



## TOOLKIT FOR JOINT TOURIST ACTIVITIES

A CUP OF COFFEE  
BEDTIME STORIES

### Background and project objectives

#### **Enhancing the cultural integrity of local people**

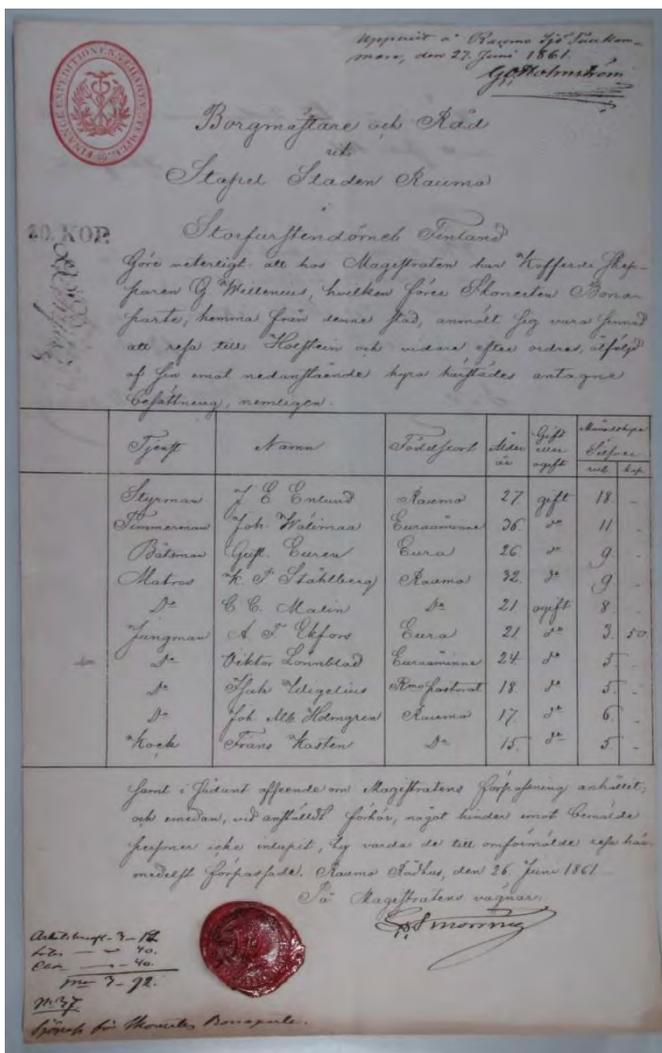
Cultural environments like the towns of Visby, Rauma, Kuldiga and Aizpute need robust community to survive through centuries. The ownership of the estates is fragmented in all the participating towns. The owners have unequal financial possibilities to maintain their property. Newcomers may have lack of skills in dwelling a historic building. Local craftsmen are ageing, and the loss of skills necessary for conservation of buildings is an actual threat. Climate change brings new challenges to natural and cultural environments. Public funding for protected natural areas, buildings and other elements of cultural environments is more likely to reduce than increase when governments are tackling the various challenges of climate change. The most effective way to conserve natural and cultural environment and to tackle various future challenges is to empower the local community to act for them. Revitalizing craftsmen's skills and pooling of expertise in various fields related to historic towns across borders is vital for their livability.

**Increased environmental awareness and protection**

Various theories for environmental education show, that increase of environmental knowledge, awareness and sensitivity promote the will to act for the environment, as well for the natural as for the cultural one. The community-based approach of the project enhances local peoples’ cultural identity and sense of belonging.

**Contributing to the creation of economic opportunities for the local communities**

One method for empowering the local community is to contribute to creation of economic opportunities. In this project the objective is to search for such opportunities, which support property owners’ possibilities to gain economically from their environmental knowledge, holistic conservation of natural and cultural environment and cultural identity.



**WÄHÄ-PILDOLA HOUSE**

During the first decades of the 19<sup>th</sup> century Wähä-Pildola had at least three owners. In 1870 a sailor called Frans Kasten purchased Wähä-Pildola.

