

Designing a new solution to support forest landscapes in a tourism destination – Landscape and Recreation Value Trade in Ruka-Kuusamo

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Why payments for forest landscape values are needed?

- Nature-based tourism is growing
 - Private forests (60 % of forests) are important for tourism but mainly used for timber production
 - Increased demand for timber to boost wood-based bioeconomy
 - *increased need to maintain attractive forest landscapes outside protected areas*
- Attractive landscape and environment key attraction factors for tourism.
 - NBT increasingly recognized in forest policies → economic incentives for private landowners for producing of amenity values lacking.
 - Most policy measures targeted for timber production (some for biodiversity)
- Insufficient tools for safeguarding landscape & recreation services of forests

→ *Need for new approaches targeting private forests*

Need for forest landscape and recreation value trade

- Intensive forest management (clearcuts) for wood production decrease quality of forest landscapes for tourism and recreation (Gundersen and Frivold, 2008; Tyrväinen et al. 2017)
 - Tourists are willing to pay for improved landscape and biodiversity in NBT areas (Tyrväinen et al. 2014, Mäntymaa et al. 2018).
- Landowners ownership motivations have diversified and include amenity values.
 - Relatively many forest owners are interested in participating to Landscape and Recreation Value Trade (LRVT) (Mäntymaa et al. 2018, Tyrväinen et al. 2019).

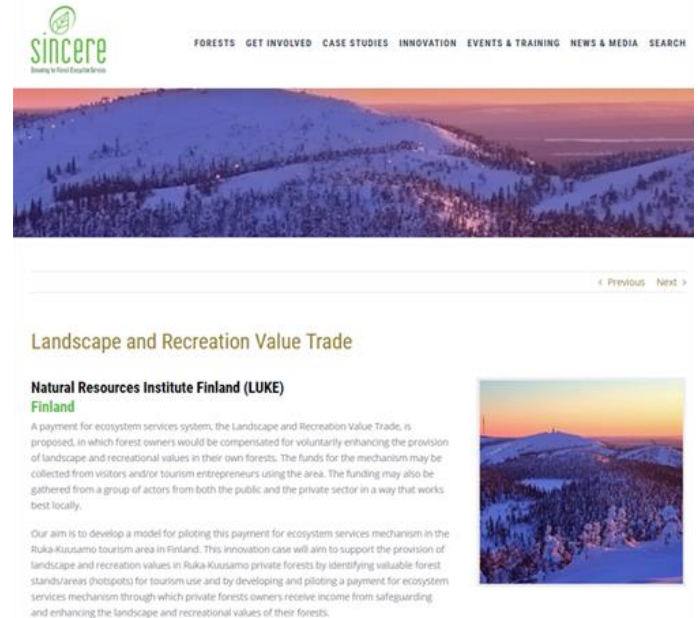


Picture Ruka-Kuusamo Tourist Association

SINCERE –project: Innovation Actions to create Payments for Forests Ecosystem Services (PFES) in Europe

(EU Innovation Action Programme 2018-2021, Coordin. EFI)

- 11 case studies
- Finland: Landscape and recreation value trade pilot in Kuusamo private forests
- Implementation Luke, Finnish Forestry Center and Ruka-Kuusamo tourist association
- Co-creation with local Multi-Actor Group
- <https://sincereforests.eu/>



