

# From Labs to Landmarks: A Cross-border Initiative for Science, Discovery and Tourism.

Interreg Aurora funded small scale project 20362464

**Interreg**  
**Aurora**



Co-funded by  
the European Union



UNIVERSITY OF HELSINKI  
FACULTY OF BIOLOGICAL AND ENVIRONMENTAL SCIENCES



## SALT

- Research and consulting in marine litter, marine management, community development
- International cooperation
- Knowledge dissemination: visitor centers, science centers, digital content, school projects
- Elina Hutton, PhD candidate at University of Lapland. The impact of social media on tourists' nature relationship for visitor management. Background in community development and regional tourism marketing.





# Feasibility study

## Trends:

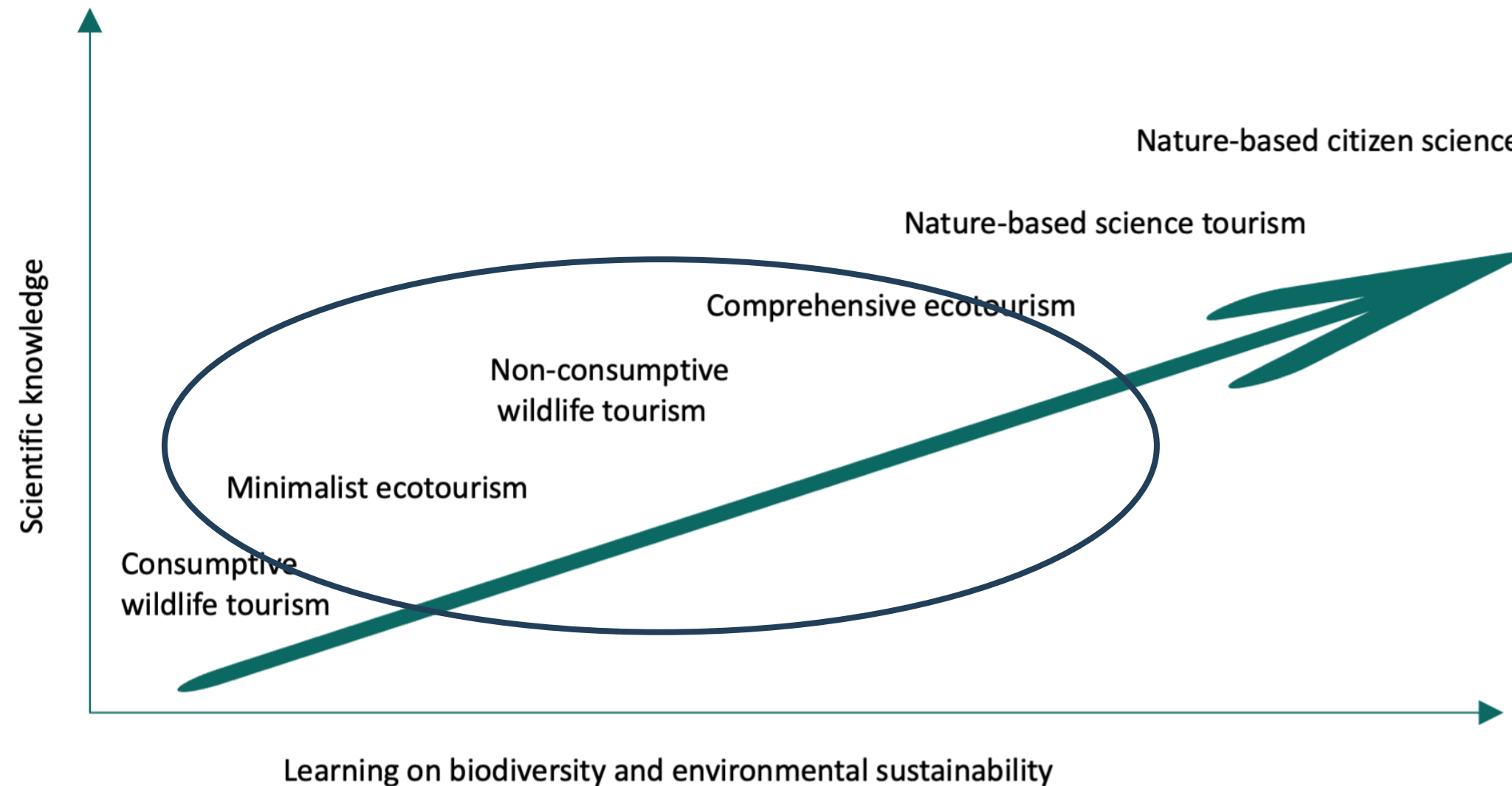
Increasing interest in nature tourism and learning while travelling

