



GET INSPIRED BY RURAL DEVELOPMENT IN

Central Finland

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RURAL DEVELOPMENT

Leader Local Action Groups (LAGs) develop rural areas by funding local projects and supporting local enterprises. In Central Finland, there are four Leader groups: LAG Jyväskari, LAG Maaseutukehitys, LAG Vesuri-ryhmä and LAG Viisari. The funding consists of three sources: National funding comes from the budgets of the national government and local municipalities. Part of the funding comes from the European Agricultural Fund for Rural Development. Private funding represents a third source of finance.

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Come and get inspired by Nature and Culture!

The Leader groups in Central Finland have had the privilege to fund a wide range of projects from various entrepreneurs, associations and other communities in rural areas. This brochure contains a few examples of funded projects specific to tourism. Thus it provides an insight into our work as well as some great travel tips.

The countryside of Central Finland offers an abundance of activities for visitors. You can skateboard surrounded by a pristine forest landscape, visit a historical wooden church, bath in a traditional wooden sauna and swim in clean lakes, take a hike in a national park admiring breathtaking views, enjoy local flavors on your plate and finally sleep overnight in a forest. All this and much more to explore – welcome to Central Finland!

We have included some links for further information and contact details. Feel free to contact Leader groups in Central Finland. We are also interested in cooperation with other partners from different countries!

Landscape view from Oravivuori hill
PICTURE: Piia Perttilahti



Southern Konnevesi NATIONAL PARK

PICTURE: Jouni Lehmonen | TEXT: Jan Kunnas

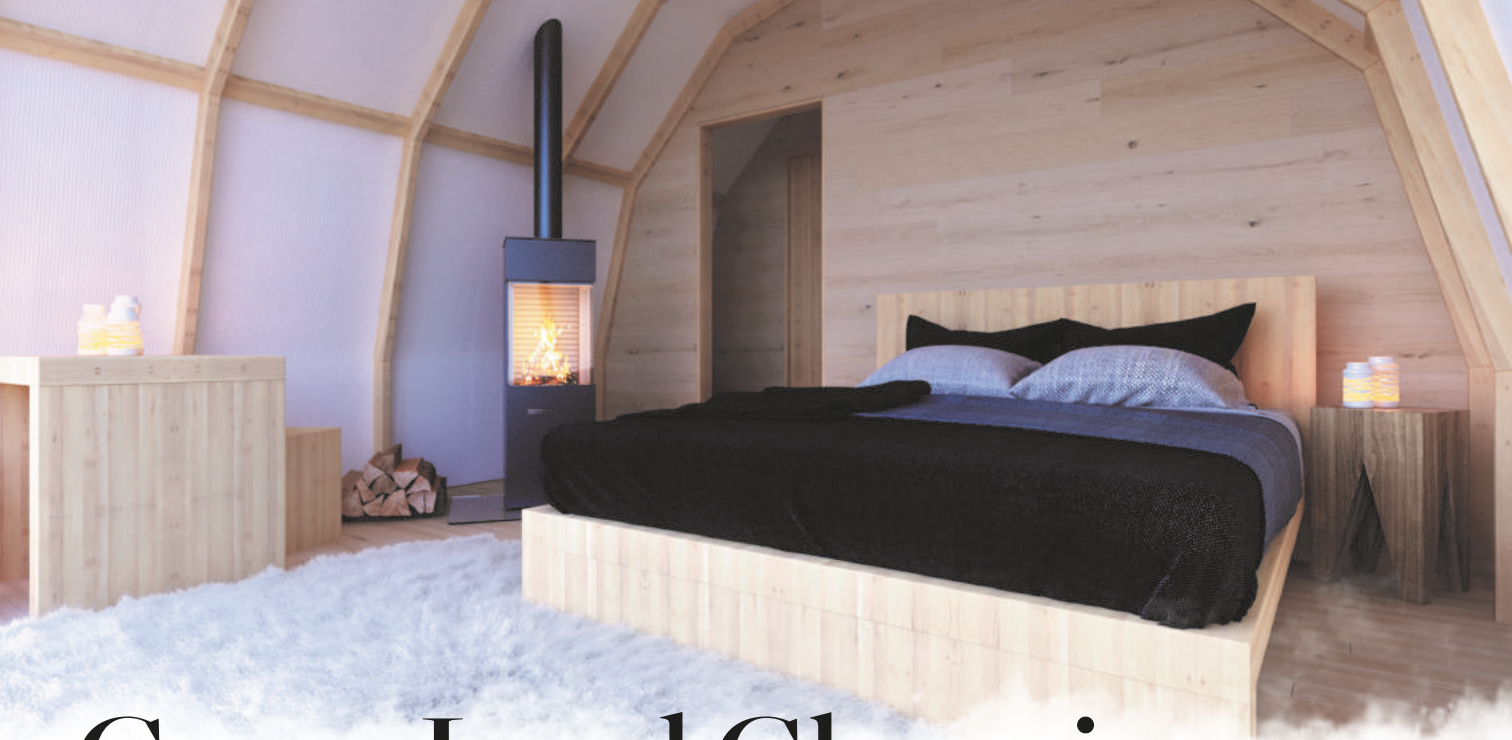
Southern Konnevesi National Park was opened in 2014 on the border of Central Finland and Northern Savonia regions. The park, which extends to the shores and 600 islands of Lake Southern Konnevesi, includes glaciated rocks, large bodies of water, steep vertical cliffs, and old forests. Rural development funding has made it possible to develop it holistically as a tourist destination, to design hiking trails and supporting structures, and a hiking map for the area.