Left:

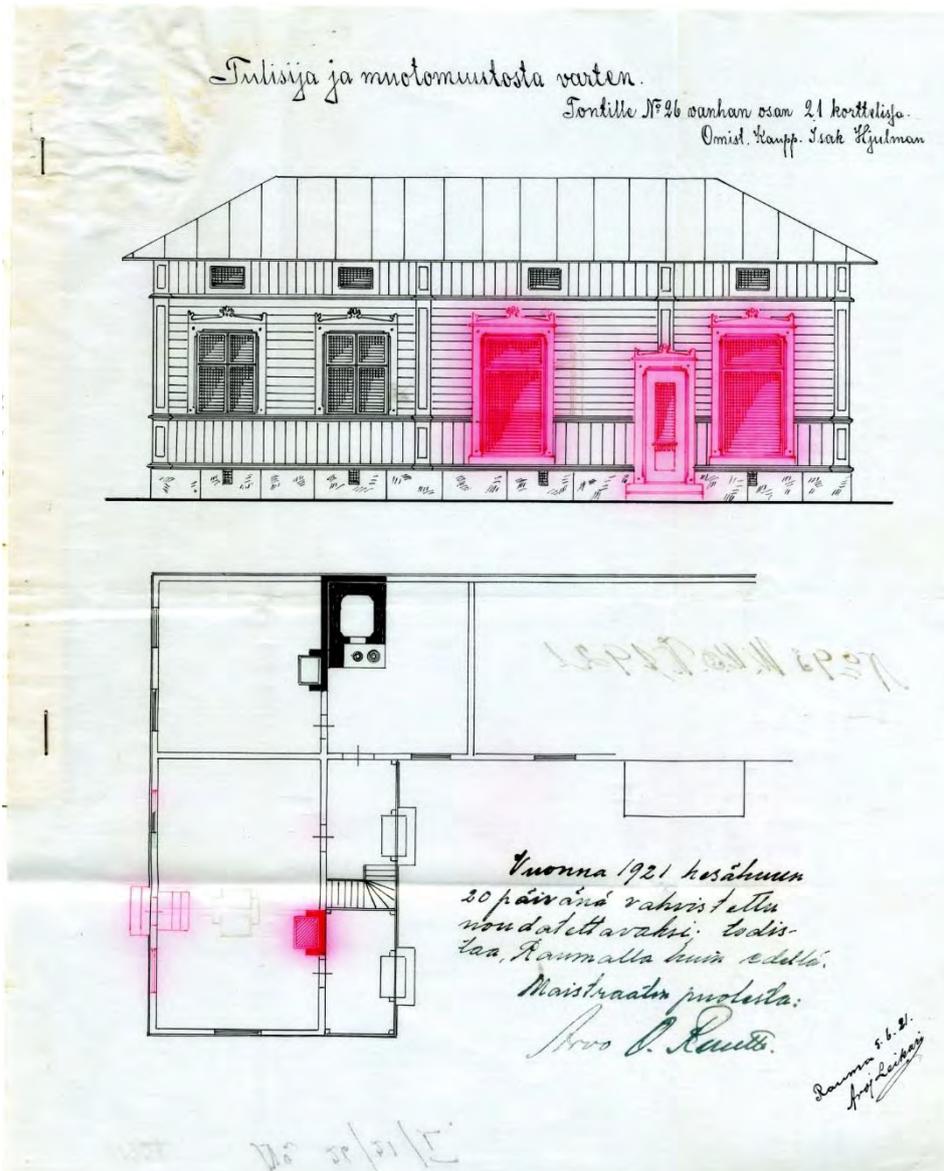
*The sea passport of schooner Bonaparte was dated in Rauma City hall at 26.6.1861. 15 years old Frans Kasten was registered into the crew as a cook. Archives of Rauma maritime Museum.*

Our tools for opening local homes for cultural tourism



How to do it:

1. Contact potential house owners
2. Arrange a meeting and explain the concept
3. Schedule the next meeting, where interested house owners will be informed further
4. Find answers to questions presented in the first meeting
5. Arrange second meeting, give answers, encourage people
6. Compose a house book for interested house owners