Digitalisation throughout the travel experience

Visitor monitoring and management needs

Digital mobile application with science and knowledge-based content

# Science as value in tourism



Tourism uses science and knowledge to develop experiences

- to learn about the destination
- personal development while on holidays
- nature conservation
- giving back (regenerative tourism)

Varying levels of science involvement from simple activities with knowledge dissemination to citizen science-projects

## Tourism industry interest

National and regional strategies highlight digitalisation of experiences and more-than-sustainable product development

Industry focus on sales of products and growth

Year-round (and bad weather) product development

DMMOs focus on marketing





# Nature, landuse, visitor management

Growing interest to visit protected recreational  
areas

New visitor groups want and need new information

Interest to use knowledge to guide visitor  
behaviour



## **Bolyst & blilyst**

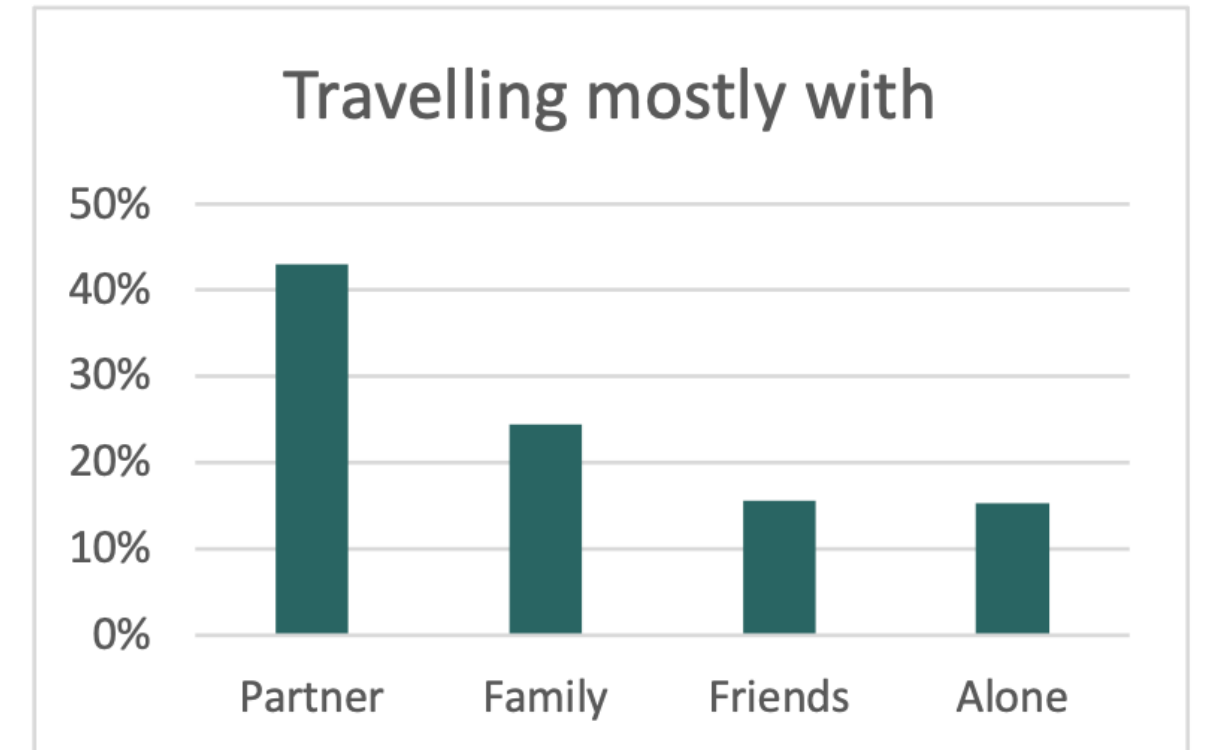
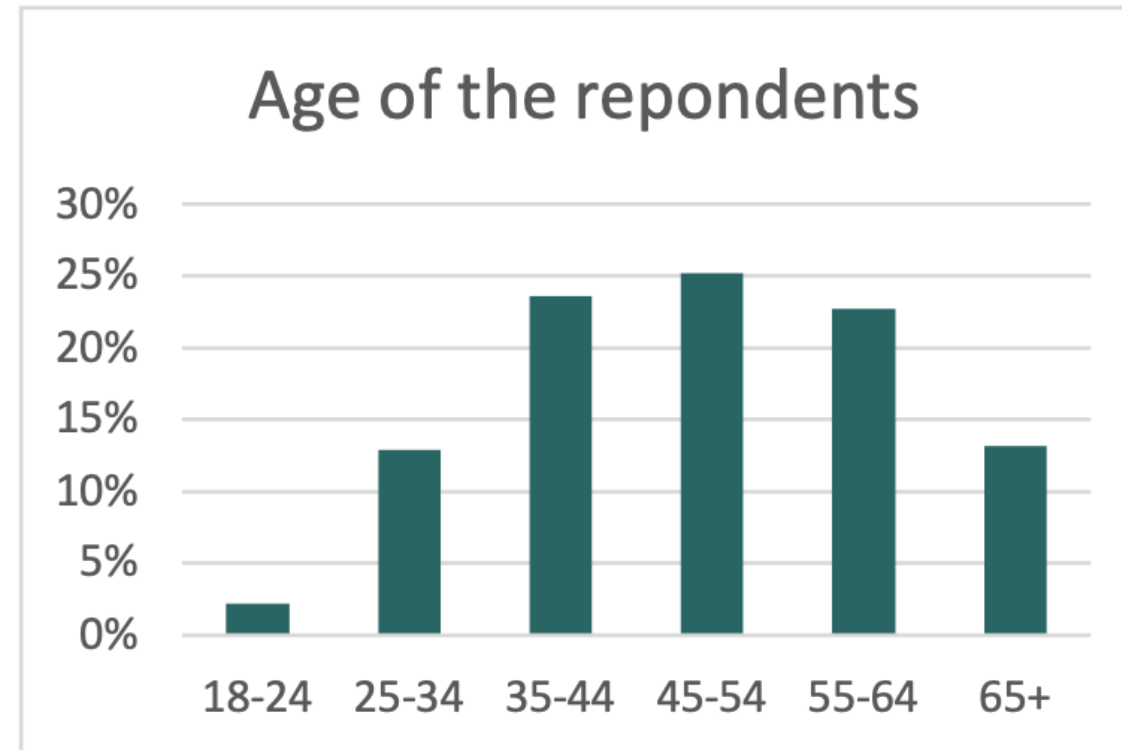
Knowledge and science-based tourism products can be of interest to the locals too