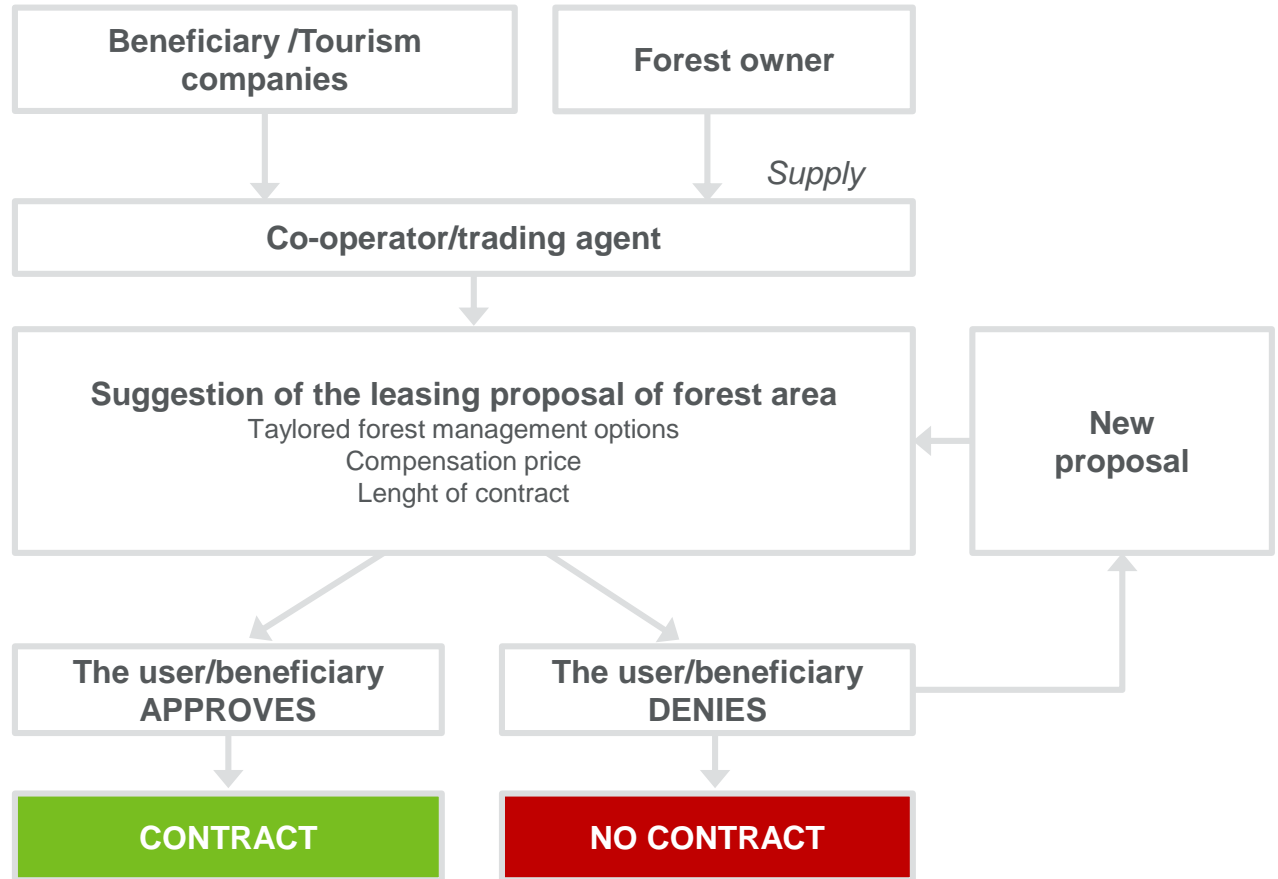
Ruka-Kuusamo tourism area

- Ruka-Kuusamo is a major nature-based tourism resort, over one million visits annually.
- Most of the forests, 80 %, are privately owned.
- Main income from forests comes from the selling of wood → Intensive forestry with large clear cuts.
- Tourism business is growing in Kuusamo → tourism provides more jobs and investments in the municipality than forest sector



Landscape and Recreational Value Trade model

Target public good:
Landscape values & biodiversity
(Tyrväinen et al. 2014)



