

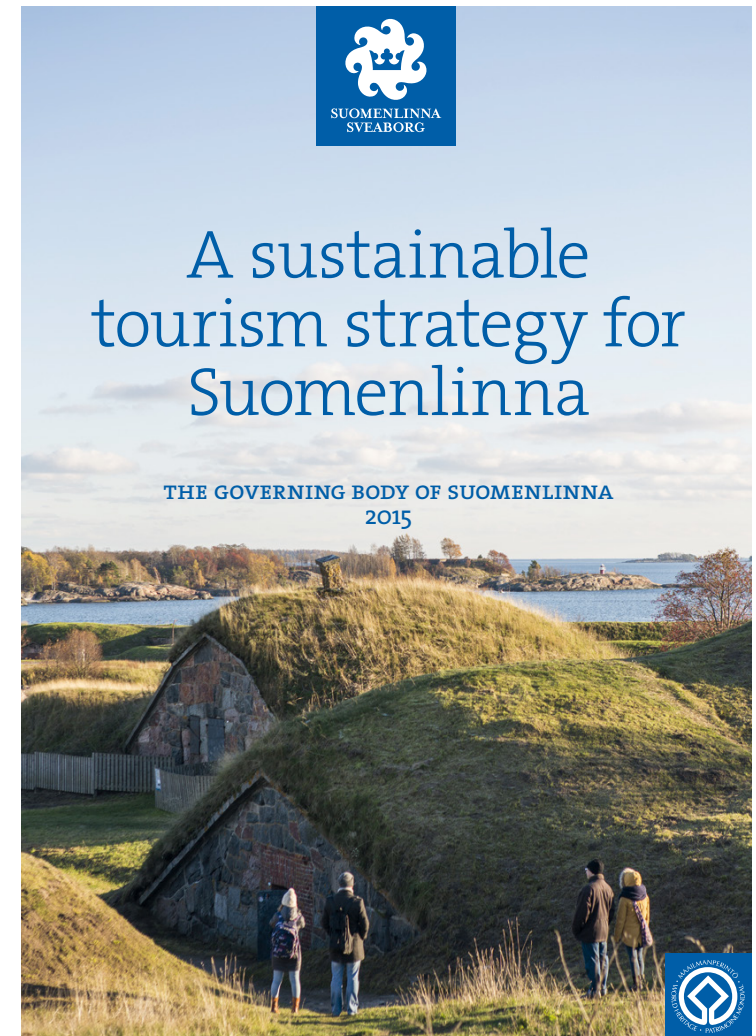
Action plan for sustainable tourism on Suomenlinna 2015–2020

This action plan is part of the sustainable tourism strategy for Suomenlinna published by the Governing Body of Suomenlinna (GBS) in 2015. The sustainable tourism strategy has been prepared in cooperation with interest groups and can be read in its entirety on Suomenlinna's website at <http://www.suomenlinna.fi/en/world-heritage/preserving>.

The action plan was created to ensure that the sustainable tourism strategy for Suomenlinna is implemented and kept up-to-date and is a concrete guideline for the tourist attraction. Its implementation is monitored and reported on annually. The action plan is reviewed annually at the tourism network meeting for the attraction. At the same time, the status of the implementation and any need for changes will be discussed. The action plan includes both larger projects and smaller, concrete measures that will ensure the implementation of the sustainable tourism strategy for Suomenlinna.

The action plan covers the period from 2015 to 2020. Like the strategy, the action plan also applies broadly to various operators connected to Suomenlinna, such as the World Heritage Site manager, the Governing Body of Suomenlinna, tourism service providers involved with the site and offices of the City of Helsinki.

The action plan presents goals for the focus areas selected in the strategy. The goals are expanded upon through various actions. The plan also defines who will carry out the actions, as well as the schedule for their implementation. The action plan is intended to function as a practical guideline for all parties involved on how to achieve common objectives. The plan will be evaluated annually and additions will be made as necessary.



