



Suomi, johtava kestävän ja älykkään
matkailun kohdemaana?

Kristiina Hietasaari 10.11.2021

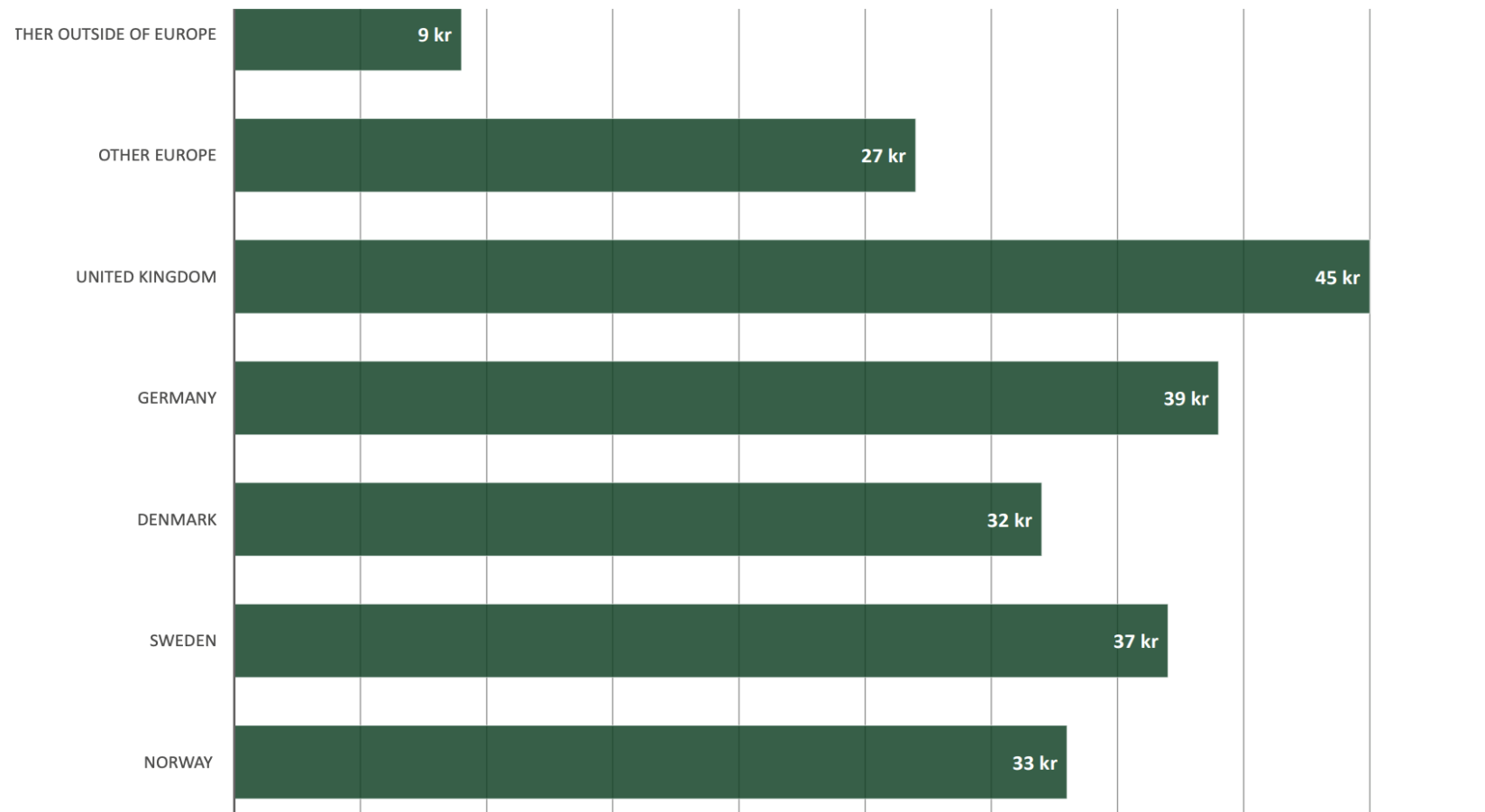
The tourist industry in Norway in 2030 is based on STRONG IMPRESSIONS rooted in nature, culture, traditions, way of life, food culture and innovative stakeholders. Things are going on all year round, and offerings are created for people who live nearby and people who live in far-off countries. Our international visitors are very prepared to pay for things and have a low footprint: this is because we enrich them with strong impressions and experiences that they value highly, and because they appreciate the fact that our tourist industry is based on the UN Sustainable Development Goals.

IT ACTS RESPONSIBLY. IT PRIORITIZES SUSTAINABLE PRINCIPLES. IT CONNECTS NATURE AND CULTURE. SLOVENIA.

2030 är Sverige världens mest hållbara och attraktiva resmål byggt på innovation.

Tourism that enhances quality of life and increases prosperity in Iceland. Tourism that is known for sustainable development, quality and a unique visitor experience.