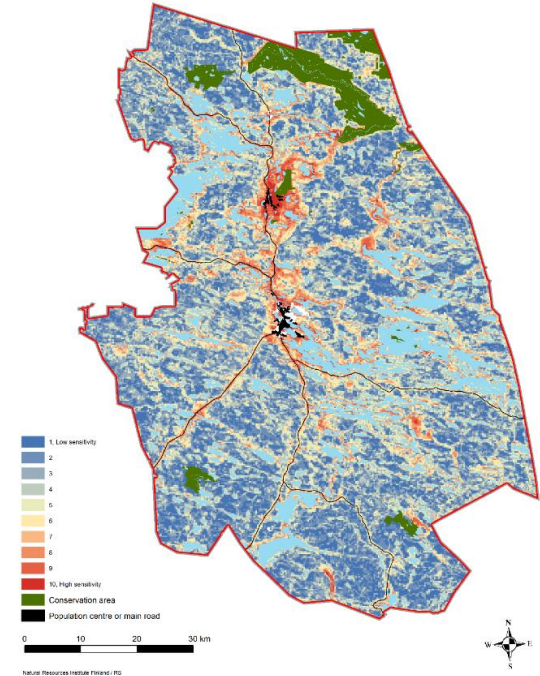
Choosing the priority areas in private forests

1. Visual sensitivity index map prepared by Luke is used to identify hotspots

→ a combination of landscape value model, geographical visibility model and the use pressure for tourism and recreation

