



DefenceArch – Footprints of Defence in the Archipelago

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CB Annual Event
November 15, 2018



VARSINAIS-SUOMEN LIITTO
EGENTLIGA FINLANDS FÖRBUND
REGIONAL COUNCIL OF SOUTHWEST FINLAND



OBJECTIVE OF THE PROJECT

To develop new thematic tourism in the archipelago based on defence history. This is done by increasing the awareness and experience value of the four pilot destinations by

- creating appealing, story-rich and informative digital content
- identifying and resolving the shortages in infrastructure and renovating unsafe constructions
- developing overall attraction management and supply chain from arrival to return
- analyzing and embedding the aspects of sustainable development in archipelago tourism context in the outputs of the project

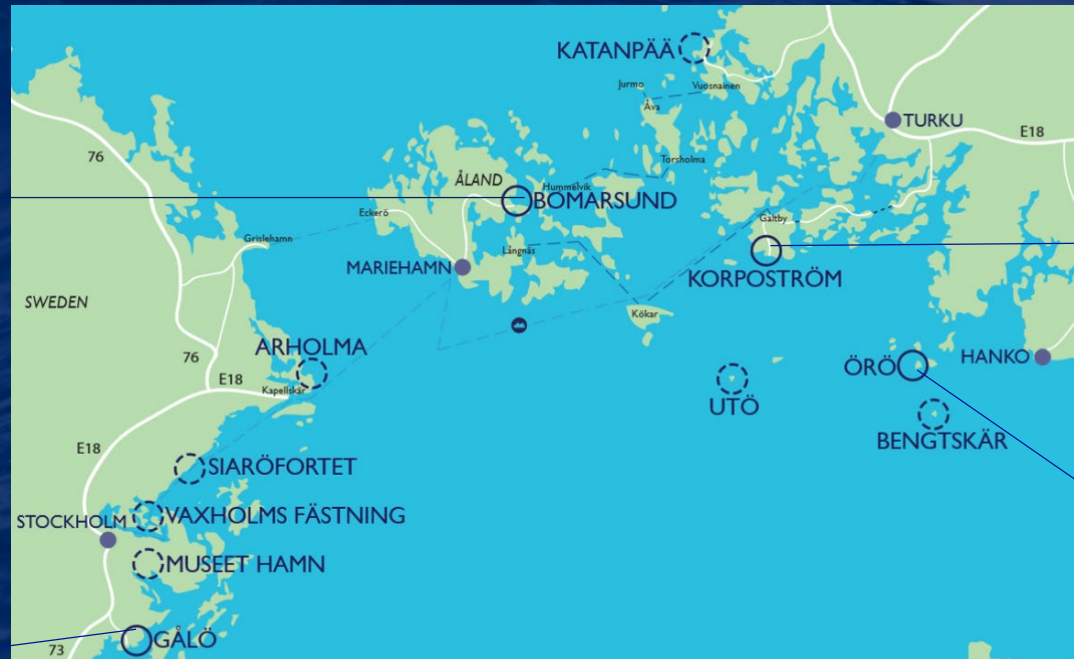


PILOT DESTINATIONS AND PARTNERS

**Bomarsund fortress ruins/
Visit Åland**



**Gålö Seal Station/
The Stockholm Archipelago
Foundation**



**Turku University of Applied Sciences/ Lead
Partner**

**Korpoström Archipelago Centre/
The Åboland Archipelago Foundation**



**Southern Cape of Örö/
Parks & Wildlife Finland**

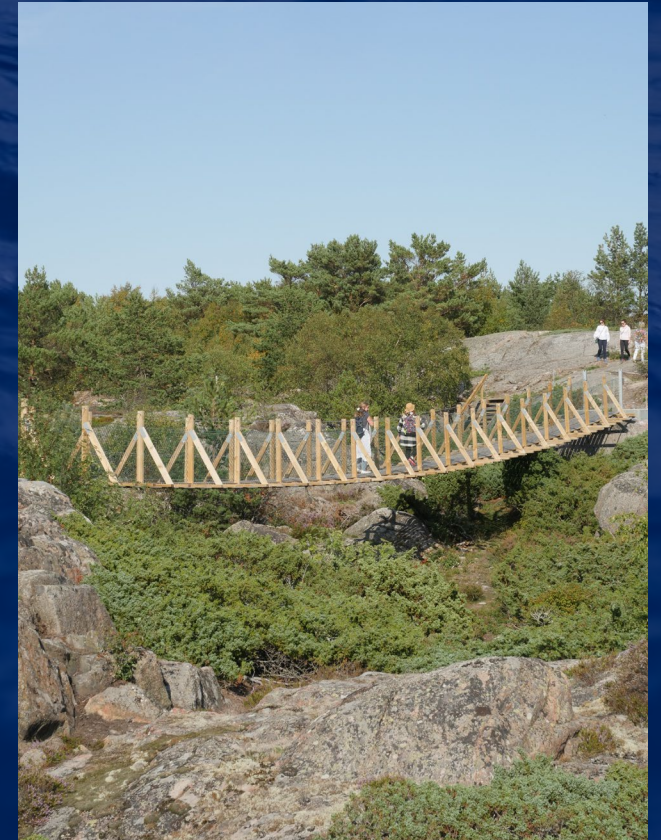
DEFENCEARCH – AS A PART OF THE TOURISM DEVELOPMENT BIG PICTURE 1/2

- Challenges of archipelago tourism: small businesses with shortages of resources, part-time entrepreneurship, climate circumstances

-> public sector and projects

- Lack of effective marketing

-> customer surveys in summer 2017 & 2018



DEFENCEARCH – AS A PART OF THE TOURISM DEVELOPMENT BIG PICTURE 2/2

- Shortages in customer journey across the service chain from dreaming, planning, experiencing and sharing
 - > cross-audits, teaser videos, exhibitions, Coastal past mobile app, information boards, renovations, walking trails, stairs, selfie-wall in Örö



MAIN VALUE OF MULTIPROFESSIONAL CROSS-BORDER COLLABORATION

- joint planning -> shared vision
- joint implementation
 - development work,
 - communication,
 - marketing materials, FAM trip
- transfer of knowledge and competence
- involvement of entrepreneurs, heritage associations and locals (workshops)



LONG TERM EFFECTS AND SUSTAINABILITY



Well-established partner organisations willing to maintain and update the outputs and results

Close cooperation with heritage associations, entrepreneurs, locals and regional destination management organisations continues after the project

Authentic, timeless and culturally sustainable story-rich content of the digital outputs

New sustainable energy forms and marked trails diminish the impact of visitors in the destinations

HOW TO MAKE CENTRAL BALTIC REGION EVEN MORE ATTRACTIVE TOURISM DESTINATION?

- Challenges:

world's biggest archipelago with thousands of islands to choose from, small businesses with shortages of resources, part-time entrepreneurship, climate circumstances

- Opportunities:

individual & sustainable nature based tourism, well-being tourism and other types of thematic tourism (e.g. nature and hiking, biking, canoeing or local lifestyle + local food).

Clear joint vision of how to develop the sustainable tourism in Baltic Sea archipelagos

THANK YOU!

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<https://visitdefencearch.turkuamk.fi/>

https://www.youtube.com/channel/UCYqCDyXn2bjFEv7kKt65LUQ/videos?disable_polymer=1

https://storage.googleapis.com/turku-amk/2018/08/en_08.pdf