A way showcasing the local life, cultures, and values to tourists

Tool for local schools and people for learning and teaching

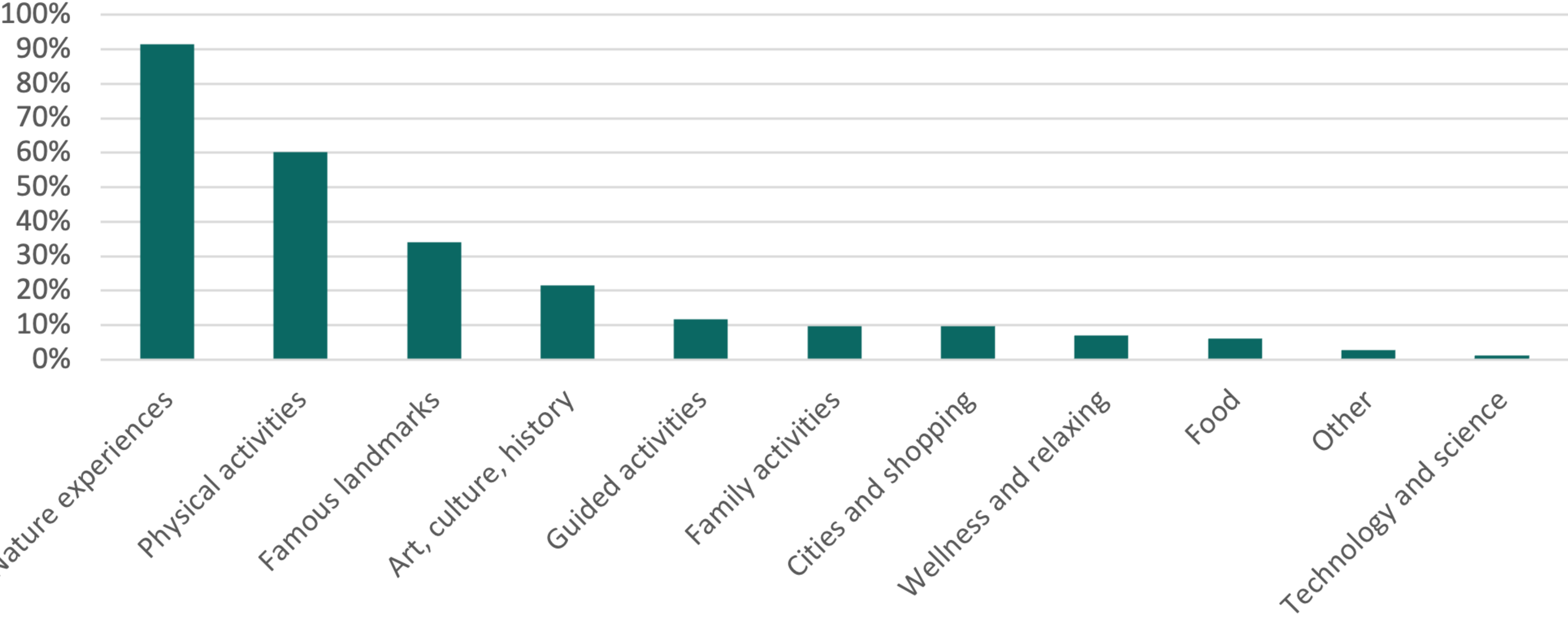
