

GEOGRAPHY OF FEAR

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First Assignment

- How to solve the problem of Geography of Fear in Helsinki? What you would do?:
 - a) Expand the territorial area where visitors are moving?
 - b) How to increase the length of stay?
Especially for Asian customers/travellers in Helsinki?

First assignment - technically

- An essay, max. 1 page in English
- Put your name in the essay
- Font 12, Calibri
- If your thinking is based on scientific findings, put then your sources also in your report
- Evaluation is based on your creativity, decision-making and how well it is fitting for different Asian target market areas
- The assignment file in Moodle is open until today, 3.9 at 23.55. So you have half day time to make that report.

Lenght of Stay

Yearly nights spent and arrivals by country of residence by Region, Country, Year and Information

	2019	
	Nights spent	Duration of stay, nights
WHOLE COUNTRY		
China and Hong Kong	440,641	1.6
Japan	225,153	1.9
United Arab Emirates	19,901	2.0
Bahrain	923	2.9
Philippines	24,482	3.3
Indonesia	25,950	2.1
India	102,507	2.5
Iran, Islamic Republic Of	4,354	2.6



Geography of Fear

- Geographers have shown repeatedly how race, gender and sexuality become markers in the construction of the ideal urban citizen.
- For many people, fear often shapes their mental maps and hence, their everyday geographies.

Sources

- Marcia R. England and Stephanie Simon: "Scary cities: urban geographies of fear, difference and belonging, May 2010
- Domosh, M. and Seager, J. 2001. *Putting Women in Place: Feminist Geographies Make Sense of the World*
- Johnsen, S., Cloke, P. and May, J. 2005. Day centres for homeless people: space of care or fear?.
- Kwan, M. 2008. From oral histories to visual narratives: re-presenting the post-September 11 experiences of the Muslim women in the USA
- Sandberg, L. and Tollefsen, A. 2010. Talking about fear of violence in public space: female and male narratives about threatening situations in Umeå, Sweden

"Theory: Geography of Fear", Sociological approach

Geography of Fear, Hille Koskela

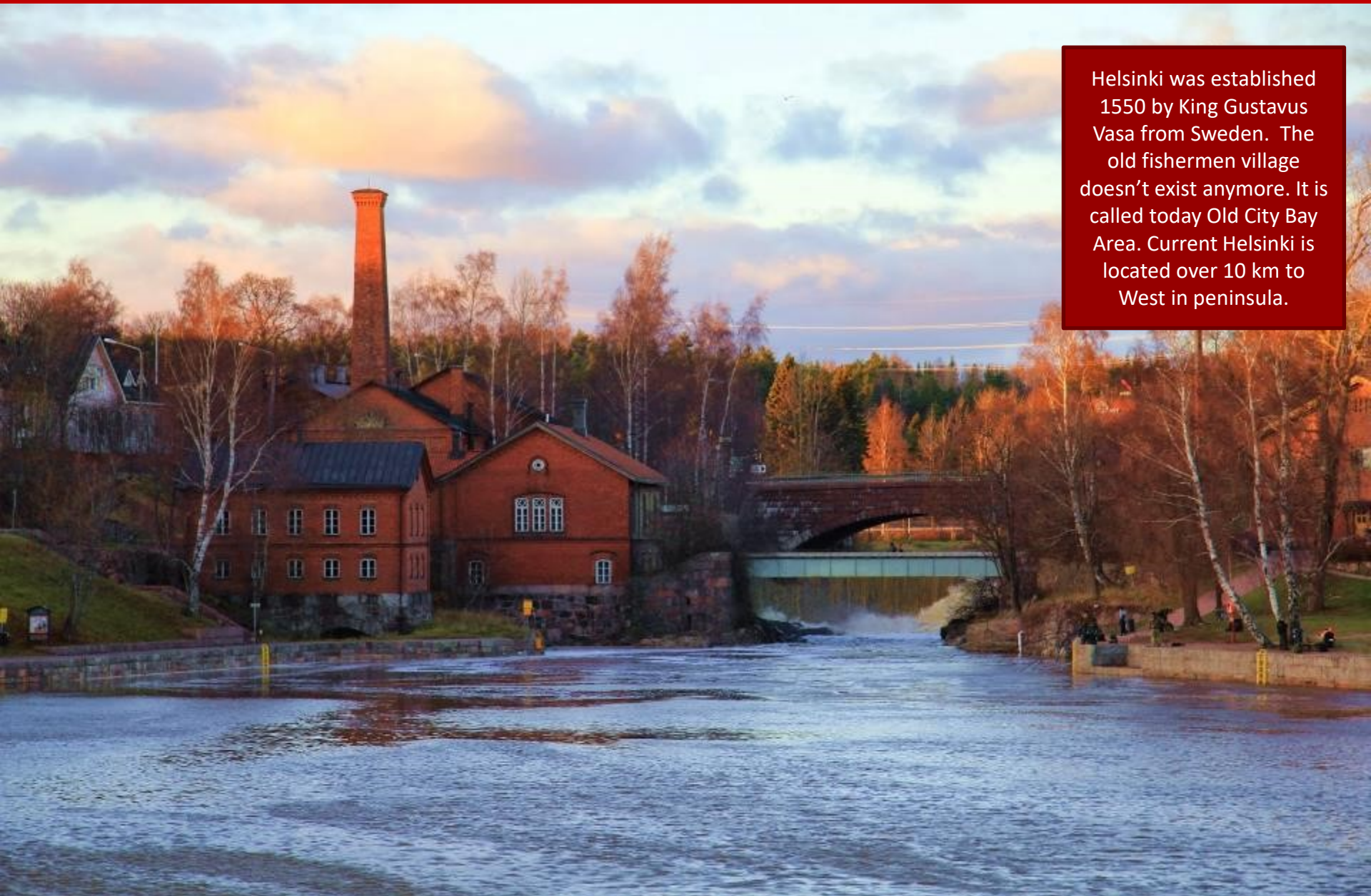
Geography of Fear vs Geography of Passion