2. Combined overlay analysis with space-specific information of biodiversity hotspots (SMK registers)

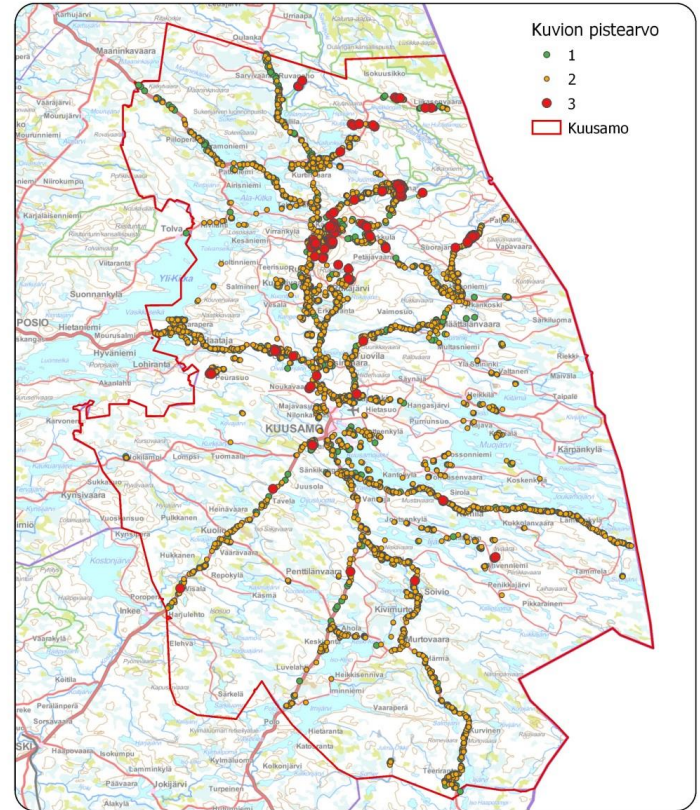
Visual Sensitivity Index



Suitable forest sites for LRVT

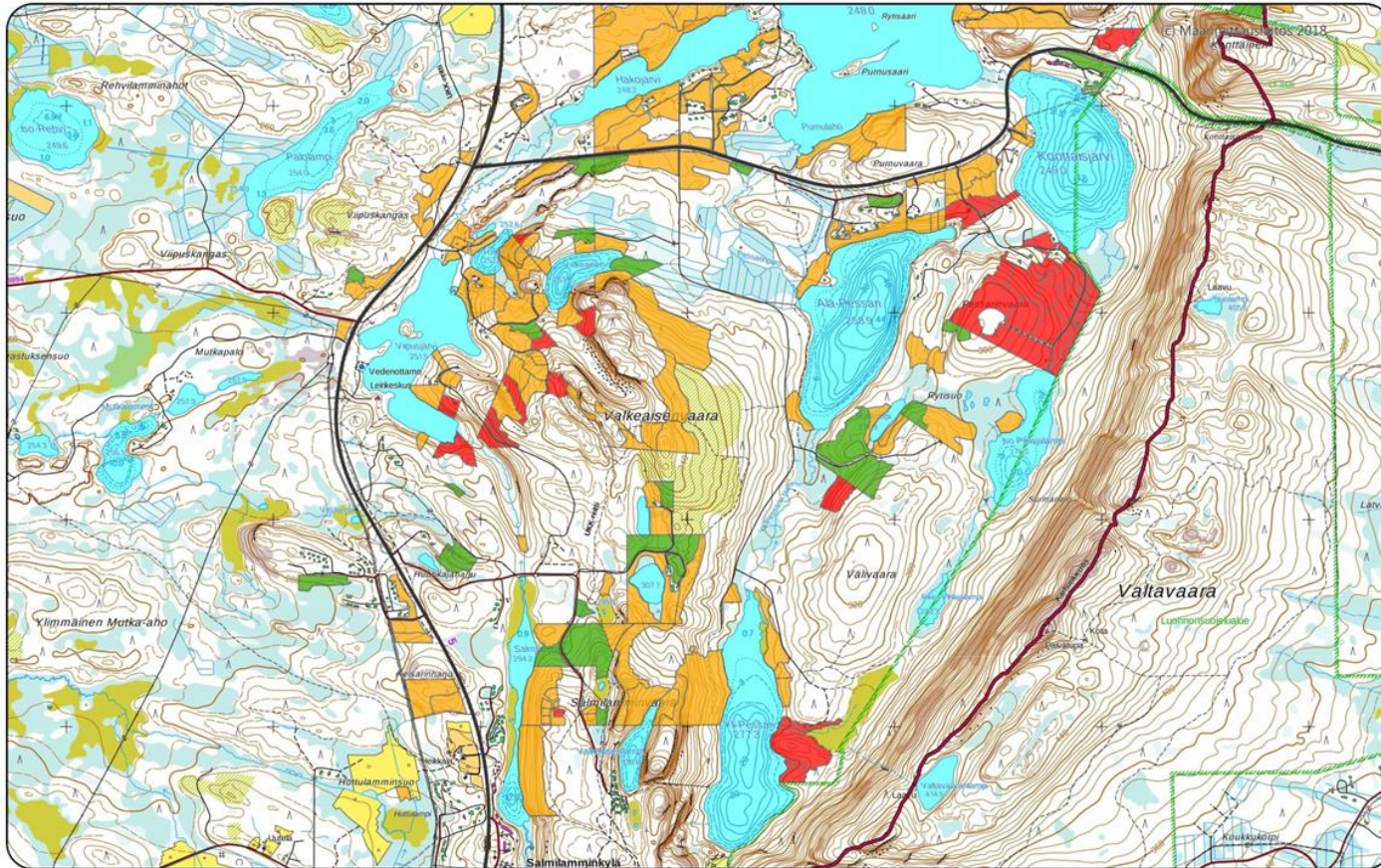
- Mature forests (at regeneration stage) at Ruka, and along key trails and roads.
- Key values
 - Landscape
 - Biodiversity
 - Carbon storage
- Alternatives for forest management *total protection- small scale management - continuous cover forestry.*
- *Taylor-made contracts (10 years) with landowners against agreed compensation*

Valuing/scoring of ecosystem services by stands
Ekosysteempalveluiden arvottaminen/pisteytys, Kuusamo



Mittakaava: 1:500 000

Valueing/scoring of ecosystem services by stands Ekosysteemipalveluiden arvottaminen/pisteytys, Ruka



