



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



**Co-funded by
the European Union**

Co-Funded by the European Union. The material of the project reflects only the author's views. The European Commission's support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission or the Hellenic National Agency cannot be held responsible for any use which may be made of the information contained therein. Project Number: 2023-2-EL01-KA210-ADU-000180567

VISUALIZING ECOTOURISM THROUGH DIGITAL TOOLS - THE NORTH KARELIA BIOSPHERE TOURS EXAMPLE

Provided By: MATHEMAGENESIS IKE

Overview

Name: North Karelia Virtual Biosphere Tours

Location: North Karelia, Finland

Type of Case Study: A virtual biosphere tour to increase the visibility of the region and awareness on the preservation efforts.

Introduction:

In recent years, Finland has invested in ecotourism to become a key factor in its industry as consumers seek sustainable, nature-focused travel experiences. For that reason, the use of digital tools to visualize natural resources and tourism opportunities became an essential marketing strategy. North Karelia of Finland exploited the opportunities of VR tools, and in collaboration with 360 Finland, a digital photography company, they created visualizations and interactive maps, which showcase Finland's Biosphere Reserve and natural assets.

Implementation:

360 degree aerial and panoramic photographs offer an innovative approach to promoting tourism by utilizing 360-degree views of nature reserves, comparing summer and winter landscapes, and providing interactive maps of hiking trails and other nature-based attractions.

This visualization project adopted advanced digital visualization technologies to create panoramic views and virtual tours of various natural sites.



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR
ERASMUS+ KA2 - SMALL SCALE PARTNERSHIPS
PROJECT NO. 2023-2-EL01-KA210-ADU-000180567



Co-funded by
the European Union

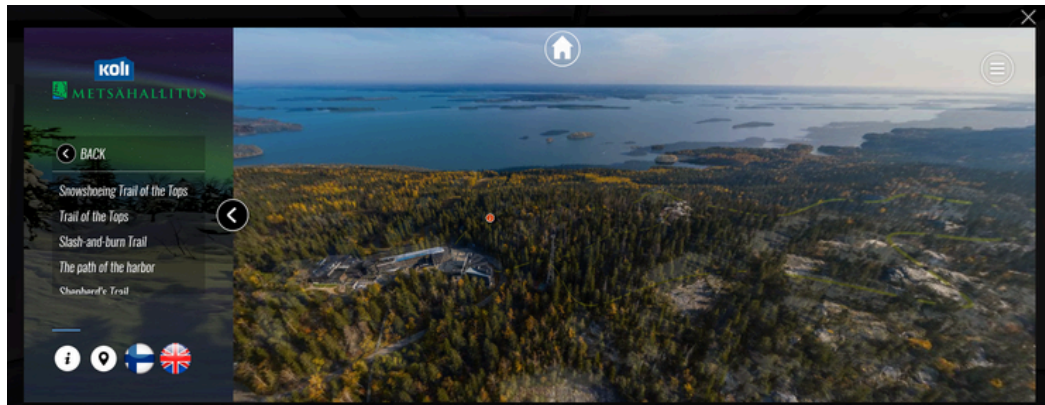
REZOS
BRANDS
Delivering Value



mathemagenesis

VISUALIZING ECOTOURISM THROUGH DIGITAL TOOLS - THE NORTH KARELIA BIOSPHERE TOURS EXAMPLE

Provided By: [MATHEMAGENESIS IKE](#)



They focused on showcasing Finland's Biosphere Reserve areas in different seasons, helping visitors visualize what a trip might look like in both summer and winter. The implementation included creating a user-friendly platform where each user could explore trails, maps, and panoramic visuals, enhancing pre-visit engagement as well as giving hikers valuable information.

The platform's integration of interactive elements like **clickable trails** and **comparative landscape views** allows users to plan their trips based on different offerings depending on seasons. In addition, comparing the same location in different seasons provides a more engaging way for users to learn about the possible experiences than the typical marketing of in-site maps and guidebooks.

Key Insights

What makes North Karelia biosphere tours a successful case is its capability to blend innovative digital tools like **360-degree visualizations** with the growing demand for immersive and sustainable travel experiences. These visualizations offer potential visitors an engaging and realistic sense of place, encourage trip planning and increase awareness on ecotourism, as well as the preservation efforts against climate change.



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR
ERASMUS+ KA2 - SMALL SCALE PARTNERSHIPS
PROJECT NO. 2023-2-EL01-KA210-ADU-000180567



Co-funded by
the European Union

REZOS
BRANDS
Delivering Value

EUROPEAN
R&D
DEPARTMENT
Innovation & Entrepreneurship

test
Transhuman Educational Services & Tourism

mathemagenesis

VISUALIZING ECOTOURISM THROUGH DIGITAL TOOLS - THE NORTH KARELIA BIOSPHERE TOURS EXAMPLE

Additionally, **comparing seasonal landscapes** gives visitors an added layer of understanding of the diverse fauna and flora. An immersive visualization of the biosphere trails provides a platform for highlighting the less apparent components of ecotourism, such as conservation efforts, the impact of climate change on tourism, and initiatives to preserve natural habitats.

Recommendations

Businesses and destination marketers looking to adopt similar digital skills as North Karelia can take the following steps:

1. **Invest in immersive technologies** like 360-degree cameras and virtual reality to create engaging, interactive content that appeals to customers.
2. **Focus on providing seasonal contrasts** to help potential visitors understand the full spectrum of experiences they can enjoy across different times of the year.
3. **Create interactive maps** and guides that provide users with a hands-on experience before they visit, allowing them to plan their trips and explore the destination virtually.
4. **Highlight sustainability efforts** and educate visitors on how their tourism contributes to preserving natural spaces, thereby building trust and loyalty with eco-minded travelers.

Sources:

360 Finland. (n.d.). 360 Finland. Retrieved November 4, 2024, from <https://360finland.fi/en>

Harper, K. (2018, January 12). The country of content marketing: How Iceland redefined itself with a rebranding strategy. Skyword. <https://www.skyword.com/contentstandard/the-country-of-content-marketing-how-iceland-redefined-itself-with-a-rebranding-strategy/>



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR
ERASMUS+ KA2 - SMALL SCALE PARTNERSHIPS
PROJECT NO. 2023-2-EL01-KA210-ADU-000180567



Co-funded by
the European Union

REZOS
BRANDS
Delivering Value



mathemagenesis