

## Tourism Safety and Security System

### European dimension on Tourism Safety and Security (ESF 2012-2014)

#### Newsletter 2/2013

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Latest news and events (summer and autumn 2013):

#### Tourism safety and security system is part of the cooperation that was labeled as European best practice

Tourism safety and security system is part of regional initiative and national pilot in Finnish Lapland that enhances safety in everyday life in sparsely populated areas. The operational model of the regional initiative was labeled as European best practice by European Institute of Public Administration (EPSA2013, *Weathering the storm - Creative solutions in a time of crisis*). The project took part to the innovation competition in public sector and was shortlisted in summer 2013 as potential winner. The evaluation of the candidates is made in autumn 2013 and the final event will be organized in Maastricht, Netherlands on 25 – 27 November 2013.



For more information, see: <http://www.epsa2013.eu/>

## Tourism Safety and Security System's international guests

*Portugal, Smart Rural Living Lab, on 16 – 17 May*

Multidimensional Tourism Institute (MTI) and Ounasvaara sports and well-being Living Lab received guests from remote destination. On 16 - 17 May Mr Luis Matias from Penela municipality and Ms Ana Seguro from University of Coimbra's IPN institute visited the Rovaniemi region. The guests were representing Smart Rural Living Lab development environment focusing on problems in sparsely populated areas. During their stay, the guests familiarized themselves concerning MTI's research and development activities especially from safety point of view, for example foresight and MTI's co-operation with Russia in Barents region. For more information about Smart Rural Living Lab, please see:

<http://www.openlivinglabs.eu/livinglab/smart-rural-living-lab>



The group met several MTI's specialists during their stay. The picture above is taken from meeting with MTI's specialists in foresight in tourism on 17 May, where safety and security issues were also discussed from foresight point of view. In the picture (from left): Mr. Pasi Satokangas from MTI's foresight team, Ms. Anu Harju-Mylyaho from MTI's foresight team, Ms. Ana Seguro from SRL, Mr. Luis Matias from Penela Municipality/SRL and Ms. Salla Jutila from MTI's foresight team.



The group visited several actors in the safety and security field. Here the visit on 16 May to Rovaniemi University of Applied Sciences Emergency Simulation Environment ENVI is taking place. In the picture (from left): Ms. Sari Melamies from ENVI lab, Ms. Ana Seguro from SRL and Mr. Luis Matias from Penela Municipality/SRL.

## Visitors from Montenegro, on 11 – 18 May

Visitors from Montenegro familiarized themselves with Tourism Safety and Security System, on 12 - 18 May 2013. The visit was financed by TAIEX-instrument that supports partnership among regions in Europe. During their stay, the visitors familiarized themselves with Finnish Lapland, especially tourism in the region, as well as tourism safety and security system. The aim of the partnership is to build cooperation in the future. For more information, please see: [http://matkailu.luc.fi/Hankkeet/Turvallisuus/en/Events/TAIEX-visit\\_13.\\_-17.5.2013.iw3](http://matkailu.luc.fi/Hankkeet/Turvallisuus/en/Events/TAIEX-visit_13._-17.5.2013.iw3)



The delegation met several actors from tourism safety and security system. The picture above is from the meeting with regional Rescue Service on 13 May 2013. In the picture (from left) Mr. Timo Rajala from Police College of Finland, Mr. Zeljko Loncovic from Montenegro Mountain Rescue Service, Ms. Tanja Luburic (interpreter), Mr. Danilo Miljevic from Montenegro's Ministry of Internal Affairs, Ms. Dusanka Pavisevic from Montenegro's Ministry of Sustainable Development and Tourism and Mr. Martti Soudunsaari from Rescue Service of Lapland.



The picture above is taken from meeting with Lapland Safaris Ltd. In the picture, Mr. Rami Korhonen gives presentation to the group about the company's safety and security development.

## Tourism Safety and Security was promoted in Brussels (24 – 28 June)

Northern Arctic Power cold climate research and testing lab and Multidimensional Tourism Institute organized a promotion visit in Brussels, on 24 – 28 June in order to meet several partners and to participate to Sustainable Energy Week of the European Union (SEW, <http://www.eusew.eu/>). The theme of the promotion visit was Arctic knowhow, smart specialization and RDI-activities in tourism (road safety, innovation and tourism safety ERDF, ESF). The team took part into the several SEW events. In addition, the group met experts from several partner organizations and presented their activities in pan-European research and innovation network ERRIN tourism working group meeting on 26 June.



The group met several field area specialists during the week in Brussels. Here the meeting with Fédération Internationale de l'Automobile (FIA) on 25 June is taking place. In the picture (from left): Mr. Pasi Vaara, Ms. Päivi Kähkönen, Mr. Heikki Konttaniemi, Mr. Victor Brangeon and Mr. Luca Pascotto. Tourism safety and security development poster was presented on 19 June in FIA's tourism working group, in order to develop cooperation and inform about the actors aims and activities. During the meeting, also Arctic Power Intelligent Road project was presented (Interreg).



During the visit, the group took part to Participating to ERRIN network's tourism working group meeting on 26 June. In the picture (from left) participants of ERRIN working group, Mr. Ari Karjalainen, Ms. Eila Linna and Ms. Hanna-Greta Puurtinen (representing Tampere University of Applied Sciences). In the meeting, tourism safety and security issues were presented related to arctic tourism development.

## Tourism Safety and Security was promoted in Munich (26 – 28 June)

Tourism Safety and Security System specialists met experts from Fraunhofer Gesellschaft (FG) in order to build cooperation with the organization's experts. The visit to Germany took place on 26 - 28 June. FG has developed in a model for event management and anticipation of safety issues in public events. The model will be piloted in Rovaniemi, Finland in Ice swimming world cup in March 2014.

See: <http://www.fraunhofer.de/de/ueber-fraunhofer.html>

## Tourism Safety Label work has started

Tourism Safety and Security System builds label for safety development for tourism SME's (supported by ERDF). The label is planned especially for tourism SME's to show their safety development. The label is built in cooperation between various regional actors, public authorities, businesses and schools. The safety Label should be ready in the end of 2014.

European commission (DG ENTR, tourism unit) develops together with tourism industry the European Tourism Quality Label (ETQL) that will be EU-level framework for national quality standards and labels, such as Laatu-tonni label in Finland. Tourism safety and security system have participated to the open consultation of the ETQL in summer 2012. The ETQL development is followed closely by tourism safety and security system actors, especially in the safety label (ERDF) project. In national level, the ETQL is observed by Finnish Ministry of Employment and Economy. About ETQL, see: [http://ec.europa.eu/enterprise/sectors/tourism/quality-label/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/quality-label/index_en.htm)

## Arctic Cities in the Spirit of Rovaniemi gathers together arctic expertise

Arctic Cities in the Spirit of Rovaniemi on 2 - 4 December 2013 gathers together international experts in Arctic affairs. The event is organized in the highest level of national and regional decision-making and its background is in Finnish foreign policy since early 1990's when Finland initiated cooperation between eight arctic coastal states that was the first step towards establishing the Arctic Council. The process is entitled as the Rovaniemi process and the conference's aim is to celebrate the cooperation. The organizers of the Spirit of Rovaniemi conference are Arctic Centre and city of Rovaniemi. Tourism Safety and Security System will host a scientific session in the event entitled as Tourism in the Arctic concerning safety and sustainability in tourism.



Registration to the conference and more information: <http://www.arcticcentre.org/rovaniemiprocess>

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