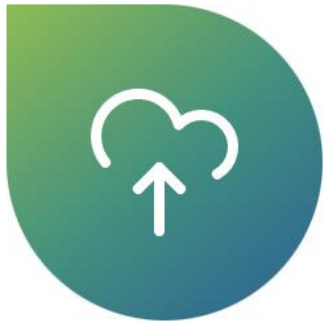
Consumption in NOK per kilo of CO2 emissions





Glasgow Declaration Climate Action in Tourism

We declare our shared commitment to unite all stakeholders in transforming tourism to deliver effective climate action. We support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050. We will consistently align our actions with the latest scientific recommendations, so as to ensure our approach remains consistent with a rise of no more than 1.5°C above pre-industrial levels by 2100.



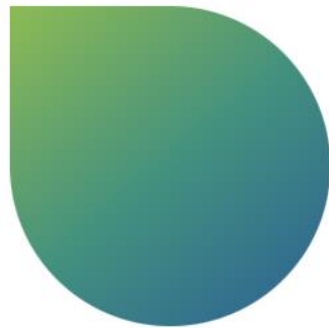
MEASURE



DECARBONISE



REGENERATE



COLLABORATE



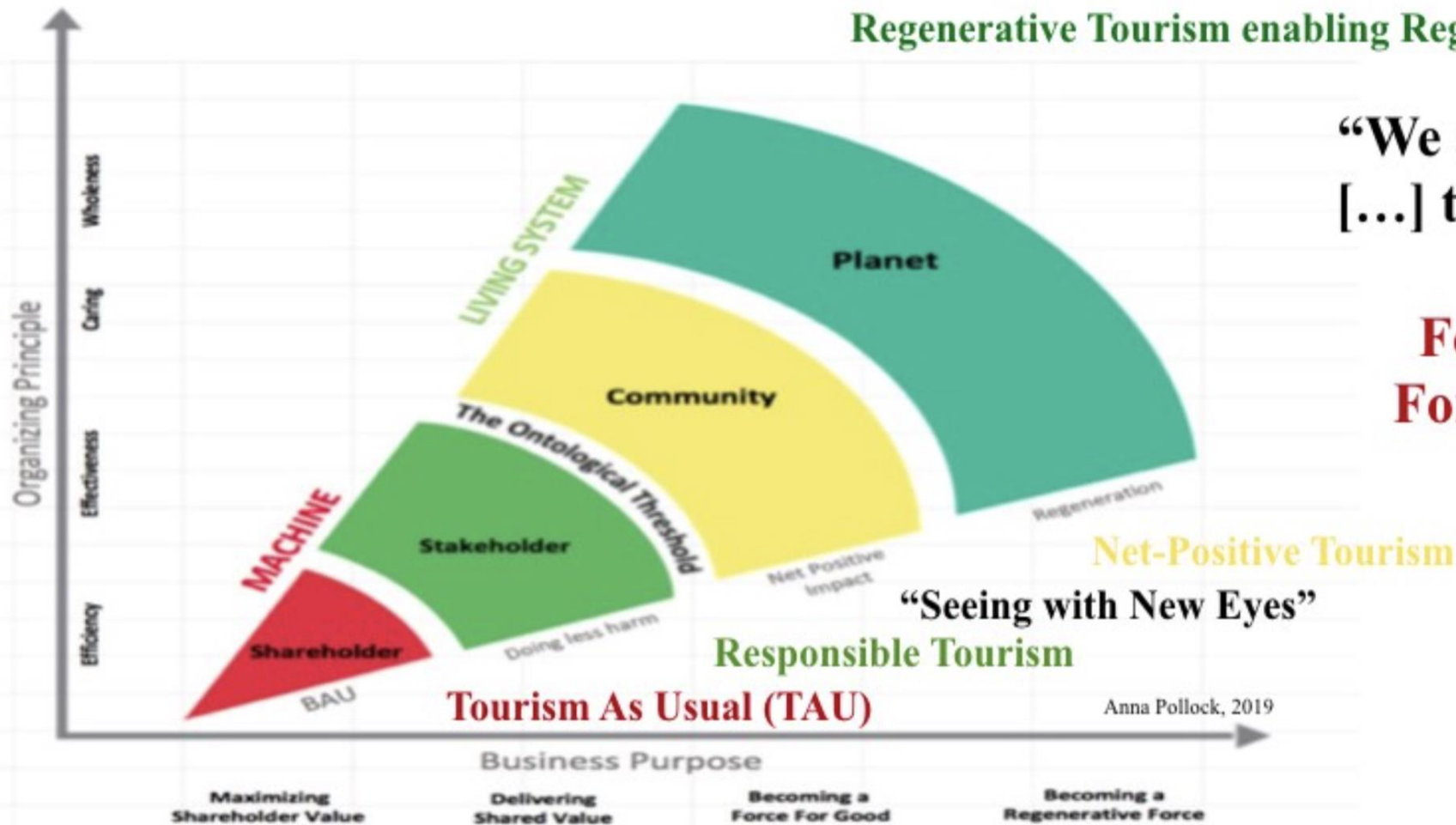
FINANCE

Can we turn tourism towards healing communities, ecosystems, and regions?