1. Managing the impacts of tourism and taking advantage of its benefits

How will we proceed?	Action	Executors	Schedule
By establishing principles for measuring and monitoring sustainable tourism, as well as concrete indicators	We will adopt the principles of sustainable tourism for Suomenlinna and methods for monitoring sustainability	GBS	2016
	We will monitor the set indicators regularly and predict and react to any possible deviations	GBS	starting in 2017
	We will include the principles of sustainability in new leasing and cooperation agreements	GBS	starting in 2018
By communicating about sustainable tourism and about the positive effects of tourism	We will communicate the principles of sustainable tourism to different target groups	GBS, tourism operators	starting in 2017
	We will include information about operating as a sustainable tourist attraction in our guide for tourism operators	GBS	2016
	We will update the residents' guide to include information about sustainable tourism	GBS	2016
By taking into account visitor safety in overall planning and in all products and services for visitors.	We will engage in safety planning by compiling security documents together (security document and emergency plan) and keeping them up to date	GBS, tourism operators	continuous
	We will carry out annual visitor safety audits at the site and take any measures needed based on the results	GBS, educational institutions	continuous
	We will increase the level of safety-related expertise by organising and participating in training	GBS, tourism operators	2015, 2016
	We will take into account language and cultural differences of international visitors as part of safety	GBS, tourism operators	continuous
By strengthening information pools and expertise in handling the impacts of tourism	We will carry out a survey on entrance fees for Suomenlinna in order to support decision-making	GBS	2016
	We will combine the Suomenlinna visitor survey and study of the local economy, as well as continue their regular implementation and the communication of their results	GBS	2018
	We will study how revenue gained from visitor flows can be allocated to benefit Suomenlinna	GBS, educational institutions	2019
By taking advantage of use management as a tool for the sustainable development of tourism	We will clarify the use management of business premises and standardise leasing agreements and leasing practices	GBS	2017
	For the business premises, we will seek out tenants that support the presentation of the fortress and its service offering and that participate actively	GBS	starting in 2017
By actively taking a visitor management perspective in all actions	We will organise regular forums for discussion with residents	GBS, resident representatives and the residents' society	continuous
	Wear and tear caused to the site by tourism will be recognised and taken into consideration in GBS's repair and maintenance work programme	GBS	continuous
	We will integrate GBS's information systems to support visitor and use management	GBS	2017
	We will use regular resident satisfaction surveys to monitor the views of residents regarding tourism functions at the site	GBS	continuous
	We will build safe lookout spots that preserve the cultural landscape	GBS	2019

2. Maintaining a high-quality visitor experience

How will we proceed?	Action	Implemented by	Schedule
By developing the quality of our own services and products as well as the entire service chain of the site based on feedback received from customers	We will organise Quality1000 coaching for Suomenlinna and participate in it	GBS, tourism operators	2015
	We will collect customer feedback regularly and systematically	GBS, tourism operators	2016
	We will highlight quality-certified tourism service providers in Suomenlinna's communications	GBS, tourism operators	starting in 2016
	We will implement a quality and evaluation system	GBS, tourism operators	2017
	We will implement a quality and evaluation system	Tourism operators	starting in 2018
	We will require the use of the quality and evaluation system in new leasing agreements	GBS	starting in 2018
By evaluating the quality of products and services and communicating about the results	We will implement targeted Mystery Shopping tests for services	GBS	continuous
	We will organise a collective annual experience exchange day focusing on customer feedback and quality	GBS, tourism operators	starting in 2016
By supporting successful visits to Suomenlinna through communications and tourist information	We will commit to the agreed schedules and communicate about them	GBS, tourism operators	continuous
	We will use social media channels actively	GBS, tourism operators	continuous
	We will modernise our opening information database and event entry system and take it into use	GBS, tourism operators	2016
	We will publish a site brochure for families with children	GBS	2016
	We will update the Suomenlinna site brochure	GBS	2017
	We will ensure that the Suomenlinna website is easy to use and update it as needed	GBS	continuous
By making services easier to find as part of the general Suomenlinna guide plan	We will create an operator signage plan and communicate about it	GBS	2015
	We will commit to implementing signage according to the operator signage plan	Tourism operators	2016
	We will create a plan for harmonising the appearance of the Jetty Barracks	GBS	2015
	We will implement signage according to the operator signage plan and evaluate its functionality	GBS, educational institutions	2016
	We will investigate the possibilities for the development of lighting, particularly in the autumn and winter, as part of the Suomenlinna lighting plan	GBS, Helen	2017
	We will investigate the possibility to build a comprehensive wireless network as part of the general lighting plan	GBS, Helen	2017
By developing expertise in product development as well as in the packaging and purchasability of services	We will organise and participate in training to support expertise	GBS, tourism operators	continuous
	We will develop sales and distribution channels	Tourism operators	continuous
	We will make it possible to purchase Suomenlinna's services in advance online	Tourism operators	2017

