Science meets Regions event

Coastal and maritime tourism & Sustainable growth

Thursday, 26 September 2019, 9.00-16.30
Satakunta University of Applied Sciences, SAMK Pori Campus
Satakunnankatu 23, Pori, Finland

#EUsci4Regio
About the event

The event, organised in the framework of the European Parliament ‘Science meets Regions’ project, is intended to discuss a locally relevant policy issue using scientific evidence. In this case, for finding ways to develop coastal and maritime tourism in a sustainable way on the Finnish coast.

Increasing understanding of the sustainable development of tourism is a necessity in coastal and maritime destinations. It involves economic, political, socio-cultural and environmental dimensions, and the purpose is to make a balance between these dimensions. However, the dimensions are often dealt with in an independent and uncoordinated manner, sustainability-related conflicts exist between stakeholders and practical tools to solve these conflicts are missing.

Therefore, the objective of the event is to build closer links between various stakeholders, especially researchers and policy-makers, in order to promote a culture of evidence-informed policy-making in tourism and encourage mutual understanding. The event will present sustainable tourism management models, best practices and relevant scientific research. The purpose is to discuss and formulate future steps and actions in sustainable coastal and maritime tourism development.

The event is organised by Satakunta University of Applied Sciences in close cooperation with the Regional Council of Satakunta and the Joint Research Centre (JRC) of the European Commission.
Programme

08:30 Registration and coffee

09:00 Opening words
  Asko Aro-Heinilä, the Regional Mayor, The Regional Council of Satakunta

09:10 Welcome remarks
  Aino-Maija Luukkonen, Mayor, City of Pori

09:20 Introduction to the Science meets Regions concept
  Stijn Verleyen, Coordinator for interinstitutional relations, Joint Research Centre (JRC), European Commission

09:40 Keynote: Can sustainable tourism development save the world?
  Sirpa Pietikäinen, Finnish Member of the European Parliament

10:00 Setting the scene: Opportunities and challenges for sustainable development in coastal and maritime tourism in Finland
  Dr. Sanna-Mari Renfors, Head of the Research Group, Satakunta University of Applied Sciences

10:30 Sustainable tourism management models and global best practices
  • Global Best Practices on coastal and maritime sustainable tourism
    Dr Ioannis Pappas, Director, The Global Sustainable Tourism Council
  • DMOs for coastal and maritime sustainable tourism
    Silvia Barbone, Managing Director, The Foundation for European Sustainable Tourism
  • Sustainable Finland – how destinations can adapt sustainable approach
    Liisa Kokkarinen, Regional Partnership Manager, Visit Finland
  • Responsibility programme in Finnish marine national parks
    Terhi Koipijärvi, Director of Communications, Metsähallitus

12:00 Networking lunch and coffee (10 €/person)
13:00 **Keynote: From vulnerability to resilience: New (big) data and methods to characterize tourism in European regions**
Filipe Batista, Researcher, Joint Research Centre (JRC), European Commission

13:30 **Panel discussion: From policy formulation and implementation to actions**
Moderator: Milosz Momot, Deputy Head of Tourism Unit, The European Commission
- Sampsa Nissinen, Director of Unit, The Ministry of Economic Affairs and Employment
- Dr. Henna Konu, Research Scientist, Natural Resources Institute Finland
- Katja Bonnevier, Coordinator, The UNESCO Archipelago Sea Area Biosphere Reserve
- Henrik Jansson, Regional Director, Metsähallitus, Parks & Wildlife Finland
- Dr Minna Tunkkari-Eskelinen, Principal Lecturer, Jyväskylä University of Applied Sciences
- Asta Laaksonen, Regional Partnership Manager, Visit Finland

14:45 **Workshop on the future steps in sustainable coastal and maritime tourism management**
Designing a cooperation action plan with PM4SD methodology developed by the Foundation for European Sustainable Tourism

16:15 **Concluding remarks**
Krista Tupala, Regional Advisor, The Regional Council of Satakunta
Speakers

Sirpa Pietikäinen, Finnish Member of the European Parliament

Sirpa Pietikäinen, MEP since 2008. Earlier Minister of Environment and a Member of the Finnish Parliament. Member in the Committee on Economic and Monetary Affairs, Committee on the Environment, Public Health and Food Safety, and in the Committee on Women’s Rights and Gender Equality. As the current key positions of trust she is Member of the Board at Kone Oyj, Fortum Advisory Council and Lammi Savings Bank. Furthermore, Pietikäinen is Chairman of the Supervisory Board at The Finnish Lifelong Learning Foundation and at Kone Foundation, The Advisory Board of the Saari Residence.

