

CULTURAL ROUTES IN FINLAND AS AN INSTRUMENT FOR LOCAL DEVELOPMENT AND PARTICIPATION



*A detail of Olaus Magnus
Carta Marina
1539
Carelia at the
edge of known
world*

KULTTUURIREITTI ALUEKEHITYKSEN JA OSALLISTUMISEN VÄLINEENÄ

Hyvärilä 9.3.2020 Marianne Lehtimäki, independent expert



“THE CULTURAL TOURISM RESOURCES COMPRISE ALL THAT HAS BEEN CREATED OR SHAPED BY PEOPLE:

history, landscapes, built environment, archaeological sites, museums, performing arts, visual arts, festivals, handicraft, language, tastes, traditions, mores, ideas, lifestyles, religion and scientific, artistic, technological and industrial achievements.”

**CULTURAL TOURISM AS LEARNING EXPERIENCE
WHERE LOCAL CULTURE AND SKILLS ARE
APPRECIATED**

THE BROAD CONCEPT OF CULTURE & CULTURAL HERITAGE



highlighting local values,
assets and skills,
acknowledging diversity of
heritage, enhancing
sustainability

heritage & landscape as social
and economic resource



more comprehensive use of
heritage assets

access to heritage

professional and peer support



TO BUILD THE CULTURE OF SUSTAINABLE DEVELOPMENT



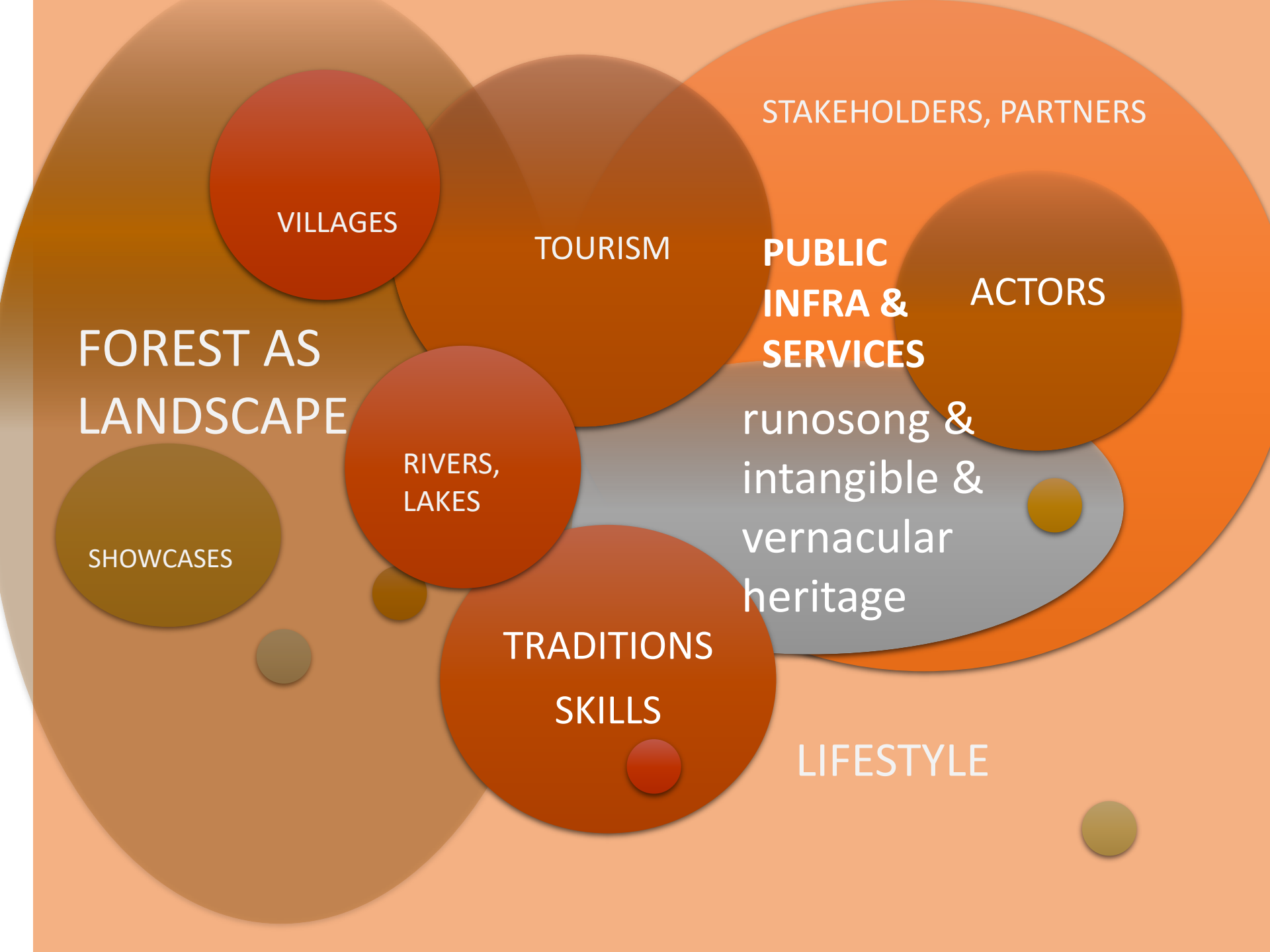
Gallen-Kallela,
Kalevala
illustration

“The Kalevala is the gateway to a vast intangible heritage, a poetry song preserved as an oral tradition in Finno-Ugrian communities, whose most famous stories of mighty wizards, brave women and crying artisans date back to fifteen hundred years, but whose oldest myths date back to far earlier, even ancient times.”

*“The runosongs, documented in Kalevala, are related to great narratives of humankind, which are recorded in such monuments as Gilgames, Veda, Ilias, The Old Testament and Tao.”**

= CULTIVATION; EDUCATION; HOW SOCIETIES REMEMBER

*<https://yle.fi/aihe/artikkeli/2019/05/22/juha-hurmeen-kolumni-kalevalainen-tietotekniikka-kulki-katevasti-mukana-pipon>



FOREST AS LANDSCAPE

VILLAGES

PLACES FOR
EXCLUSIVITY

FESTIVALS,
CONCERTS
ETC.

STAKEHOLDERS,
PARTNERS

COMMUNAL
LIBRARIES

TOURISM

VILLAGE
ASSOCIATIONS

PUBLIC INFRA