# Online survey

- 365 answers, Finnish 92%, Norwegian 5%, others 3%

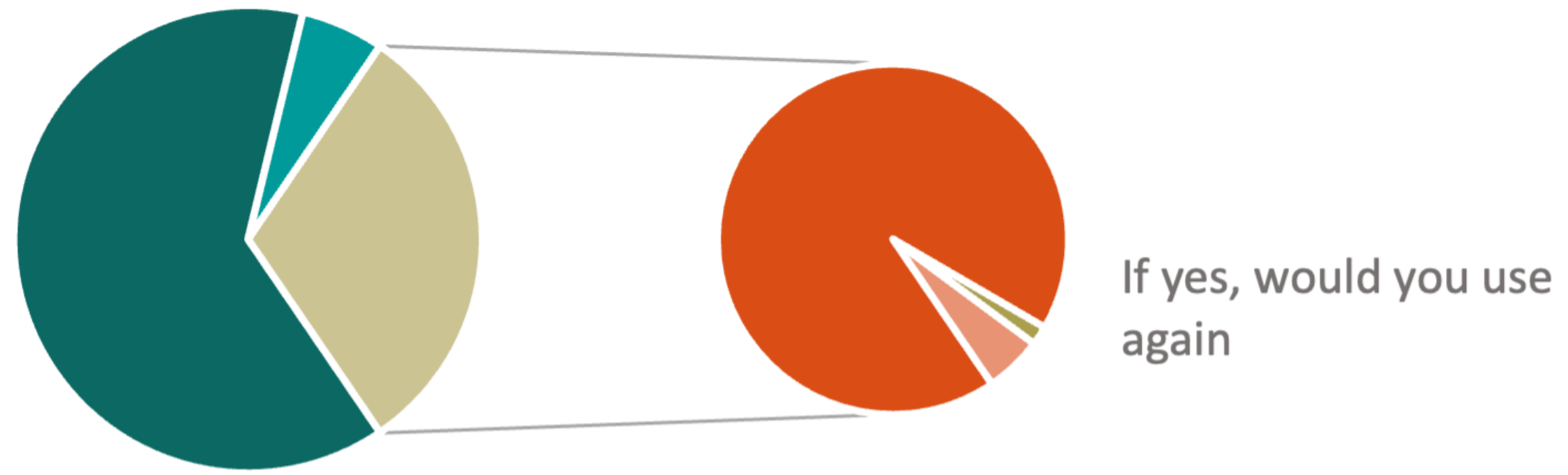




# Popular holiday activities

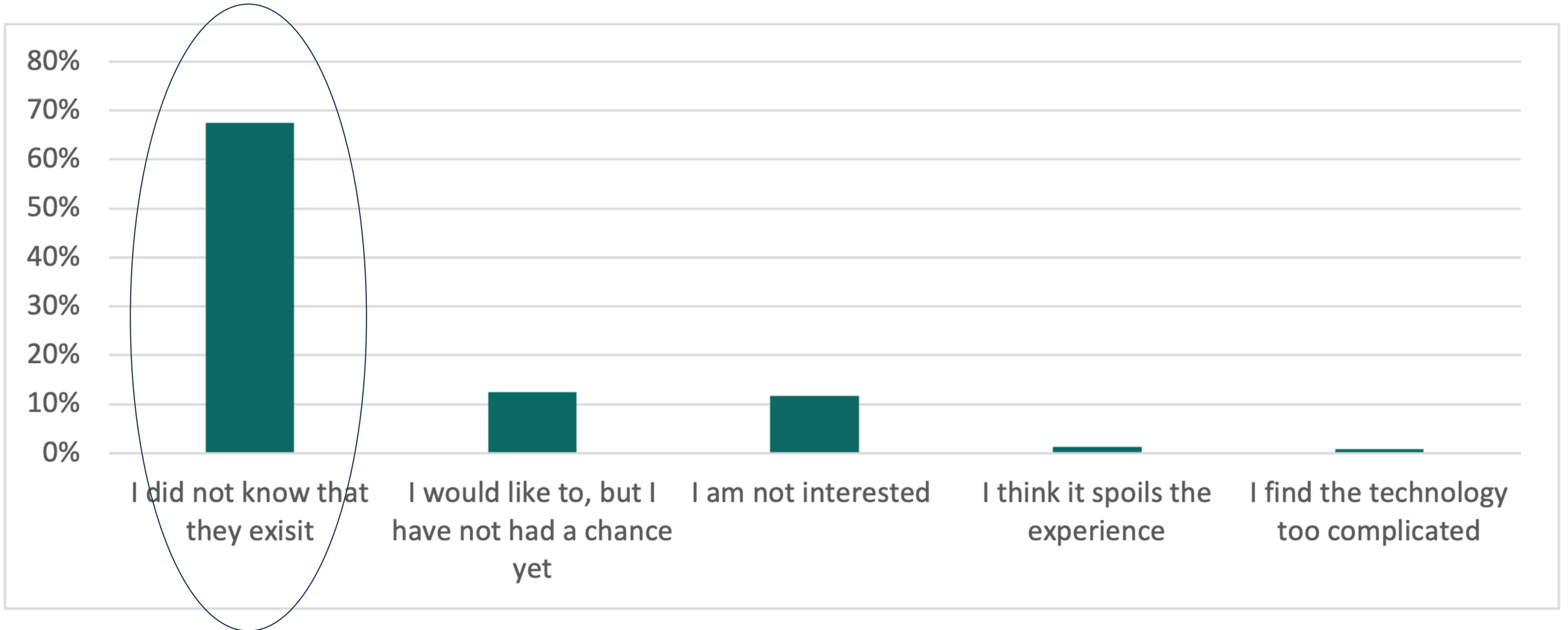


