

A Survey for Entrepreneurs Operating in the Koli Area

A NEST-KOLI -project

Some Results

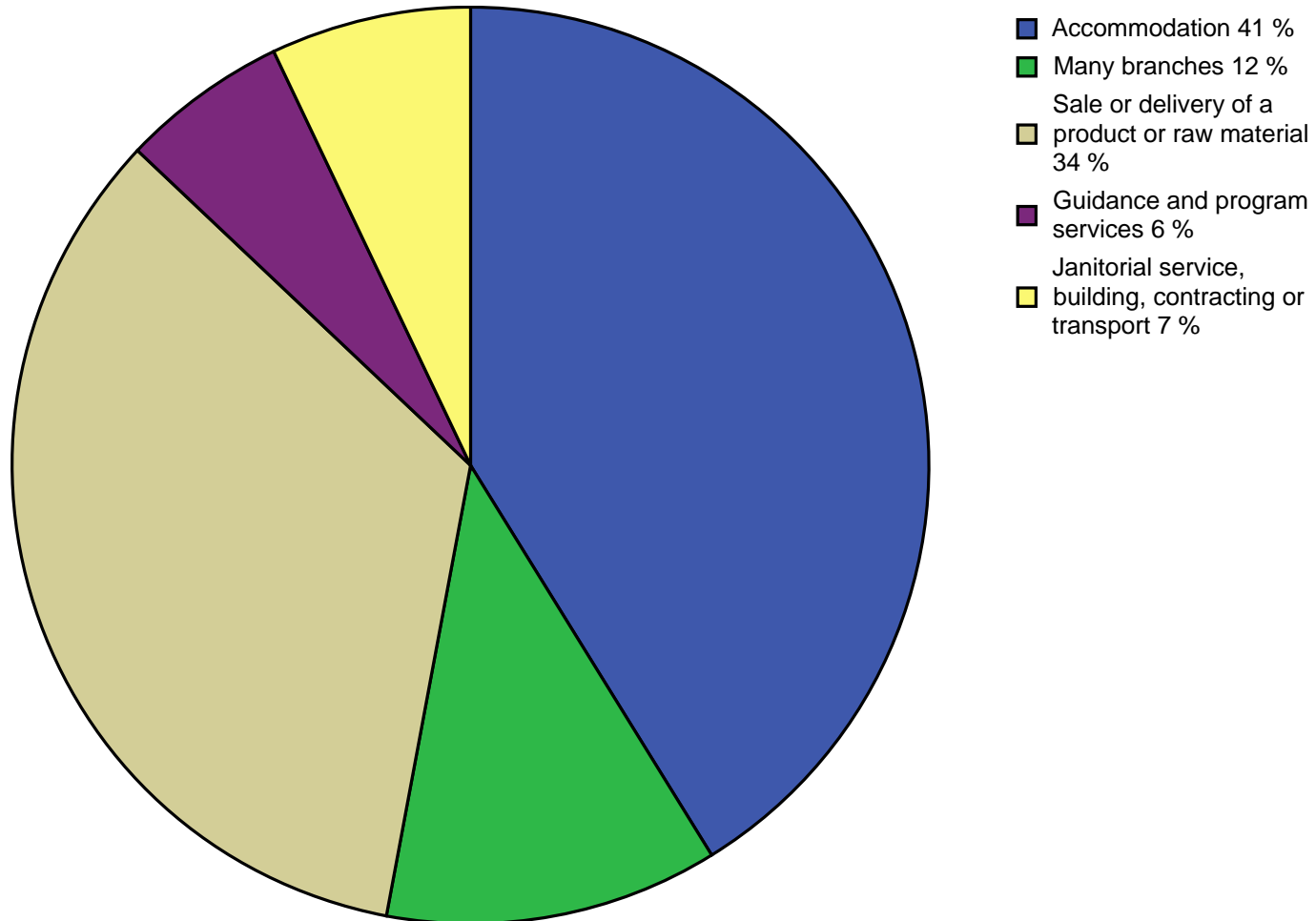
Aino Korhonen

Metla-Koli

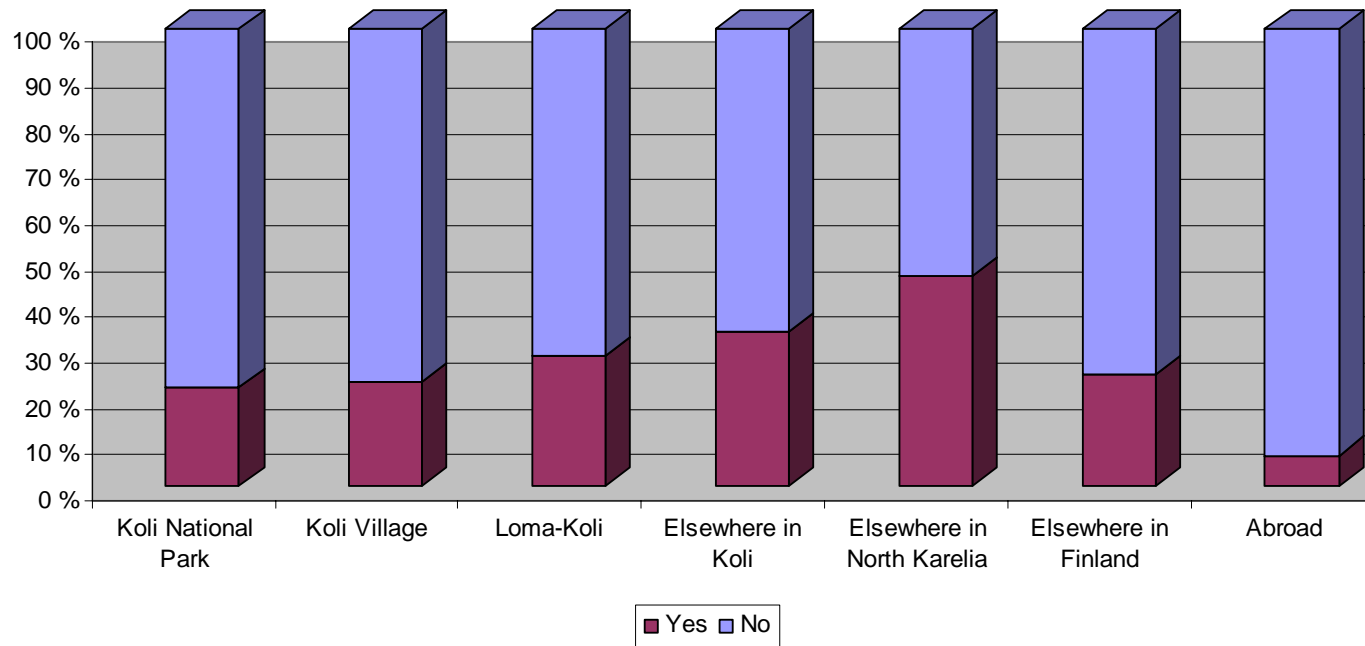
A Brief History

- A structured survey
- Introduced to the participants in the Starting Conference of Koli NEST project in June, 2005
- Posted/delivered to the entrepreneurs
- Altogether delivered to ~ 250 entrepreneurs
- 35 % of the forms have been returned
- The main purpose is to study the social capital of the entrepreneurs related to the EUROPARC label.

