

THE CONNECTION BETWEEN FORESTRY AND
TOURISM IN FINNISH LAPLAND

Commissioned by National Resources Institute Finland (Luke)

Tran Nguyen Phuong Khanh

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Author(s)	Tran Nguyen Phuong Khanh	Year	2015
Supervisor(s)	Outi Kähkönen, Kurtti Ari		
Commissioned by	Seija Tuulentie		
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This thesis was written in order to provide a better insight to the connection between forestry and tourism, two of the most important livelihoods in Finnish Lapland. The aim of the thesis was to discover how these industries correlate to each other, as well as finding out future possible scenario(s) for this connection. The topic was chosen based on the author's personal interest, and curiosity about the scarcity of materials concerning such topic.

As the author wished to discover how both sides of the connection thought about the matter, she relied on qualitative research method. In fact, the author decided to apply semi structured interviews as a means to gather information needed for her thesis, and created two sets of tailored questions for such purpose. The collected interview data was then processed by using selective coding method, which provided interesting and satisfying results. The author did not conduct questionnaire surveys, as she had already allocated most of her time resource to deciphering the interview data, leaving no time left for possible questionnaire surveys.

After having completed the thesis, the author obtained new and useful knowledge for her own expertise, as well as fields that are distinctive to what she has learned. The author learned about two of the most important livelihoods in Finnish Lapland, as well as interesting matters such as the influence of emotions, or the formation of landscape preference. In fact, the author found the results of her thesis to be very satisfactory and educative.

The thesis was commissioned by the Natural Resources Institute Finland (luke), formerly known as Metla.

Key word(s) forestry, tourism, cooperation

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1 INTRODUCTION

Among the advantages that Finnish Lapland possesses, it can be noted that the region is full of potential thanks to its natural resources and pristine nature. Finnish Lapland, with such advantages, has established a unique economic structure consisting of a variety of sectors, such as mining, steel and metal industry, along with other industries that secure the land's vitality. In fact, there is a number of key sectors with significant importance, and among such economic cornerstones are forestry and tourism (Regional Council of Lapland 2010). Although together they have contributed greatly to the region's development, the connection between forestry and tourism has received very little attention and remained ambiguous. Thus, the author decided to delve into the research regarding the linkage between forestry and tourism to clarify the ambiguity of the connection.

There are a number of issues to take into consideration regarding the connection between forestry and tourism. It is more than just each industry's view on the resource (mostly available land), as the connection also concerns forestry's and tourism's opinions of each other. On the other hand, as tourism steadily and increasingly gains its significance, the industry is also exploring more resources for its operation and profitability.

Tourism, as a form of land use, is dependent on the same resources as other land-use practices, such as forestry. In a way, it could be understood that the connection between such industries mostly concern the view and utilization of land, or to some extent, land and landscape. While forestry exploits the tangible values, tourism instead pursues the intangible values that can be understood as experiences via indulging in the beauty of nature for instance. It is often the case that forestry, with its clear-cutting method, can diminish the aesthetic values sought after by tourism. However, is the linkage between forestry and tourism simply a question of resources, instead of other matters, such as policies and cooperation willingness? Also, is such connection based on negative mutual feelings (conflict), or could there be scenarios that forestry and tourism could in fact coexist and prosper together (cooperation), or perhaps they can each exist solitarily (neutral)? Therefore, the linkage between forestry and tourism is considerably puzzling, and has in a way restrained the growth

and potential for both of the mentioned industries. As a result, the main purpose of this thesis is to provide a better insight into the connection shared between forestry and tourism in Finnish Lapland. On the other hand, the thesis also aims to discover possible future scenario(s) concerning the connection between these industries.

As the topic is still new and has received quite fragmented research (Simpson et al. 2008, 4), the author decided to rely on qualitative research. Originally, the author wished to conduct questionnaire surveys for the local stakeholders, tourism entrepreneurs, as well as individuals who are not directly involved. However, the author scraped the idea and thus chose to gather information via the method of interviewing the local stakeholders and tourism entrepreneurs instead. The reason for such a decision was that the opinions and knowledge of local stakeholders and tourism entrepreneurs were believed to be relevant as they are involved in this complicated matter. Moreover, questionnaire surveys can be quite time consuming, and the method also offered limited opportunity for the author to delve deeper into the participants' opinions and ideas. On the other hand, statistics analysis was also considered to be one of the applicable methods for data gathering. Also, apart from interviews and statistics, the information for this thesis was also collected from literature that concerns the linkage between forestry and tourism, as well as appropriate websites.

The thesis was commissioned by National Resources Institute Finland (Luke), whose research focus on forests and forest ecosystem, as well as nature-based tourism especially in the North. Luke, formerly known as Metla, prioritizes studies involving the tangible and intangible values so that integration of numerous ways of forest usage can be achieved.(Metla 2014.) It can be seen that the thesis' topic meets Luke's research topic, as it concentrates on different forms of forest use and their integration (Metla 2014). After the thesis has been completed successfully, the commissioner will be provided with information regarding the linkage of two of the most important industries in Finnish Lapland. With the information, the commissioner will be able to understand better how such industries relate, and adopt a more adequate approach to manage them. This will also help enhance the capacity and encourage development of said industries, and possibly bring changes to policy implementation.