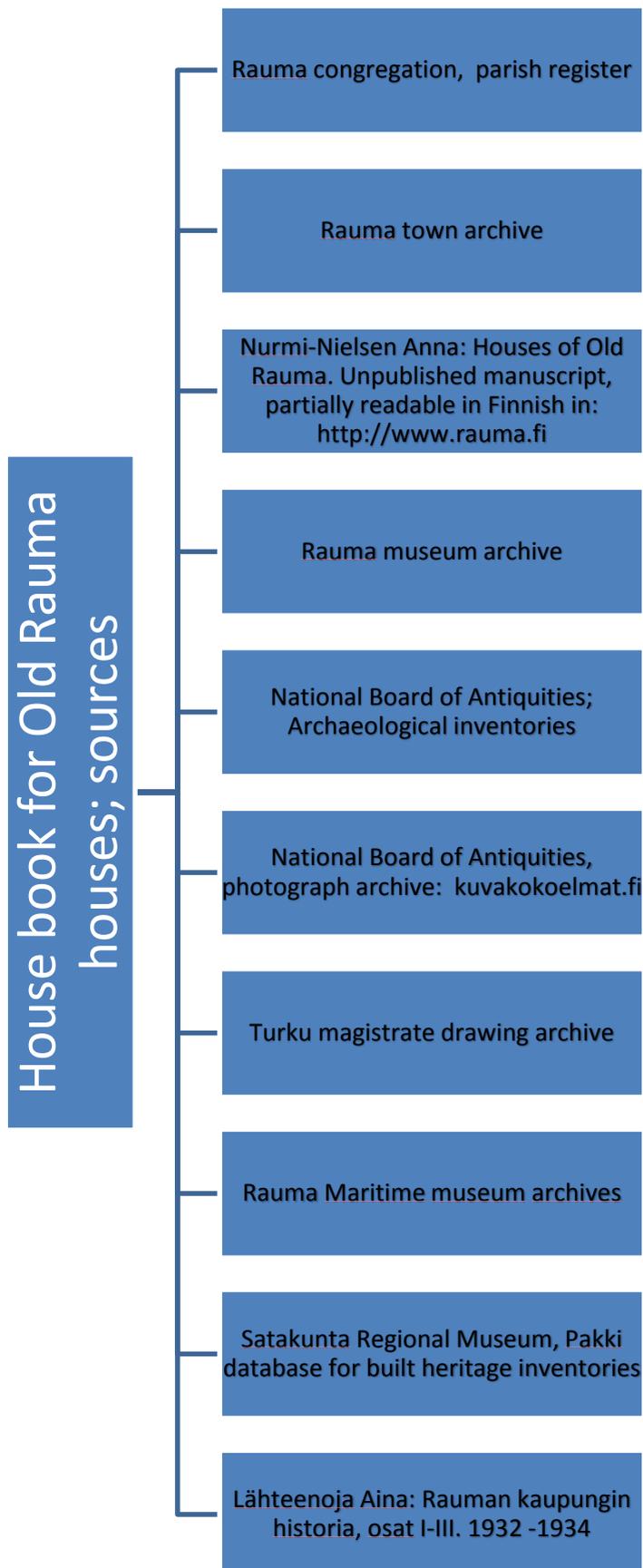
*In 1906 a shop door was added to Lella's facade.*

*In 1921 the shop was expanded and larger windows were added. Design Arvi Leikari, former Arvi Forsman.*

Turku magistrate drawing archive

## LELLA HOUSE

Building permissions have been mandatory in Rauma town since the beginning of 19th century. After 1850's the permissions were completed with drawings. The late 19th century and early 20th century were bustling decades in town due to success of local commercial fleet. The work was not always realized strictly according to the drawings; the carpenters were allowed to use their knowledge and skills. On the other hand the buildings were sometimes displayed in more regular form than they actually were, because the drawings needed to be accepted by the regional building bureau in Turku – the planners wanted to represent the town as modern and organized, not as asymmetric and ancient. In those days the new town plan pursued to reform the streets and plots from their medieval order into a rectangular shape, and create park avenues to prevent the fire from spreading from block to another. Building permissions for residential houses were not accepted to old plots, only the existing buildings were allowed to be repaired and extended. New outer buildings were allowed, as they were considered to rotten faster because of the moisture and dirt from livestock.



Next steps:

Support and advice house owners in registering to Airbnb, Booking.com etc.

Utilize information of house book – make difference to others accommodators

The screenshot shows an Airbnb listing for 'Pihala house in Old Rauma' in Rauma, Finland. The listing features a circular profile picture, a 4.5-star rating, and a price of €70 per night. Key details include: 2 bedrooms, 2 bathrooms, and 2 beds. Amenities listed are TV, heating, and internet. The listing description mentions the house is in the heart of the Old Rauma World Heritage site and offers a private room with a bathroom, washing facilities, and a fridge. A 'Send booking request' button is visible, along with a 'Save to Wish List' option. The listing also includes a 'Käynnä tämä kuvaus kielelle Suomi' button and a detailed description in Finnish and English.

Share information – utilize our social media accounts

The screenshot shows a Facebook post from the page 'liviheri'. The post features a photograph of two elderly women sitting at a table, smiling and eating. The text of the post reads: 'visitrauma, korukeidas, jey812, rlehtorinne ja laurapuo tykkäävät tästä'. The post content describes the experience of staying in a historic house in Rauma, Finland, highlighting the local lifestyle and history. It mentions that the house dates back to the 18th century and was renovated using traditional techniques. The post also includes the text: 'Erkki and Saini are not home every day- so book your visit from Rauma tourist information! #LiviHeri #visitrauma #visitfinland #WorldHeritage #UNESCO #iloverauma'. The post has a '5 vk' (5 weeks) timestamp and a 'Lisää kommentti...' (Add comment) button.