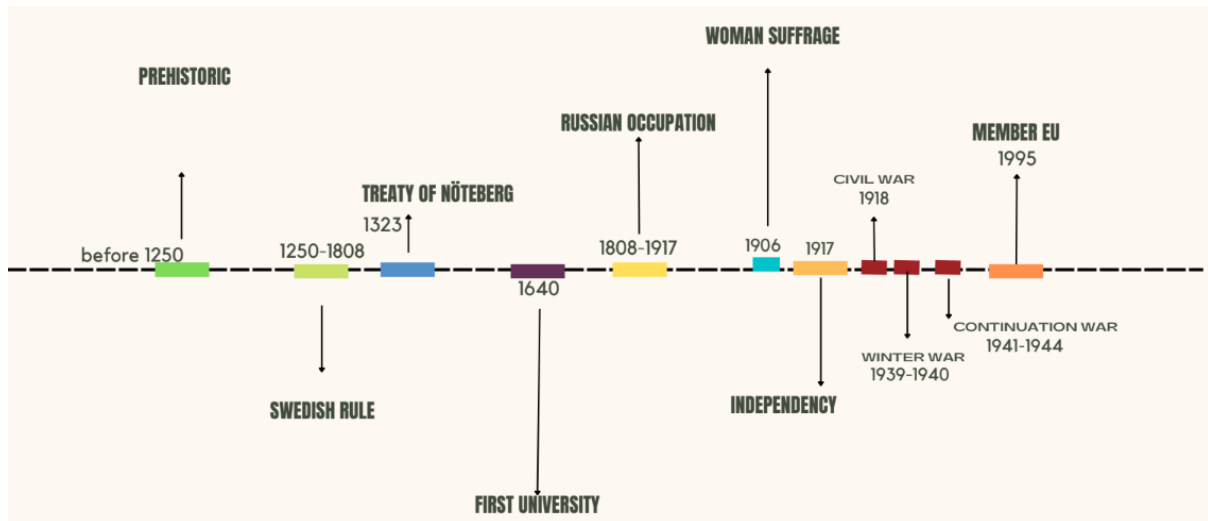


Cultural Identity - Finland

Finnish history timeline



History and religion

People have lived in the region of Finland since the Ice Age, circa 8800 BCE. Habitation first settled along water routes, and since then busy trading traffic has always passed through the region. The name of Finland's oldest city, Turku, means 'place of trade'.

The first written sources that mention Finland date back to the 12th and 13th centuries. Around that time, crusades brought Finland into the sphere of power of the Roman Pope and the medieval network of Hansa traders.

Finns are not very religious. Fewer and fewer people attend church. Church ceremonies include christenings, confirmations, weddings and funerals.

Most Finns belong formally to the Evangelical-Lutheran Church (about 83%), while 1.1% belong to the Finnish Orthodox Church; but people in general are fairly secular in their views. Despite this, the Church and its ministers are held in high esteem, and personal religious views are respected.

Habits and attitudes

Finns have a very strong sense of national identity. This is rooted in the country's history – particularly its honorable wartime achievements and significant sporting merits. Finns don't want strangers to get too close. Greetings are exchanged by shaking hands, not by kisses on the cheek. Finns identify strongly with the municipality where they live, but they also esteem their Nordic and European identity. Finland is an easy country to visit. Finnish customs and manners are clearly European, with only a few national variations, and

attitudes are liberal. There is a high degree of equality between the sexes in Finland, as can be seen in the relatively high number of women holding advanced positions in politics and other areas of society. A nation of five million people with 1.5 million saunas has no need to acquire a formal sauna education – learning to bathe in the sauna comes as naturally as learning to speak. Finns are very united in their identity, regardless of gender, age, place of residence or, for example, political opinion.

A short video, This is Finland <https://www.youtube.com/watch?v=ZiWI4QyjhBQ>

Below more information about Finnish custom and manners and identity

How is Finnish custom and manners? You will find more information from the link. Just click the footstep and you will find out more information.