Example: Three years after thinning from above



Developing the model for the pilot in Kuusamo

- Alternative funding models evaluated by regional stakeholders (Kurttila et al. 2018)
- Suggestions from local Multi Actor Group:
 - Consider multiple sources of funding (payments by visitors, tourism entrepreneurs, public funding)
- Feedback and suggestions from European expert workshop (Feb2019, Leuven, Belgium):
 - To start with collecting payments from visitors and companies
 - Design of a local marketing campaign
 - Easy paying possibilities e.g. on-line applications for tourists
- Restrictions in Finnish legislations regarding who can collect funding to be clarified



Awareness raising campaign and marketing

- General awareness raising:
 - Videos representing key ideas of LRVT, expert article in HS, Media release, local newspapers, radio, national news etc.
- Marketing locally through companies, Ruka village, accommodation sites etc.
- Social media campaign and marketing material designed by DramaQueen - advertising agency
- Finding "opinion leaders" to help in marketing



How donations can be done?

- Voluntary payments (Maisemahyvitys) can be given by visitors, tourism entrepreneurs or other actor to support landscape and biodiversity protection in private forests
- Basic idea is to give donation to local forest elf → Marketing campaign started 16th Sept.
- Donation channels: text message, phone call, MobilePay and payment to bank account



RUKA!
KUUSAMO

TEE MAISEMAHYVITYS METSÄNHALTIJALLE!

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MUURAHAISKEKON HOPEAA, VIINAA TAI VERTA

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LAHJOITA HALUMASI SUMMA TEKSTIVIESTITILLÄ NRO 16588

1 maisemahyvitys	•	20 maisemahyvitys
5 maisemahyvitys	•	30 maisemahyvitys
10 maisemahyvitys	•	40 maisemahyvitys

LAHJOITA SOITTAMALLA: 0600 96906

Lahjoitussumma 10 €

LUE LISÄÄ: [RUKA.FI/MAISEMAHYVITYS](https://www.ruka.fi/maisemahyvitys)

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MIKÄ MAISEMAHYVITYS?

Maisemahyvitys metsänhaltijalle on vapaaehtoinen, joskin tärkeä avustus maisemien säilyttämiseksi. Maisemahyvitys perustuu maisema-arvokauppaan, eli yksityisten metsänomistajien kanssa solmittaviin sopimuksiin, joissa maisemat retkeilyreittien varsilla yksityismetsissä pyritään säilyttämään.

Tekemällä maisemahyvityksen varmistat, että lempimaisemasii on paikallaan vielä huomennakin.

Summing up

Benefits:

- Improved integration of tourism and forestry in private forests
- Reduced forest-related conflicts in Kuusamo
- Improved social (ecological) sustainability
- Improved image of Kuusamo as a tourism destination
- Improved image of forest sector?

Key outputs:

- LRVT offers an approach to reconcile use of forests for tourism and forestry in private lands
- Awareness raising campaign 2020 and fund collection Sept-Nov 2020.
- Evaluation of the process 2021.

Thank you!

Further reading:

Tyrväinen, L., Mäntymaa, E., Juutinen, A., Kurttila, M., Ovaskainen, V. 2020. Private landowners' preferences for trading forest landscape and recreational values: A choice experiment application in Kuusamo, Finland. *Land Use Policy*.
<https://doi.org/10.1016/j.landusepol.2020.104478>

•Mäntymaa, E., Tyrväinen, L., Juutinen, A., Kurttila, M. 2019. Importance of forest landscape quality for companies operating in nature-based tourism areas. *Land Use Policy*.
<https://doi.org/10.1016/j.landusepol.2019.104095>.

•Kurttila, M., Mäntymaa, E., Juutinen, A., Hujala, T., Tyrväinen, L. 2019. Designing locally adapted PES instruments collaboratively: Case study of the Ruka-Kuusamo tourism area. *Journal of environmental planning and management*.
<https://www.tandfonline.com/doi/full/10.1080/09640568.2019.1689933>

•Tyrväinen, L., Mäntymaa, E. & Ovaskainen, V. 2014. Demand for enhanced forest amenities in private lands: The case of the Ruka-Kuusamo tourism area, Finland. *Forest Policy and Economics* 47: 4-13.