# Have you used digital guide apps before and if yes, would you use them again?

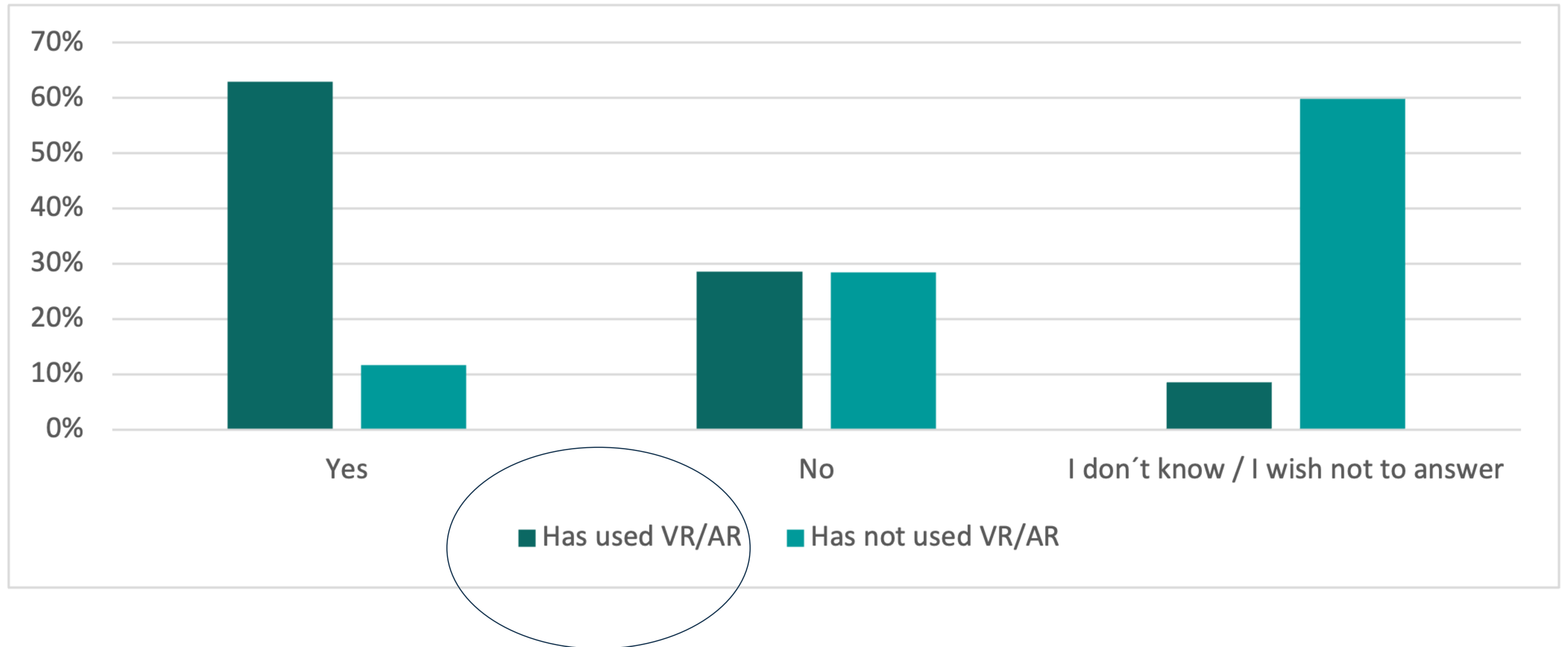


- Have not used
- No answer