<https://finland.fi/life-society/a-guide-to-finnish-customs-and-manners/>

What is Sisu? The Sisu within you: The Finnish key to life, love and success.

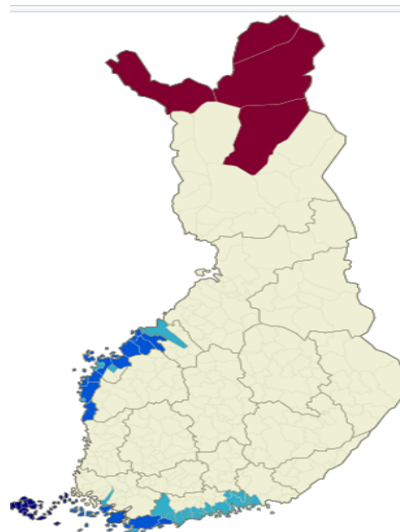
<https://finland.fi/arts-culture/sisu-within-finnish-key-life-love-success/>

The development of Finnish identity. Here you may watch a short video about it.

<https://www.youtube.com/watch?v=i7GeEsQGu7s>

Language

A Finn's mother tongue is either Finnish, Swedish (5.6% of the population are Swedish speakers) or Saami (some 8,000 native speakers). Finnish belongs to the small Finno-Ugrian language group; outside Finland it is understood (and to some extent spoken) in Estonia. And in Sweden, too



Municipalities of Finland: 

-  unilingually Finnish
-  bilingual with Finnish as majority language, Swedish as minority language
-  bilingual with Swedish as majority language, Finnish as minority language
-  unilingually Swedish
-  bilingual with Finnish as majority language, Sami as minority language

Watch video Sami language

<https://www.youtube.com/watch?v=5DTIH3spuvM>

Finnish values

Equality.
Own space.
Honesty and punctuality.

Read more: [Toward culturally sensitive tourism](#)

Report from Finnish Lapland

https://lauda.ulapland.fi/bitstream/handle/10024/64276/Arctisen%20Finland%20english%20report%20FINAL_eh.pdf?sequence=1

EXTRAS

CASE STUDY - FINLAND

1. Watch first video

Sustainable Finland by Visit Finland

<https://www.youtube.com/watch?v=GwbxT94YLv0&t=89s>

2. Let's travel sustainably

According to the principles of sustainable tourism, the needs of the tourists and the destinations are connected, respecting the local culture and the environment. The idea of sustainable tourism is to preserve the cultural heritage of the target area and to protect valuable natural areas. At the same time, sustainable tourism supports the economy of the area.

3. Case Ruka, Sustainable tourism in ski resort

Sustainable tourism is developed in the Ruka-Kuusamo region systematically and with a long-term plan.

You will find more information about sustainable tourism as well as practical examples and instructions for sustainable tourism below. Learn more about how you can put sustainable visibility in your marketing material and websites.

<https://www.ruka.fi/en/sustainability>

Ruka-Kuusamo uses a sustainable tourism plan that is updated annually.

The plan provides the guidelines for the long-term development of the region's sustainable tourism from the perspectives of ecological, cultural, social and financial sustainability.

4. Watch short video below about the travellers etiquette

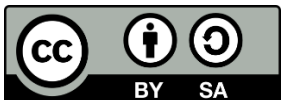
<https://www.youtube.com/watch?v=tf4Apy9R2DY&t=4s>

The traveller's etiquette to the Land of National Parks

An etiquette for travellers and tourists (set of ethical guidelines) visiting our region was published in the summer of 2021.

Its core messages are as follows:

- Be mindful of safety matters.
- Move around and use the services in the area sustainably.
- Allow others to enjoy the peace and quiet of nature.
- Dispose of your rubbish in a bin, sort and recycle whenever possible.
- Favour local food and try local products and services.



DISCLAIMER - This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License. The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein

Co-funded by the
Erasmus+ Programme
of the European Union