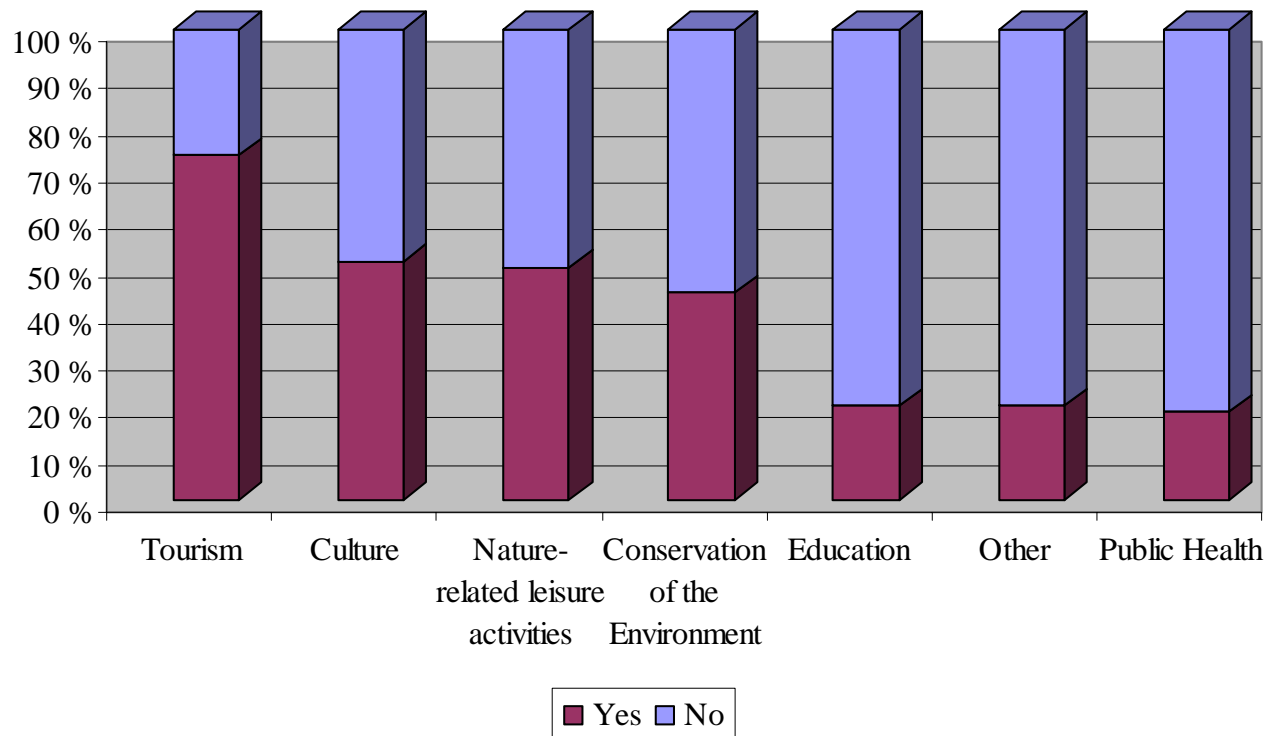
Sectors for services



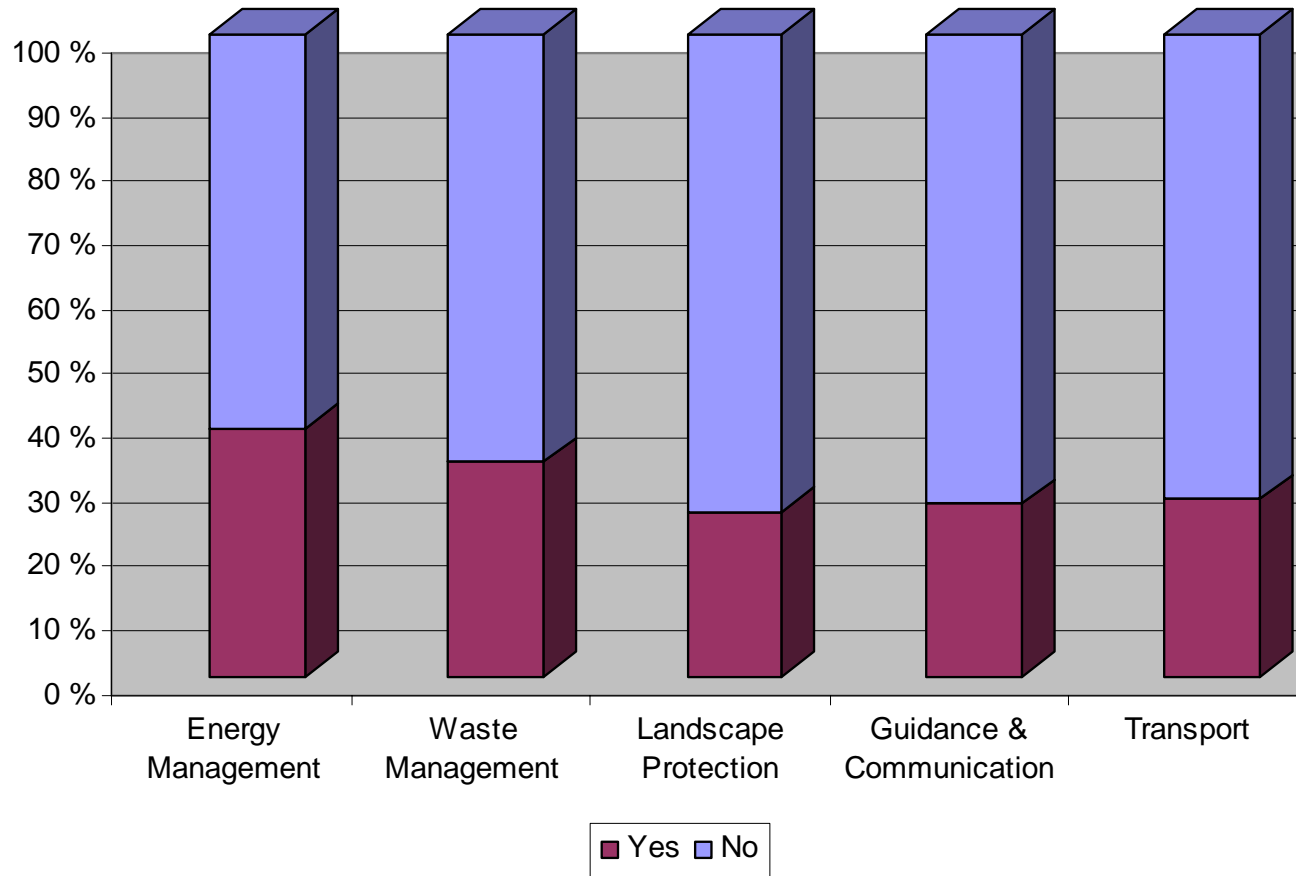
Areas Where the Companies Operate

