

## Footprints of Defence in the Archipelago (DefenceArch)



Programme Priority: P2 Sustainable use of common resources

Programme Specific Objective: 2.1. Natural and cultural resources developed into sustainable tourist attractions

Sub-programme: Archipelago and Islands

Duration: 01.09.2016 - 28.02.2019

Total funding: 1.534.661 EUR

ERDF funding: 1.150.996 EUR ERDF

### Project Summary:

The Archipelagos of Stockholm, Åland and Turku are well-known as natural tourist attractions. However, accessibility is still weak and the themes of cultural heritage, insular way of life and digital technology have not been highlighted enough, when planning experiences for visitors during pre-, on-site and post-visit phases. The project develops digital outputs for marketing and enrichment of visits, accessibility solutions, especially environmentally and culturally sustainable solutions, cross-border archipelago heritage tour suggestions, improved service chains and multidisciplinary development methods.

The overall objective is to develop existing, though almost untapped historical resources of the Gålö seal farm, the Bomarsund fortress, the southern cape of Öro and Korpoström into appealing and sustainable tourist destinations by increasing awareness and perceived value of these experiences.

In the end, the four pilot sites will form a themed tourism destination which will highlight the Baltic Sea defence history. Improved accessibility and experience value will increase the number of visits, the length of stay and tourism expenditure. This will revitalise business opportunities. Jointly developed solutions are also transferred to other insular destinations.

## Map of Partners



## Partners

Lead Partner

### **Turun ammattikorkeakoulu Oy**

**Country:** FI

[www.tuas.fi](http://www.tuas.fi)

**Partner budget:** 297.608 EUR

**Amount of ERDF funding:** 223.206 EUR ERDF

Project Partners

### **Metsähallitus / Rannikon luontopalvelut**

**Country:** FI

[www.metsa.fi](http://www.metsa.fi)

**Partner budget:** 459.000 EUR

**Amount of ERDF funding:** 344.250 EUR ERDF

### **Visit Åland**

**Country:** FI

[www.visitaland.com](http://www.visitaland.com)

**Partner budget:** 242.247 EUR

**Amount of ERDF funding:** 181.685 EUR ERDF

## **Skärgårdsstiftelsen i Stockholms län**

**Country:** SE

[www.archipelagofoundation.se](http://www.archipelagofoundation.se)

**Partner budget:** 414.643 EUR

**Amount of ERDF funding:** 310.982 EUR ERDF

## **Åbolands Skärgårdsstiftelse rs**

**Country:** FI

[www.abolandsskargardsstiftelse.fi](http://www.abolandsskargardsstiftelse.fi)

**Partner budget:** 121.163 EUR

**Amount of ERDF funding:** 90.872 EUR ERDF

## **Results**

### **Expected results**

The outputs of the project are 1. Digital outputs (both destination specific and joint) to stimulate visits, to help to plan the trip and to enrich the experience (e.g. story-rich videos, podcasts, pictures, mobile tourist guide, new digital marketing content with language versions illustrating the defense history linked to the archipelago features), 2. All destinations' accessibility is improved after designing a more seamless service chain covering pre-visit, on-site visit and post-visit (e.g. by removing obstacles in physical accessibility, improving signs, routes and information of the services). Two totally new attractions (Gålö and southern cape of Örö) opened for public after renovating the rundown buildings and constructions. 3. Environmentally sustainable solutions are developed after utilizing a practical tool (e.g. Ecocompass) in the pilot destinations. Aspects of cultural and environmental sustainability are also embedded in the digital outputs. 4. Cross-border tour suggestions for chosen target groups are created and marketed. 5. Multidisciplinary development methods are developed (workshops and cross audits of the pilot destinations involve partners, experts, local entrepreneurs, education and research organizations, authorities, tourism organisations) and a virtual publication of the best practices is summarized in order to exploit the results of the project. In the end the four attractions will form a themed tourism attraction highlighting the history especially from the defense point of view. From domestic and international tourists' point of view, diversity of the offerings is increased and experience value as well as accessibility to and between the destinations enhanced. From project partners, entrepreneurs, heritage associations' point of view grown awareness and developed supply have increased the number of visits, length of stay and tourism expenditure revitalizing business opportunities.

## **Achieved results**

### **Project Visibility**

#### **Social media links**

[DefenceArch - Stories of the Coastal Past Web page](#)

[DefenceArch - Stories of the Coastal Past in Facebook](#)

[Coastal Past on the App store](#)

#### **Other media visibility**

[Örön linnakesaarelle tulee maanalaista bunkkerimajoitusta](#)

[App ska göra upplevelsen på Bomarsund mer attraktiv och informativ](#)

[Nu ska Örös "glömda udde" tas fram](#)

#### **Project videos**

<https://vimeo.com/273773754>

<https://www.youtube.com/watch?v=99FYLDCHFPU>

<https://www.youtube.com/watch?v=aJHsS3UdKwg>

**Source URL:** <http://database.centralbaltic.eu/printview/58>