

High-level Working Group on Tourism

Description of the initiative/action/policy/governance structure and process:

The High-Level Working Group on Tourism is an expert advisory body on tourism development strategy created to face the challenges posed by the COVID-19 pandemic and promote the implementation of Finland's tourism strategy for 2019-2028.

The working group is led by the Minister of Economic Affairs, who oversees tourism policy development and support. It includes relevant ministries, administrative units, regional councils, state administration, regional tourism organisations, travel companies, research and educational institutions, and organisations.

During the pandemic this group focused on:

- Crisis response and recovery: assessing the impact of the crisis, identifying measures to mitigate its effects, and recommending policies and actions to facilitate recovery.
- Coordination and collaboration: promoting coordinated response and cooperation for tourism development.
- Monitoring and evaluation: monitoring the evolution of the crisis and of the effects of the policies implemented, by analysing tourism-related research, including market trends, travellers' behaviour, and the sector's economic impact. Also, monitoring the implementation of Finland's tourism strategy.

Type

Governance Structures & Processes

Date of launch

September 2021 (and last until December 2028)

Impact

1. Contributed to the development of policies and strategies to support the growth, competitiveness, and resilience of the tourism ecosystem
2. Fostered collaboration and coordination between different government departments, tourism organisations, and industry stakeholders
3. Played a vital role in managing the impact of the crisis on the tourism ecosystem

Issuing organisation

Ministry of Economic Affairs and Employment of Finland

Relevance

A robust coordination system that includes horizontal, vertical, and sectoral coordination is critical not only during a crisis but also to support the development of sustainable and resilient tourism strategies.