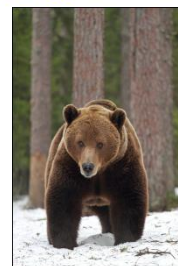




" WILDLIFE TOURISM 2020"

LIMINGANLAHTI NATURE CENTRE 4.11.2013



Safety and quality are among the determinants of future success of the Finnish Wildlife Tourism together with the availability of right products for the right markets. Come and join us to hear what "Safety Management in Wildlife Tourism" –project has been up to these years and to interactively look into the future of Finnish Wildlife Tourism!

This seminar is simultaneously the launching event for the Finnish Wildlife Product Strategy update.

Time and venue

Monday 4th November 2013 at [Liminganlahti Nature Centre](#)

(Rantakurvi 6, 91900 Liminka).

Programme

8.30-9.00	Morning coffee
9.00-9.05	Opening of the seminar
9.05-9.20	<i>Safety Management in Wildlife Tourism 2011-2013</i> /Titta Tapaninen (Kajaani University of Applied Sciences)
9.20-9.30	<i>Situation analysis of Finnish Wildlife Entrepreneurs</i> /Jari Järviluoma (Kajaani UAS)
9.30-9.40	<i>Safety Planning, Case Oulanka NP</i> /Sari Alatossava (Metsähallitus)
9.40-9.50	<i>"Safety 100"</i> /Pekka Iivari (Lapland University Consortium)
9.50-10.00	Discussion
10.00-10.25	<i>Wildlife Tourism in Scotland – The Power of Working Together</i> / Sally Dowden (Speyside Wildlife/Wild Scotland)
10.25-10.50	<i>Sustainability criteria for Wildlife Tourism in Sweden</i> /Ulf Lovén (Swedish Ecotourism Society)
10.50-11.15	<i>Sustainable tourism product development and marketing by Estonian Nature Tours</i> / Marika Mann (Estonian Nature Tours)
11.15-11.30	Discussion

11.30-12.15

Lunch at the Nature Centre (to be paid individually)

12.15-12.40

Different products for different clients/ Jari Peltomäki, Finnature

12.40-12.50

Finnish game management scheme and wildlife tourism / Arto Marjakangas (Finnish Wildlife Agency)

12.50-13.20

The up-date of national Wildlife Tourism Product Strategy /Terhi Hook (VisitFinland)

13.20-13.30

Coffee break

13.30-15.00

Panel discussion "Wildlife Tourism 2020"

Sustainability – where are we now? Branding destinations – how to survive in the global competition? What does it take to make it big? Animals as objects or a shared passion – how to communicate it right? The vision for Finnish Wildlife Tourism ?

Panelists Mr. Antti Majava (Mustarinda Association), Mr. Keijo Salenius (Basecamp Oulanka), Ms. Sally Dowden (WildScotland), Ms. Marika Mann (Estonian Nature Tours), Ms. Pirkko Siikamäki (Metsähallitus), Ms. Sabrina Logeais (Taiga Spirit), Mr. Jari Peltomäki (Finnature)

15.00-15.30

Closing remarks

15.30-16.30

Guided tour to the exhibition of Liminganlahti Nature Centre (Finnish speaking)

Welcome!