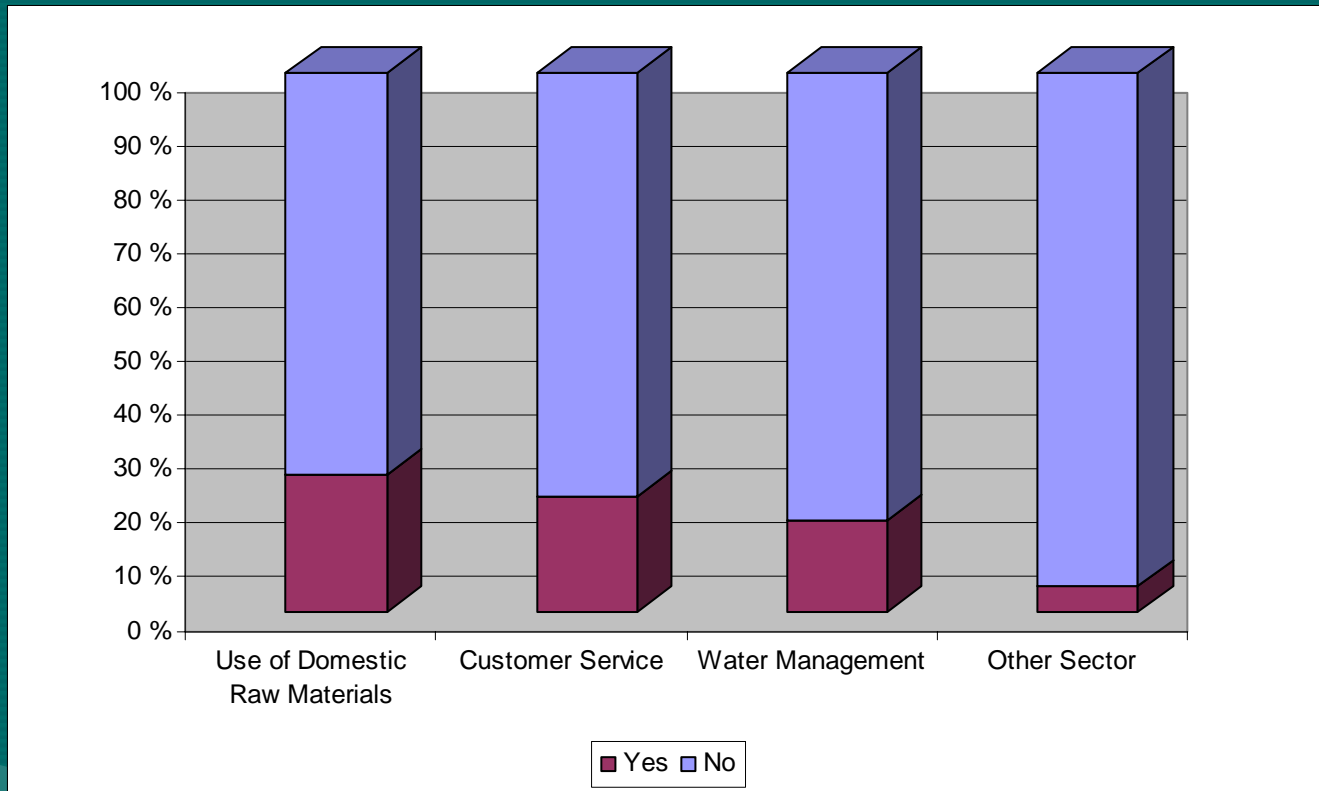


Business Idea



Willing to Develop Own Activity More Ecological