Dr. Sanna-Mari Renfors, Head of the Tourism Research Group, Satakunta University of Applied Sciences

Sanna-Mari Renfors is the Head of the Tourism Business Research Group at Satakunta University of Applied Sciences (SAMK), Finland with a PhD in marketing. She also acts as a researching principal lecturer (professor) in their faculty of Service Business. Her fields of research are sustainable tourism development, coastal and maritime tourism, curriculum development and internationalisation in higher tourism education. She plans and manages research and development projects, currently working as a project manager in international projects funded by the European Union. Her publications include articles in several scientific journals.
Dr. Ioannis PAPPAS, CEO & Co-Founder of GREEN EVOLUTION SA, is Director for Mediterranean Region of the Global Sustainable Tourism Council. He is a Mechanical Engineer, with PhD in Applied Mechanics, with over 28 years of work in several fields of science, focusing in Sustainability for Tourism, Energy and Environmental Efficiency in Infrastructure and Buildings, Advising in standardization of companies and technological implementation of climate adaptation and mitigation methodologies. He is Lead GSTC Assessor for Destinations in EMEA, Auditor for several Sustainable Tourism Certification Standards, focusing in Hotels, Tour Operators and Destinations, and Lead Trainer for GSTC in South East Europe Region.

Silvia Barbone is the founder and the director of Jlag and FEST and Head of EU Projects and Partnerships at Federturismo Confindustria. She is an international expert in sustainable tourism with an extensive knowledge of the European tourism, cultural and social policies. She has worked as consultant and researcher for local, regional and national governments in Europe and Mediterranean countries. Silvia plans and manages both large and small-scale tourism projects in partnership with universities, enterprises and public authorities. She is the developer of the PM4SD methodology.
Liisa Kokkarinen, Regional Partnership Manager, Visit Finland

At Visit Finland Liisa Kokkarinen heads the Sustainable Arctic Destination programme, with aim to shift the travel industry in Finland towards a more sustainable future. As a part of the programme Liisa and Visit Finland’s sustainability team has created a ‘Sustainable Travel Finland’ concept, a low tress-hold sustainable development tool to assist Finnish travel companies and destinations to adapt sustainable practices. In addition, Liisa works as a regional partnership manager for Lapland. Experienced and educated in Arctic matters and sustainable tourism development, Liisa has a background in (luxury) travel industry in various roles related to sales, marketing, product development and service design.

Terhi Koipijärvi, Director, Communications, Metsähallitus Finland

Terhi Koipijärvi has extensive international experience in leading corporate responsibility and sustainable forestry within the forest sector. She has worked more than 25 years in various managerial and leadership positions from trading houses to the global corporates, being now a Director, Communications at Metsähallitus, state owned enterprise, which is responsible for the sustainable management of one third of Finland’s area. She has been one of the key sustainability experts in the transformation journey of the forest sector to responsible driven business culture. In her earlier career Koipijärvi has led the responsibility agenda in global forest industry companies like Metsä Group and Stora Enso. She holds a Master of Science degree from the Faculty of Agriculture and Forestry at the University of Helsinki.
Filipe Batista, Researcher, Joint Research Centre (JRC), European Commission

Filipe Batista is a scientific project officer at the Joint Research Centre of the European Commission since 2010. He is involved in geospatial data analyses, land use and population mapping and modelling, and integrated territorial impact assessment of EU policies. Previously he worked as a research fellow at the University of Porto, Portugal, where he obtained a degree in Geography and a master in Geographic Information Systems and Spatial Planning. He is currently completing his PhD studies at the Vrije Universiteit Amsterdam. Filipe regularly contributes to technical and policy documents and is author of papers in various scientific journals.

Samps Nissinen, Head of division, Ministry of Economic Affairs and Employment

Samps Nissinen has worked in various management positions in the public sector for more than 12 years after working in private sector for ten years in research and development. He has specialized in innovation and internationalization activities at both policy and operational level. Currently Samps is working as head of division at the Innovations and enterprise funding department, Ministry of Economic Affairs and Employment. He is responsible for sectoral industrial policy including tourism sector and internationalization of companies. Prior to his current role Samps was director at Business Finland helping SMEs in bio and cleantech industries. He has also experience in the private sector in research and development activities.
Dr. Henna Konu, Research Scientist, Natural Resources Institute Finland

Dr. Henna Konu is research scientist at the Natural Resources Institute Finland. She has over ten years of experience in various national and international tourism research and development projects. Her research interests are in wellbeing and nature-based tourism, sustainability and responsibility in tourism, service development, customer involvement, consumer/tourist experiences, and experiential services. Her publications include articles in several scientific journals and she has co-authored several book chapters in international edited books in the tourism field.