- Would use again
- Woud not use again
- No answer if wold use again

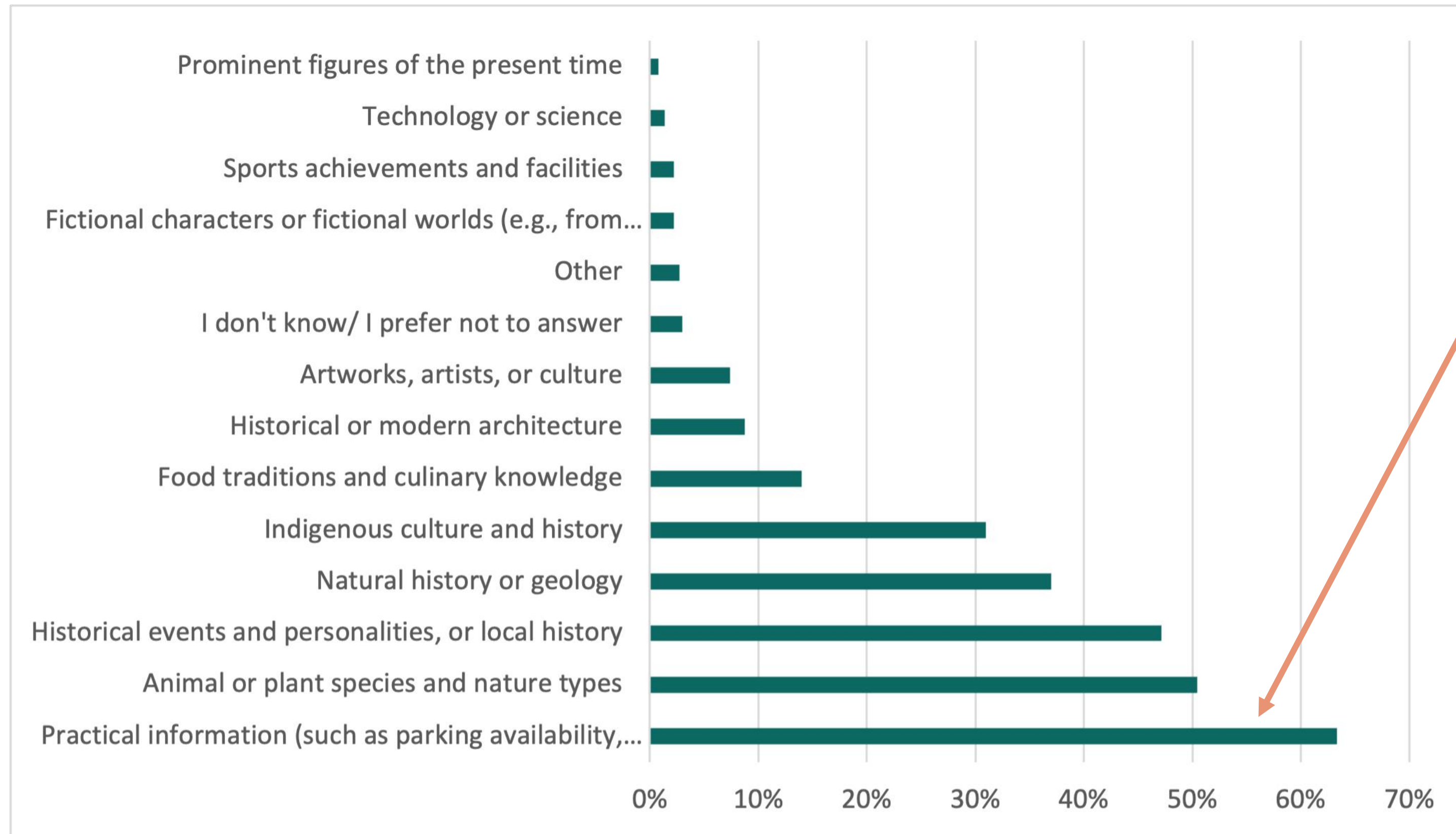
# Why have you not used digital guide apps before?