The Nature Tourism and Intriguing Landscape Projects have enhanced the co-operation between entrepreneurs and other tourism related organizations in the region. As a result complete service packages have started to emerge, including food, activities, accommodation and transportation.

The food experiences project has provided participants with training on the use of wild herbs, preparing meals from game, cooking in hiking conditions, and in planning of completely new food products.

Three micro companies have developed together new ways to attract tourists, especially from China. Vetikko Travel takes care of the travel arrangements, Eri's Pete offers outdoor activities and Ilonen Hauki is responsible for the tourists' food experiences. The funding received has made it possible to translate both printed materials and website in Chinese, to test food products and outdoor activities. Two Chinese test groups visiting the national park area have already given positive feedback.

MORE INFORMATION: WWW.NATIONALPARKS.FI/EN/SOUTHERNKONNEVESINP



Camp Land Glamping

PICTURE: Camp Land | TEXT: Tiia Rantanen | TRANSLATION: Jan Kunnas

Camp Land designs and manufactures high-quality glamping - or lodging tents for the year-round use by travel and accommodation companies. Camp Land's product development was boosted with rural development funding.

This has nothing to do with your ordinary kind of wet and cold camping. The tents have been developed with travelers looking for luxurious and unforgettable accommodation in mind. These beautiful tents are handmade from Finnish wood in Central Finland.

– Last November, we set up two tents in Lapland in the middle of the wilderness and they have been in use since the beginning of December. The feedback received has been very good, and we are delighted with all suggestions for further development, says entrepreneur and designer **Janne Tynismaa**.

The tents and their manufacturing process have now evolved to such advanced stage, that the next step is to find more partners and build up a network.

– In 2018, our goal is to implement two Camp Land tourism destinations in Finland based on a completely new tourism concept, Tynismaa reveals.

A natural continuation of the company's growth is of course the international market. Within five years Camp Land destinations should be found not only in Finland, but also in the other Nordic countries, the entrepreneurs envision.

MORE INFORMATION: WWW.CAMPLAND.FI



Havumäki Ranch:

URBAN CULTURE IN A PRISTINE PINE FOREST

PICTURE: Santeri Nikkinen | TEXT: Maria Markus | TRANSLATION: Jan Kunnas

Petteri Kalliomäki's Havumäki Ranch – Skate & Snowboard Villa offers a new kind of adventure tourism in Muurame. In the summer, it provides a private skate park, and in the winter you can snowboard in natural forests straight from the backyard. The place is available for rent, and accommodation is provided on-site.

– The best here has been the opportunity to carry out my own passion and to develop the product and vision ahead, entrepreneur Petteri Kalliomäki rejoices.

