traveling Organization Union ry. SUOMA: grants access rights of national green-white information marking
- Finnish Camping siteUnion ry. : camping sites and motor caravan areas in unclear situations
- Finnish Hotel and Motel Union ry.: hotels and motels in unclear situations
- Finnish Hostel Union: hostels in unclear situations
- Finnish Golf Federation: golf courses in unclear situations
- The Equestrian Federation of Finland ry.: riding places in unclear situations
- Finnish Recreational Fishing Union ry.: fishing places in unclear situations