

## 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.



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