By creating a more profound visitor experience	We will productise closed places as part of the exhibition: - pump house - Karzer wing - air surveillance centre	GBS, actor in charge of guide operations	2015 2017 2018
	We will take into account the growing number of Asian visitors and provide services and products directed at them	GBS, tourism operators	starting in 2015
	We will make use of apps to present the site - We will develop and add mobile routes - We will develop the Skyview presentation - We will adopt new apps alongside the current ones	GBS GBS GBS, tourism operators	2016 2016 starting in 2016
	We will plan and implement events and products related to the anniversary of Finnish independence in 2017–2018	GBS, tourism operators	starting in 2016
By making sure that the positive visitor experience is also conveyed through basic services and structures that support visits	We will keep visitor routes clean and in good condition	GBS, City of Helsinki	continuous
	We will implement a year-round public toilet on Susisaari	GBS	2016
	We will implement recycling points for visitors	GBS	2016
	We will implement recycling points at the meeting and banquet facilities	GBS	2016
	We will improve the waste sorting possibilities for residents and tenants of business premises	GBS	2016
	We will evaluate the accessibility of the site	GBS, educational institutio	2016
	We will make the entry points to Suomenlinna clearer and add site information	GBS, Sports Department, HSL	2017
	We will improve the accessibility of the site	GBS, tourism operators	continuous
	We will develop the signage for public toilets	GBS	2017
	We will create an environmental plan for all of Suomenlinna, which will be used as part of the environmental plan for operators	GBS, tourism operators	2017
	We will actively monitor the progress of the overall plan for the development of the Market Square and emphasise the significance of the ferry dock area and ferry terminal as the gate to Suomenlinna	City of Helsinki, GBS	continuous

3. Emphasising the image of a year-round destination

How will we proceed?	Action	Implemented by	Schedule
By expanding the opening hours and offering of services, starting by lengthening the summer season	We will support operators who keep their services open in the winter through marketing cooperation	GBS	continuous
	We will lengthen the common summer season to last from the beginning of May to	Tourism operators	2017
	We will activate the weekends in April and October with a broader service offering	Tourism operators	2018
By improving transport connections through lengthening of the summer season and providing more weekend transport in the winter	We will work together to plan the water transport schedules	GBS, HSL, transport operators	continuous
	We will ensure additional transport during events	GBS, HSL, transport operators	continuous
	We will aim to extend the waterbus transport service until the end of September	GBS, JT-Line	2017
By taking into account year-round tourism in service structures and operations	We will ensure high-quality, year-round use of the leasable conference and banquet facilities	GBS	continuous
	We will add public toilets that are open in the winter	GBS	2016
	We will plan recommended winter routes for visitors	GBS	2017
	We will guarantee that maintenance work is carried out on the winter routes	GBS	2017
	We will seek out solutions for lighting on visitor routes and at services	GBS, Helen	2017
By cooperating with operators at the site and outside of it to produce new services and products that get visitors to come out also during the winter season	We will seek out new partners to organise events in the autumn and winter	GBS, tourism operators	continuous
	We will participate actively in events organised in the autumn and winter	GBS, tourism operators	continuous
	We will promote small-scale events for city-dwellers in the autumn and winter	GBS, tourism operators	continuous
	We will work together to create service packages facilitating the purchasability of Suomenlinna in the autumn and winter	GBS, tourism operators	2016
By working together to create harmonised verbal and visual marketing to support year-round tourism	We will produce current and interesting communication material about the winter season on Suomenlinna	GBS, operators, Visit Helsinki	continuous
	We will make use of social media to get visitors and other interest groups to participate in marketing communication	GBS, Visit Helsinki, Visit Finland, tourism operators	continuous
	We will promote the implementation of event, tv and film productions supporting year-round tourism	GBS	continuous
	We will strengthen the image of a vibrant neighbourhood where things happen year round and where everyone is welcome	GBS, tourism operators, residents	continuous
	We will produce a winter video	GBS	2016
	We will add winter photos to communication channels and mention year-round tourism in verbal messages	GBS, tourism operators, Visit Helsinki, Visit Finland	continuous