Helsinki was established
1550 by King Gustavus
Vasa from Sweden.
Nowadays there are over
0,6 million inhabitants. In
Greater Helsinki area 1,4
million people.
The map shows only the
city centre area.



Old City Bay Area

Helsinki was established 1550 by King Gustavus Vasa from Sweden. The old fishermen village doesn't exist anymore. It is called today Old City Bay Area. Current Helsinki is located over 10 km to West in peninsula.



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Fastholma
Fastholmen

E75

170

101

TOOLO
TOLO

"Theory: Geography of Fear" for male citizens

For male citizens of Helsinki, the city looks like "cittá aperta", open and free for everybody to explore it.

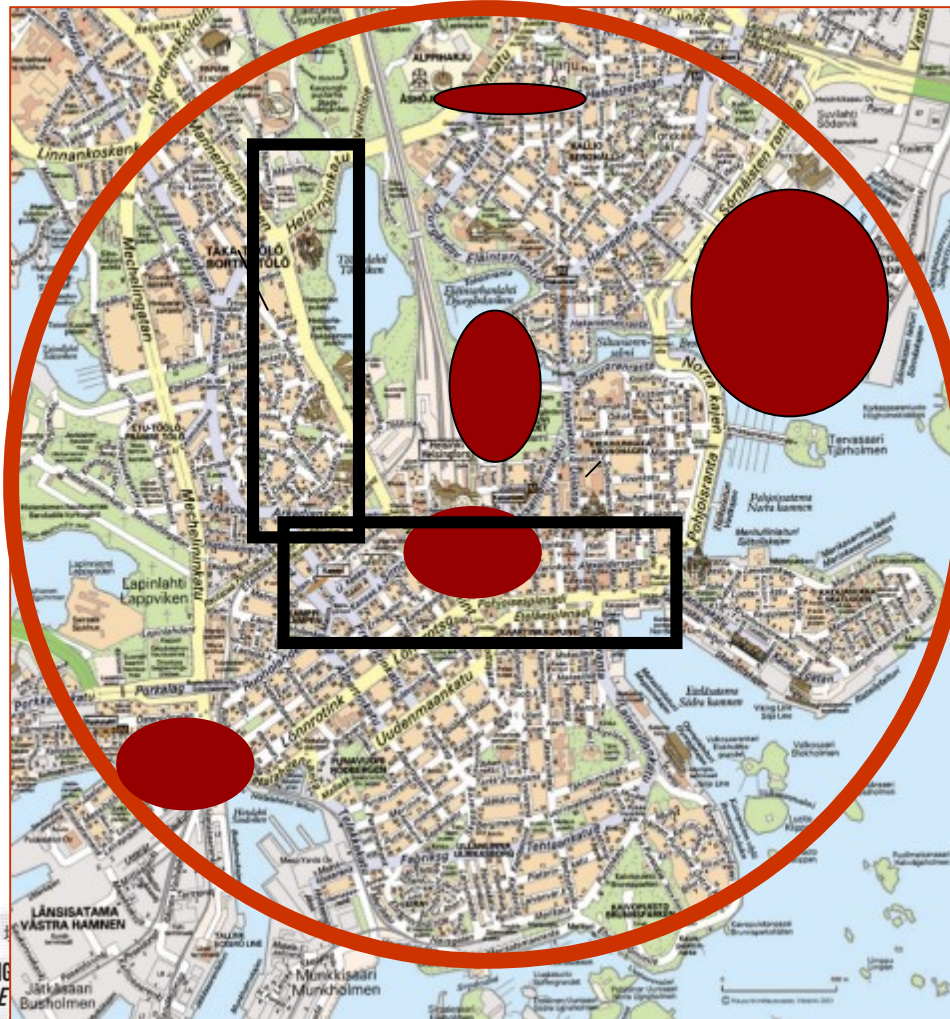