With the help of Leader funding, Kalliomäki was able to build the private skate park and modify the snowboard slope.

– Our customers are groups of friends and skateboarders, skateboard shops, equipment importers and big brands, Kalliomäki lists.

Currently, the majority of the clients are from Finland, but Havumäki Ranch is also reaching out for foreign enthusiasts.

– We are part of Visit Finland's Creative Travel project, which creates new international cultural tourism products. I believe that we are interesting for tourists from the rest of Europe. Imagine a private skate park located in the middle of the untouched Finnish nature!

Kalliomäki's vision is to create more and better skateboarding and snowboarding opportunities, gain fame in the field and keep the booking calendar full.

MORE INFORMATION: WWW.HAVUMAKIRANCH.COM



Boost to local services

THROUGH UNESCO WORLD HERITAGE

PICTURES: Jan Kunnas and Piia Perttolahti | TEXT: Jan Kunnas

There are two UNESCO World Heritage Sites in Central Finland: Petäjävesi Old Church and the Oravivuori triangulation tower at Korpilahti. A project supported by rural development funding utilizes them in order to give a boost to local businesses.

The old church of Petäjävesi is a unique wooden church dating back to 1764. It is listed as a representative of the long tradition of Nordic wooden church architecture and log construction.

The Struve Arc is a chain of survey triangulations stretching from Norway to the Black Sea, through 10 countries and over 2,800 km. It was carried out in the 19th century to determine the exact size and shape of the planet. The point at the top of Oravivuori was measured in 1834.

There are some 40 kilometers between the destinations, and plenty of interesting places to visit in-between, such as



local history museums, artisans, artists and agritourism companies. All of these are presented in roadmap available in both Finnish and English.

– The aim is, that tourists who stop at our UNESCO sites would also visit other attractions in the area and use local services, says project leader **Annamari Maukonen** from Humak University of Applied Sciences.

Mari Putkonen, the producer at the Korpilahti Theater has been pondering with actors and schoolchildren ways to revitalize the history of the Unesco sites.

– Our young actors have been thinking enthusiastically how we could, for example, take tourists through historical re-enactment right into the era when Struve's measurements were carried out, Putkonen says.

MORE INFORMATION: WWW.MAAILMANPERINTO.HUMAK.FI



From an automobile museum

TO A VERSATILE TOURIST ATTRACTION

PICTURES: Maria Markus and Wanhat Wehkeet | TEXT: Maria Markus | TRANSLATION: Jan Kunnas

Wanhat Wehkeet, close to the center of Karstula, was originally known as an automobile museum. Now, it has grown to a versatile tourist attraction, where you can, in addition to admiring old automobiles, also bowl, have meetings and banquets, enjoy summer theater, take a sauna bath in various saunas, swim, sing karaoke, eat and stay overnight.

The camping site hosted by the enterprise, Myllyjoki Camping is especially attractive for caravans through its versatile and unique services. This is evident from the increase in overnight stays and the 2016 Caravan Area Award.

The turnover of Wanhat Wehkeet has been growing, and the company now employs over 10 people. To support this growth, it has received Leader funding several times.



– We have received funding for the extension of the museum space and the caravan area, the renovation of equipment, the construction of exhibition halls, saunas and social facilities, and for pedestrian walkways, entrepreneur **Jari Lasonen** lists.

For now, the family-owned company is focusing on the completion of ongoing projects, such as the construction of new parking spots for camper vans. Expertise for that can be found within their own family, as the son of the entrepreneurial couple is an earthmoving professional, and has taken care of the work. At the same time, the company is going through a generational change, ie in the future the company moves completely to the son's care.

MORE INFORMATION: WWW.WANHATWEHKEET.FI





Contact information

ARE YOU INTERESTED IN COOPERATION?
PLEASE FEEL FREE TO CONTACT US!

LAG Jyväsräihä

www.keskisuomenmaaseutu.fi/jyvasriihä

LAG Maaseutukehitys

www.keskisuomenmaaseutu.fi/maaseutukehitys

LAG Vesuri-ryhmä




www.keskisuomenmaaseutu.fi/vesuri

LAG Viisari

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