4. Developing networked activities

How will we proceed?	Action	Implemented by	Schedule
By networking, including networking across industry borders	We will actively seek out event and product development partnerships	GBS, tourism operators	continuous
	We will seek out partners to organise trips and courses based on different themes	GBS, tourism operators	continuous
	We will participate in networking meetings on Suomenlinna and elsewhere	GBS, tourism operators	continuous
	We will organise a workshop combining tourism and creative industry	GBS, tourism operators	2015
By developing new means for citizen participation and by getting the public to commit to the protection of Suomenlinna.	We will organise a World Heritage Volunteers camp	GBS, Allianssi ry	2016
	We will look into new opportunities for volunteer work on Suomenlinna	GBS, educational institutions	2016
	We will adopt a new form of volunteer work	GBS, partner	2017
	We will make it possible for residents to participate in caring for Suomenlinna	GBS	2017
By developing interest group communication	We will further establish our operator and information newsletters and develop them	GBS	2015
	We will develop a platform that can be used by operators to share discussions and documents	GBS	2017
By expanding cooperation with educational institutions and making it more goal-oriented	We will make yearly plans in cooperation with our main partners	GBS, educational institutions	continuous
	We will make use of thesis work and projects in implementing the sustainable tourism strategy	GBS, educational institutions	continuous
By engaging in regular and interactive networking cooperation	We will organise regular discussion forums for tourism operators and residents	GBS	continuous
	We will actively familiarise ourselves with the activities of other tourism operators	GBS, tourism operators	continuous
	We will organise open thematic training for partners committed to shared goals	GBS	continuous
	We will communicate more effectively about business and office premises becoming available on Suomenlinna	GBS	starting in 2016
By actively participating in networks and projects to develop them, and by radiating our knowledge onto others	We will take responsibility for extending the principles of sustainable tourism to all of Finland's World Heritage Sites	GBS	2016
	We will take responsibility for establishing a national and Nordic World Heritage association	GBS	2016
	We will actively participate in the top projects of Visit Finland	GBS, tourism operators	starting in 2015

5. Communicating World Heritage values

How will we proceed?	Action	Implemented by	Schedule
By making the World Heritage values of Suomenlinna understandable and visible to different interest groups	We will write out the Outstanding Universal Values (OUV) of the site in a more understandable form taking into account different target groups	GBS, National Board of Antiquities	2016
	We will add World Heritage values and awareness <ul style="list-style-type: none"> - to the residents' guide - to the operators' guide - to the workroom tenants' guide 	GBS, National Board of Antiquities	2016 2016 2017
	We will highlight world heritage values and awareness in communications targeted at visitors	GBS, tourism operators	continuous
	We will create an exhibit about world heritage and the Finnish World Heritage Sites for the Suomenlinna Museum	National Board of Antiquities, ICOMOS Finland	2016
	We will recognise the 25th anniversary of Suomenlinna as a World Heritage Site in our communications	GBS	2016
	We will produce a History of the Buildings application based on the Skyview presentation	GBS	2016
	We will organise a seminar about world heritage on Suomenlinna We will enhance the introductory exhibit at the Visitor Centre	Ehrensward Society, GBS GBS	2016 2017
By familiarising employees with Suomenlinna's World Heritage values	We will develop our seasonal information material into Suomenlinna orientation	GBS	2016
	We will participate in annual Suomenlinna orientation training	GBS, tourism operators	continuous
	We will include World Heritage awareness in our orientation materials	GBS, tourism operators	2017
By promoting the image of Suomenlinna as a versatile learning environment	We will engage in closer cooperation for school field trips	GBS, Ehrensward Society, Hostel Suomenlinna	2016
	We will work together to produce a comprehensive service offering for pupils about	GBS, tourism operators	2017
	We will produce materials for visits by early childhood education, pupil and educational institution groups that support the curricula	GBS, tourism operators	2017
By developing World Heritage education	We will establish goals for World Heritage education	World Heritage Sites, ICOMOS Finland	2018
	We will produce material supporting World Heritage education	World Heritage Sites, ICOMOS Finland, The Society for Cultural Heritage Education	2018