# Have you used and would you be interested in using VR/AR content on holidays?

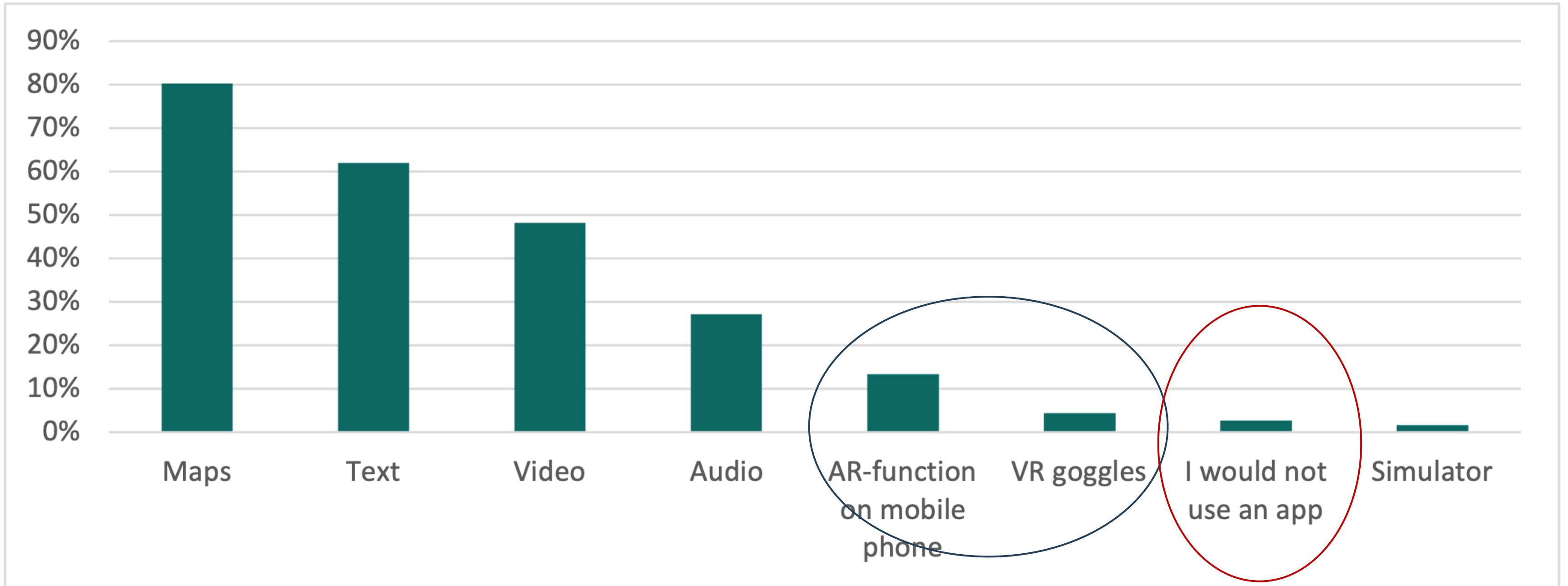


# What do you want to learn about when you are on holiday?



\*possible to choose several options

# What media would you prefer to use in a guide app?



\*possible to choose several options

# Welcome to Kilpisjärvi

## Project leader Finland

Hannu Autto

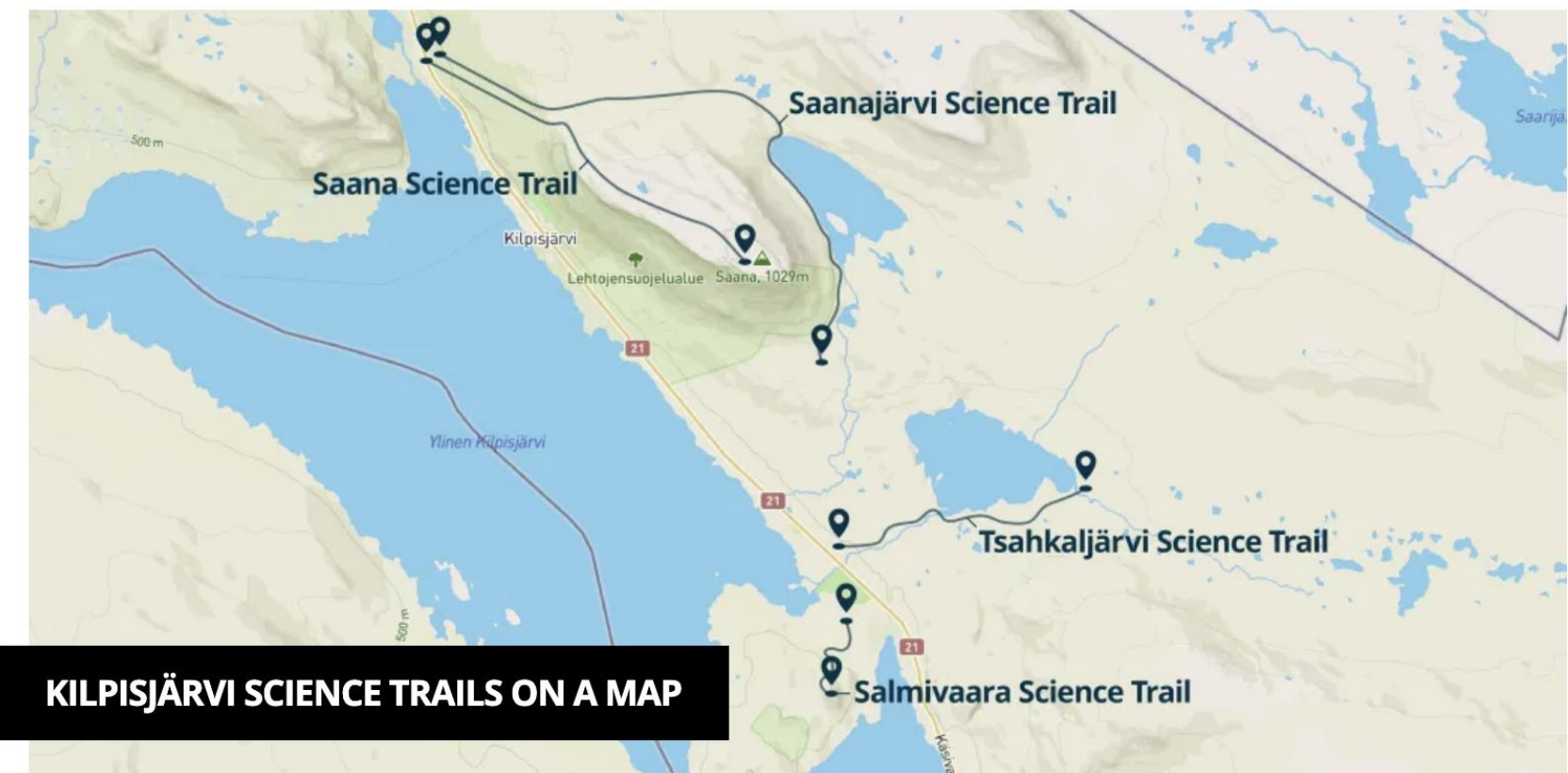
Kilpisjärvi Biological Research Station

Hannu.autto@helsinki.fi

Tel: +358 50 465 1226

## KILPISJÄRVI SCIENCE TRAILS

The Kilpisjärvi Science Trails are digital science trails discoverable through the Kilpisjärvi Science Trails app or online. This digital touring guide takes you through old mountain birch forest, past a waterfall, and alongside beautiful clear lakes to the top of fells - including Finland's most recognizable fell - Saana.



<https://www.helsinki.fi/en/research-stations/science-trails/locations/kilpisjarvi-science-trails>

# Tusen takk! Kiitos! Thank you!

**Elina Hutton**  
Forsker  
Salt Lofoten

+ 4795527096  
[Elina@salt.nu](mailto:Elina@salt.nu)  
[www.salt.nu](http://www.salt.nu)

**Hannu Autto**  
Kilpisjärvi Biological Research  
Station

+358504651226  
[Hannu.autto@helsinki.fi](mailto:Hannu.autto@helsinki.fi)  
[www.helsinki.fi](http://www.helsinki.fi)

