

## ECTN INTERREG III C Project

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## Template for case studies

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Summary of Case study	<b>Elämysten Maa, Land of Experience Project</b> , comprising the Kupittaaanpuisto park and the Kylämäki village in Kurala, is a tourist attraction project for the whole family carried out by the city of Turku.
Organisations concerned	Turku TouRing manages the project, and other participants include the City of Turku's nuorisoasiainkeskus (Youth Affairs Centre), Turku Provincial Museum, the City of Turku's Sports Department and Facilities Department, and Kahvila Pyörremyrsky Coffee Shop as well as Stadionmarkkinointi Turku Oy.
Case study detail	<b>Elämysten Maa, Land of Experience Project</b> ,  <b>Project information</b> Contents The Land of Experience is a family tourism project designed to develop East Turku's Kupittaaanpuisto Park and Kylämäki Village in Kurala into attractive tourism venues that can be packaged and marketed under a joint concept.  Objectives The main objective of the Land of Experience project

during 2004-2006 is to create a piloted operating model that will ensure the continuity of development after the project ends, and network the participants into an ongoing co-operation for the benefit of both travellers and city residents.

The project target is co-operation with other tourism bodies in the Turku region to form a Children's Turku in which Kylämäki and Kupittaaanpuisto Park are easily accessible to family tourist groups. At the same time, the project venues will make up one part of the offering directed at families and also benefit each other through networking.

Realisation of the objectives will mean improved funding for the venues, an increase in the number of visitors and more tourism jobs in the region. In addition, business life in the region will develop and the local environment and cultural landscape will be better protected

#### Activities

Land of Experience projects during 2004-2006 include the Kupittaaanpuisto Park sub-project and the Adventure Park's Vihreä Talo (Green House) 1 project. The goal of the Kupittaaanpuisto Park project during 2002-2006 is to increase stimulating activity in the area, produce quality services and turn the park into a more enjoyable green area. According to the plans, the extensive park area will be developed into a single integrated zone. The Adventure Park's Vihreä Talo 1 project involves renovating a heritage building that dates back to its gardening school days into a club and group activity facility. This project began in 2004 and will be completed in May 2005.

Sub-projects that have already been implemented and completed include the renovation of the Adventure Park activity centre managed by the Youth Affairs Centre in 2000, and restoration of the outdoor areas of the Adventure Park and the Playground of Your Dreams in 2000-2002, as well as the Kylämäki Village investment project managed by the Turku Provincial Museum in 2001-2003.

Funding for sub-projects comes from the City of Turku, Employment and Economic Development Centre of Southwest Finland's Labour Market Department, Southwest Finland Regional Environment Centre and the European Development Fund.

	<p><b>Project assessment</b> The project has a steering group that monitors the project internally and reports on it to other bodies. The internal assessment is designed to present conclusions concerning project results, general status, development and change needs, resources and project co-operation, both internally and externally.</p> <p><b>Funding</b> City of Turku, the State Provincial Office of Western Finland and the European Regional Development Fund finance the project.</p> <p><b>Annual budgets for the project</b></p> <ul style="list-style-type: none"> <li>- 2004 136,502 €</li> <li>- 2005 136,502 €</li> <li>- 2006 136,502 €</li> </ul> <p><a href="http://www.elamystenmaa.fi/eng">http://www.elamystenmaa.fi/eng</a></p>
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