Regenerative Tourism enabling Regenerative Cultures?

“We are in the **Healing Business** [...] tourism is already playing a major role as a **Force for Renewal** —as a **Force for Transformation.**”

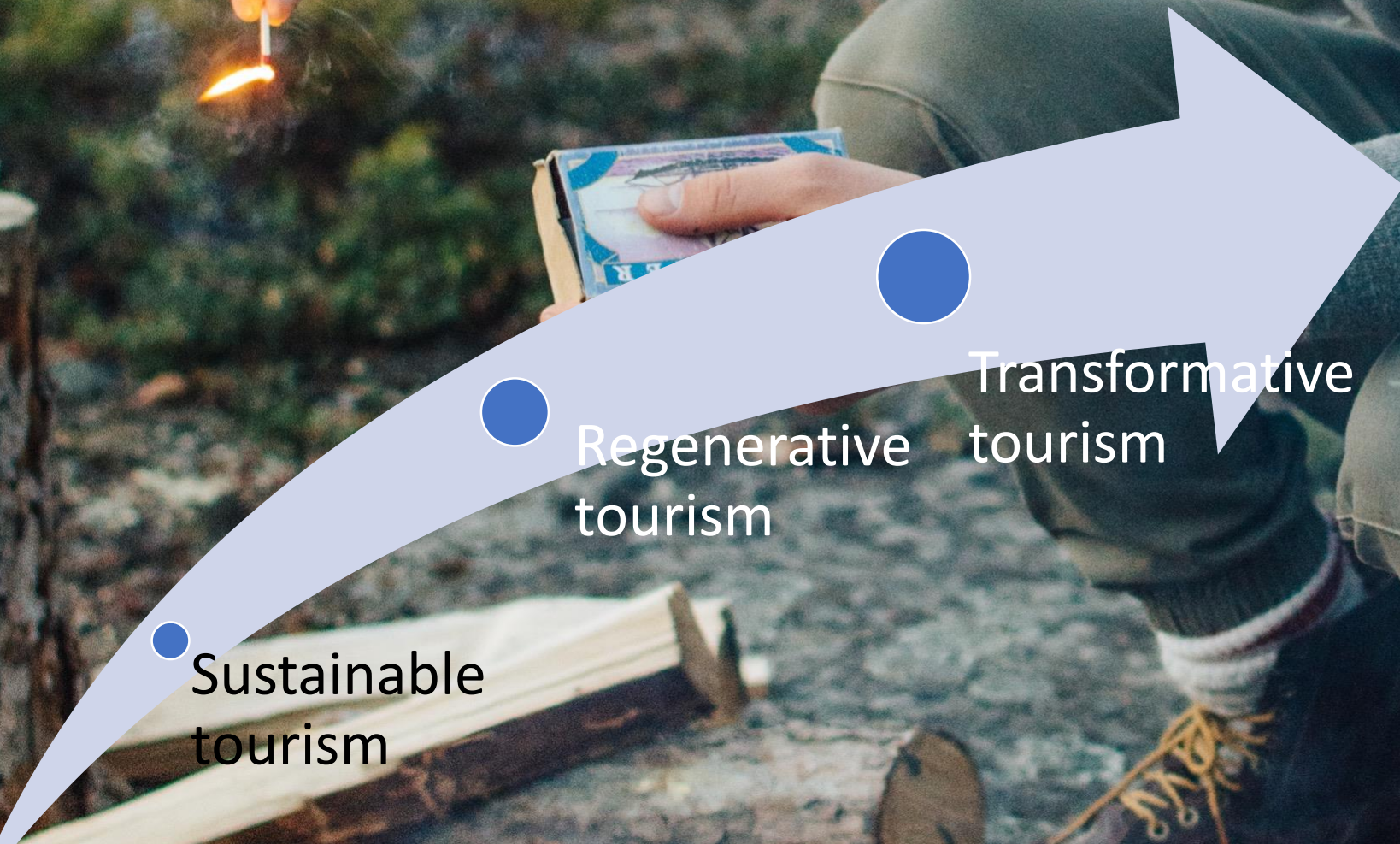
—Anna Pollock, 1995





**FIND
YOUR INNER**
Finn

**AT HAPPINESS
CAMP OF FINLAND**



● Sustainable
tourism

● Regenerative
tourism

● Transformative
tourism

Smart tourism destination

European Capital of Smart Tourism

1. Saatavuus/saavutettavuus/esteettömyys
2. Kestävyys
3. Digitalisaatio
4. Luovuus ja kulttuuriperintö

CAPITAL

OF SMART

HELSINKI 2019

Kestävä ja älykäs matkailuekosysteemi

- Yritykset
- Alueorganisaatiot
- Julkinen sektori kansallisella, alueellisella ja paikallisella tasolla
- Matkailua lähellä olevat ja tukevat toimialat
- Matkailijat
- Paikalliset ihmiset



Visit Finland