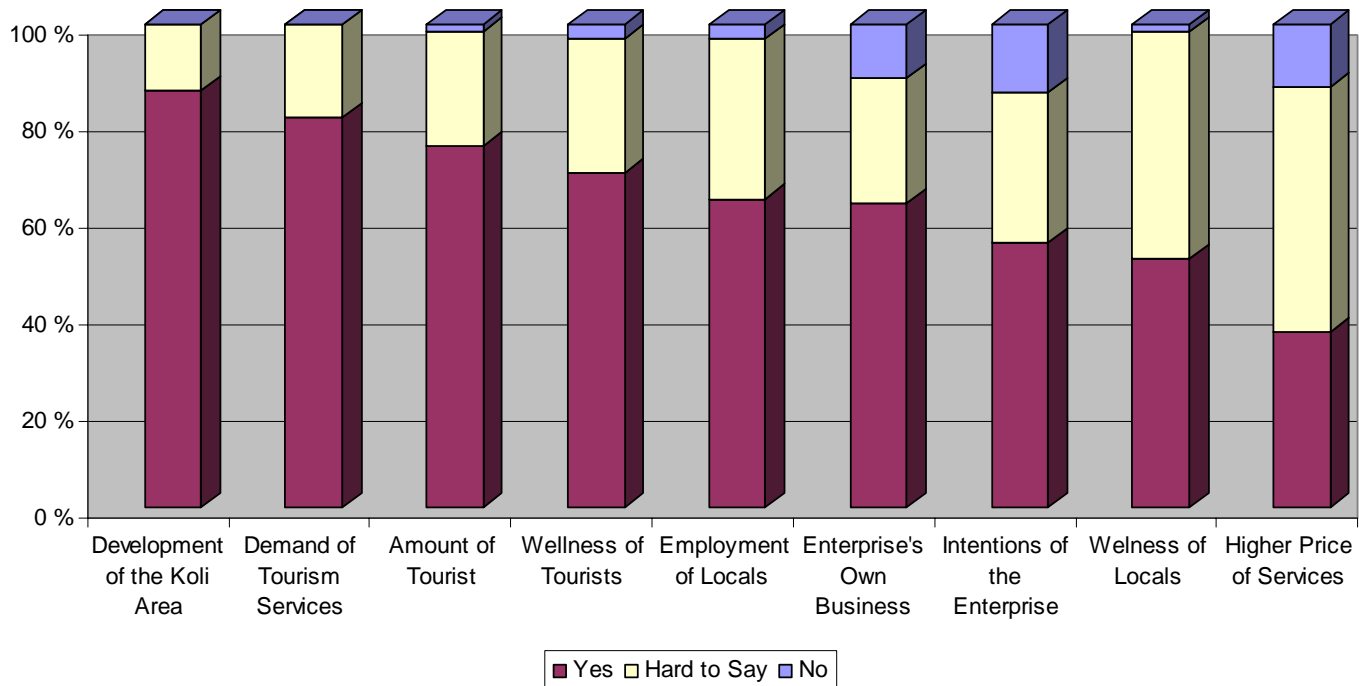




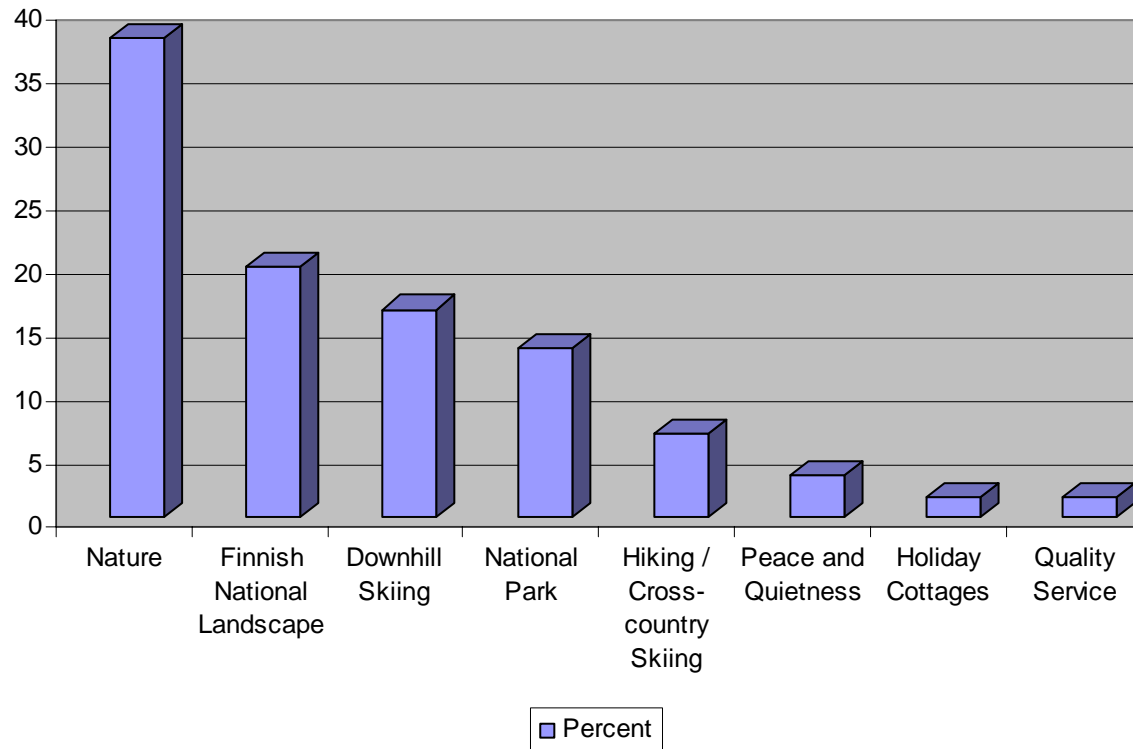
Aspects Related to Sustainable Tourism

- 24 % of the respondents wish to get consultation in issues connected to the environmental quality of their activities
- 36 % had employees during the year 2004