& SERVICES

ACTORS

MUSEUMS

WOODEN
CULTURE

SHOWCASES

WATER RIVERS,
CULTURE LAKES

runosong &
intangible &
vernacular
heritage

PARISHES

COMMUNITY
PLACES

TRADITIONS
SKILLS

NGO ORGANIZATIONS
LIKE THE MARTHA

MAINTENANCE,
ACTIVITIES,
LEISURE

LIFESTYLE:
AMONG OTHERS, PAYING
ATTENTION TO SOUNDS, SILENCE,
SONGS AND NARRATIVES AS
MEANS OF REMEMBERING




ECONOMIC IMPACTS

cultural route's activities enhance competence and capacity:

- assists and enhances sustainable maintenance of living environment and local services
- maintains and develops the social and economic infrastructure of the region
- creates income, employment and development based on cultural assets
- encourages diversification of the regional economy

CULTURE-BASED REGIONAL DEVELOPMENT STRATEGY

A photograph of a forest floor covered in green moss and fallen logs, with tall trees in the background.

Identifies local resources and potentials
(such as forest; -expertise, -wellbeing, -skills, -communities
and local involvement and wooden design and culture in general)

Promotes multidisciplinary networking, across municipal
and provincial borders as well as internationally

Builds an open platform for action through shared goals
and participatory processes

Creates public and open monitoring methods

THE COUNCIL OF EUROPE'S CULTURAL ROUTE CONCEPT SERVES AS AN
INSTRUMENT & PLATFORM & A REFERENCE FRAMEWORK

- Combine “heritage theme” and “tourism trail” (can be also into something special to engage with both local people and visitors)
- The route can be rather a zone with focus points and intern routes than a straight line of a route. “The problem with the Finnish so-called tourism/travel routes is that they are designed to be driven by car.”
- Nature and heritage values are integrated and together they fuel meaningful experiences
- Look for synergies with larger, long-lasting development and protection processes (such as Green Belt)

https://www.ym.fi/en-US/International_cooperation/Green_Belt_of_Fennoscandia