"Theory: Geography of Fear" female citizens



For female citizens of Helsinki, there are areas, which they are more avoiding for one or more reasons. Shown in orange

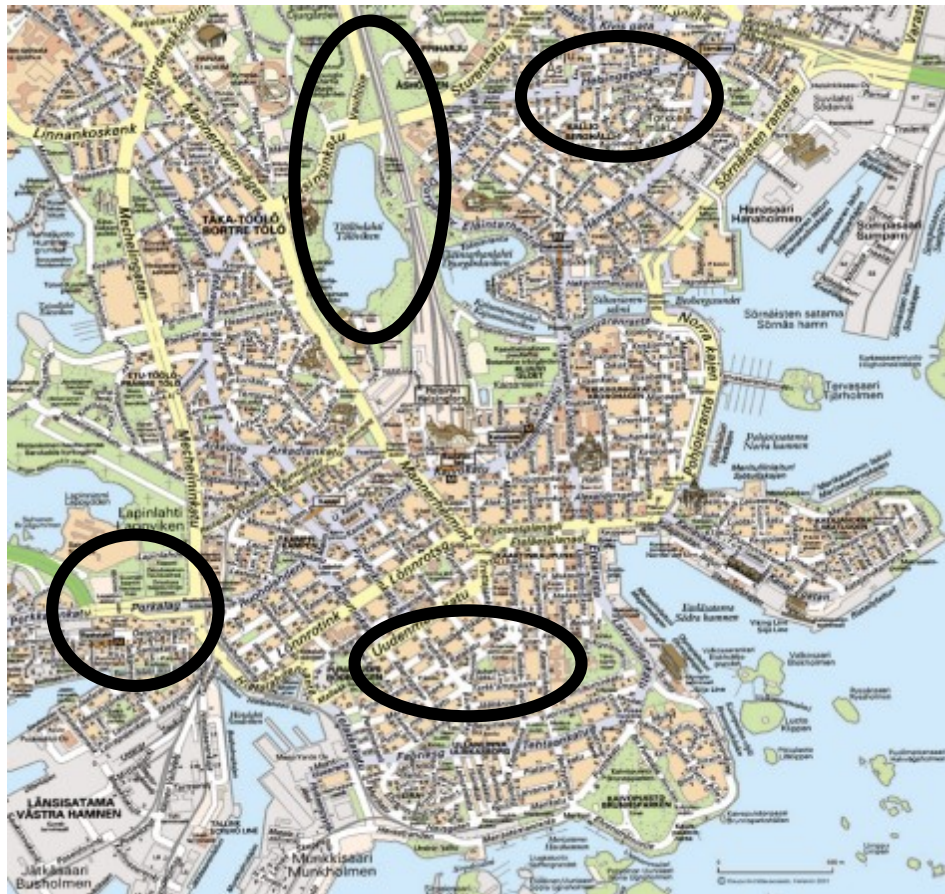
"Theory: Geography of Fear" visitors, tourists



Few studies are showing that for the visitors (business or leisure) Helsinki looks different, more narrow area. This affect immediately to variety of tourism services, creates challenges of overtourism, and it is a hider to prolong the lenght of stay. Two black rectangulars.

Helsinki Promotion for new areas

Old Bay
of Helsinki



Nordic Oddity
campaign tried
to show new
areas for
visitors.

"Theory: Geography of Fear" for visitors, tourists

Tourist office/Visitors center location essential to reach visitors.