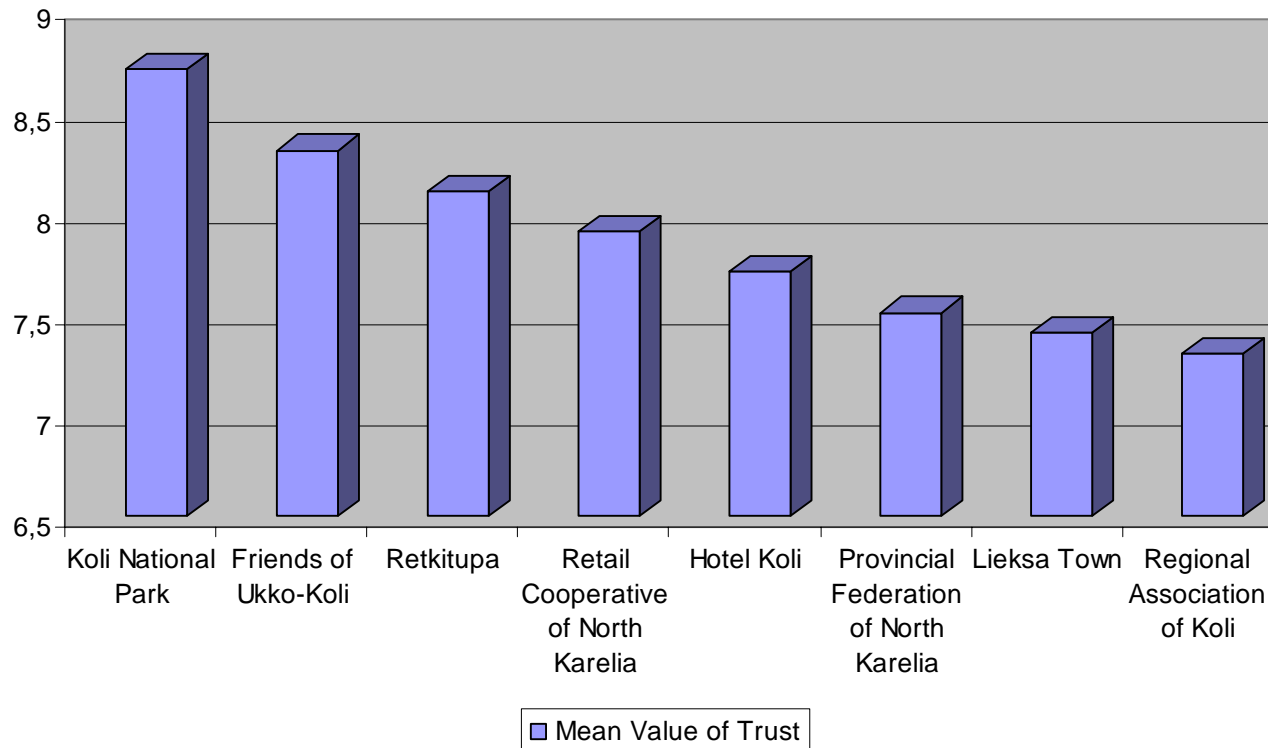
Ecolabels Could Promote

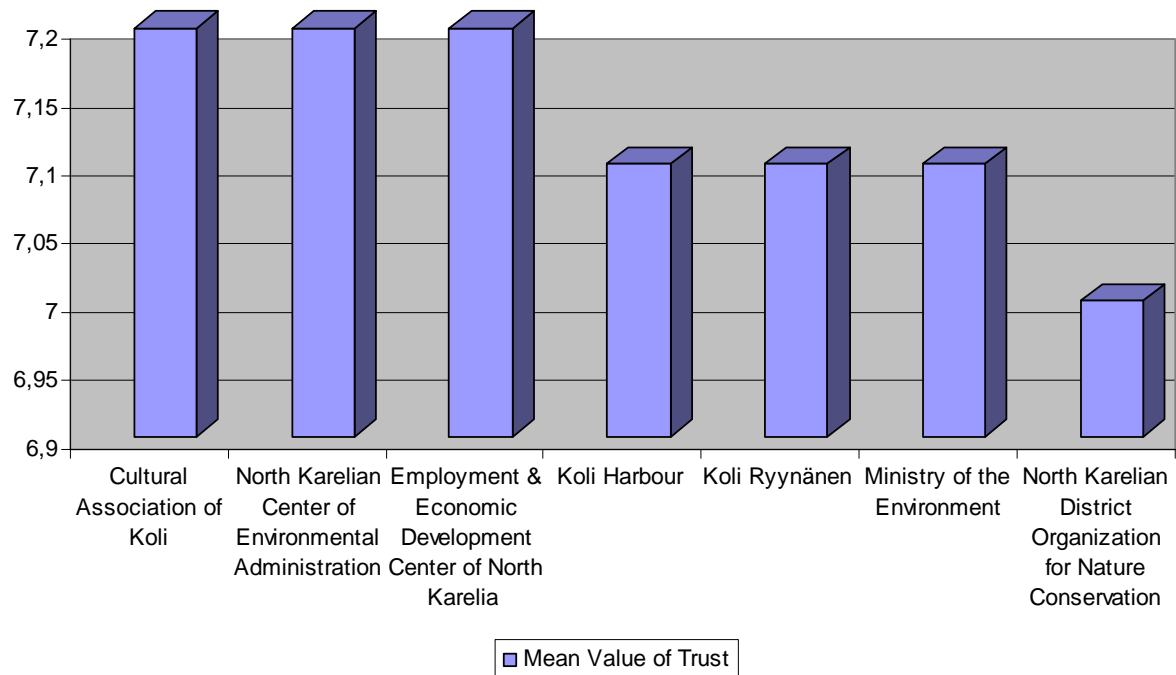


The Most Important Tourist Attraction in Koli



Trust towards Actors in Sustainable Tourism at Koli







Thank You!