Katja Bonnevier, Coordinator for Archipelago Sea Area UNESCO Biosphere Reserve

Katja Bonnevier is a biologist and lives with her family on the main island of Korpo, two ferries from mainland. She works for the Biosphere Reserve Office, run by Parainen together with Kemiönsaari and Varsinais-Suomi ELY-center. Activities for promoting a sustainable future are conducted by partners of the Biosphere Reserve. The network of biosphere reserves has grown to be an interesting palette of learning sites for sustainable development that are stimulating sustainable development by combining nature conservation, local entrepreneurship, capacity building and societal development in practice. The success of the biosphere reserves is based on collaboration, learning and a holistic view on people and nature – connecting local and global perspectives.
Henrik Jansson, Regional Director, Metsähallitus Finland

Henrik Jansson works for Metsähallitus, Parks & Wildlife Finland as a regional director. He holds a degree in Archaeology from Helsinki University. He has worked in various positions in museums and in the Finnish Heritage Agency. He has six years of research experience in Helsinki University.

Dr. Minna Tunkkari-Eskelinen, Principal Lecturer, Jyväskylä University of Applied Sciences

Minna Tunkkari-Eskelinen had the PhD in 2005 from University of Jyväskylä, Business and Economics, majoring in Entrepreneurship. She has worked since December of 2006 as the principal lecturer (professor) at JAMK University of Applied Sciences. Lately, she has focused on tourism micro firms’ development and branding Finnish Lakeland tourism, in particular Lake Päijänne approaching Unesco’s biosphere area status. Her research interests lie in the areas of firm strategies, entrepreneur education, customer insight, and responsible tourism business. She has given presentations on entrepreneurship topics in the international conferences. She has published scientific conference papers and workbook articles, and she has worked as a scientific referee for international journals.
Asta Laaksonen is currently working as the regional partnership manager for coastal Finland at Visit Finland. Together with the regional tourism organizations, she is leading the strategic work of the Coastal region, including the development and branding work as well as the coordination of joint marketing and sales promotional activities with Visit Finland’s team of experts. Additionally Asta is closely involved in the digital development work and year around tourism development. Before joining Visit Finland in 2015, Asta has worked in various tourism related positions for several years and therefore has an extensive knowledge of the industry.
**Exhibition**

The audience is also welcome to visit an exhibition of the European Commission, Joint Research Centre. The Science meets Parliament exhibition “What role for science in 21st century policy-making?” promotes the scientific work of the Joint Research Centre (JRC), the European Commission’s in-house scientific service, to the outside world. It showcases concrete issues as well as the bigger challenges ahead for our society.

The exhibition is set in the SAMK Library Pori.
Open also on Friday 27.9.2019 at 9–17.

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**Practical information**

**Venue**

The event is held in SAMK Pori Campus, Satakunnankatu 23, Pori. The campus is situated within a walking distance from the city centre and its hotels. For example, Hotel BePop is located 650 metres from SAMK Pori Campus.
Transport

The train and bus stations are located next to the SAMK Pori Campus. There is a direct bus connection from Helsinki and Turku to Pori, more information Matkahuolto or Matkahuolto/en. There is a smooth train connection from Helsinki via Tampere to Pori, more information VR or VR/en.

Most international flights to Finland arrive at Helsinki-Vantaa airport. From Helsinki there are connection flights available to Pori.

Pori-Helsinki 06:00-06:45
Helsinki-Pori 08:15-09:00

Pori-Helsinki 14:00-14:45
Helsinki-Pori 16:35-17:20

Pori-Helsinki 21:15-22:00
Helsinki-Pori 24:00-00:45

Parking

There are parking places next to the campus. Parking is free of charge.
Fees

The event is free of charge.

The cost of lunch is 10 €/pp, *cash payments only*. The lunch is paid with the registration. The ATM (Otto) is located by the check-out of the supermarket in the campus building.

Registration

The registration desk is open from 8.30 am. The hostesses/hosts help you all day by the registration desk. With registration, remember to pay the lunch.

Social dinner

The social dinner is by invitation only. The bus to the social dinner leaves at 18:00 from SAMK Pori Campus. The bus returns to the city centre approx. at 23:00.
Post-tour

The post tour is organised as a half-day coach trip to the city of Rauma, UNESCO World Heritage Site on Fri 27.9.2019. Situated on the Gulf of Botnia, Rauma is one of the oldest harbours in Finland. Built around a Franciscan monastery, where the mid-15th-century Holy Cross Church still stands, it is an outstanding example of an old Nordic city constructed in wood.

Timetable

09:00 Departure from Matkakeskus (Travel Centre) Pori
10:00 Guided tour (by walk) in the old city of Rauma
11:30 Free time
12:30 Lunch in restaurant Savila
13:30 Departure back to Pori (arrival 14:30)

Price
49 euros per person

Booking and payment
Booking latest 20.9.2019. Payment with invoice beforehand. Link to post-tour booking can be found also in the event website: Science meets Regions