In order to support the research, as well as to gather the most optimal results and information, two research questions have been formed. As the thesis' title suggests, the first question will concentrate on how forestry is connected to tourism. This question will help the author collect the most relevant data without having to establish a set of sub questions, and is less time consuming due to its unambiguous nature. The second question that was created focuses on the assimilation of forestry's and tourism's distinctive means of consuming their resources for operation. For the author, this question is quite crucial, as it is the fruit of her efforts and time spent on observing and carrying out research. Together, these questions formed the research direction for the author to take.

On the other hand, the thesis' theoretical background was established upon four chapters concentrating on different matters that were deemed relevant for the topic in question. Originally, the author wished to create one chapter about her discovered theories with multiple subtitles, which was dismissed after having consulted with her supervisors. Instead, having four chapters about the relevant issues to be discussed makes the theory easy to follow for both the reader and the author herself. The first chapter is written with tourism industry, particularly in Lapland being in the main focus and was followed by a chapter involving landscape as a complexity. Forestry's orientation toward nature and the emotional component respectively were chosen as the focus of chapters three and four.

2 TOURISM'S ORIENTATION TOWARD NATURE

Globally tourism has marked its significance and, with rapid and unceasing development, has become one of the fastest growing industries. Compared to, for instance, a few decades ago, nowadays it is considerably effortless to travel due to greater accessibility and less border restrictions. Additionally, there is now an array of low budget airlines as well as low-cut travel and travel options, which has greatly fuelled the needs for travel, hence the surging importance of tourism. Although tourism is in fact a discretionary activity, this global phenomenon is increasingly being associated with quality of life, not to mention a form of basic right in developed, industrialized western society. The reason is that, tourism provides the opportunity of relaxation, to practice a different set of activities, which is becoming difficult in the midst of hectic working life of many persons, a typical component of the modern life. (Page 2003, 1–19.)

Moreover, tourism is enshrined in legislation through the form of holiday entitlement, resulting in individuals perceiving holiday as the propensity to generate tourism. On the other hand, the use of credit card, combined with technology, has enabled the masses to participate in tourism, further enlarging said industry's role in our life. Tourism is increasingly sought after due to its capability to appeal to a person's imagination, and for a tourist, tourism is regarded as an experience, an intangible product, and even as an element of life. Tourism as an activity is immune to boundaries, as it possesses the ability to affect the environment in which it occurs & the host community. Thus, not only is tourism a new trend or a defining element of an individual's life, it can now be participated in by the masses. With the rise in disposable income (equals the spending on consumer goods and services), tourism is proving that it has assumed a vital role in our life, and has effected various aspects globally. (Page 2003, 1-19.)

In a way, it could be understood that tourism provides a person with the sensations, the feelings, particularly the emotions, that are unique and distinctive compared to ones that are felt on a typical basis. It has been suggested that experiences are now considered to be a distinctive economic element that enhances products and services, and by providing positive combination of experiences, a destination can differentiate itself while engaging

its travellers. (Cetin & Bilgihan 2014, 1.) This is particularly true for the tourism industry, since experience is regarded as the core element for this industry's operations.

In Finnish Lapland, tourism has emerged as the most important economic component, providing more employment possibilities compared to forestry (Regional Council of Lapland, 2008). Tyrväinen and Fredman also suggest that nature-based tourism is now an increasing form of land-use, as well as economic sector, which involves various types of entrepreneurs. Such entrepreneurs tend to be small and operate in rural regions, and work mainly on a part time basis combining activities such as agriculture, forestry and other rural means of livelihood with tourism. (Fredman & Tyrväinen 2010, 177.)

However, tourism is not the only land use activity emblematic to the region of Finnish Lapland. Apart from tourism, other land-use activities in the North of Finland also comprises of forestry, nature conservation, reindeer herding, and subsistence economies (i.e hunting, fishing, berry picking) (Sarkki 2008, 7). On the other hand, since tourism and forestry are dependent on the same resources, and are two of the most common land-use activities in the North, it is important to examine their orientation to determine whether there is a distinctive difference between said industries' approach to nature.

Despite not possessing a long history that spanned over hundreds of years, tourism in Lapland still has its story to tell. This industry has been here for decades, whose focus is placed on resorts and ski resorts. Earlier, however, it was nature and the wilderness that charmed different individuals to come and experience what the land had to offer. Nowadays though, the ski resorts have become the main attraction for the tourism industry in Lapland. (Hakkarainen 2015.)

Since the 1930s, the tourism industry has been here and has developed quite rapidly, especially as of recently. Originally, everything began with winter tourism, as the majority of visitors came here with the purpose to ski. However, in the 60s, people received longer holidays and used their own cars to travel to Lapland during the summer time to experience the scenery, making summer the main season then. Summer continued to be the main season in the 70s, until

the 80s-90s when winter once again claimed its previous position. Since then, winter tourism has been developing quite strong and replaced summer themed touristic attractions with winter activities and the Northern lights. (Meriläinen 2015; Tuulentie 2015.)

Along with forestry, tourism is one of the most significant livelihoods here in Finnish Lapland, and the industry's importance can be seen from the recently published statistics. Municipalities with a strong tourism industry often have a higher population and fare better compared to the ones that do not. Moreover, a healthy tourism industry often attracts younger individuals as well as females, which would be ideal given that there is an ongoing population problem in rural areas. (Tuulentie 2015.) Apart from bearing the possibility to relief the population issues, tourism also generates jobs, incomes, as well as various services (Hakkarainen 2015). This in turn enhances the wellbeing of the local dwellers, as they have a mean to secure their income and employment opportunities.

Tourism had, as the years went by, undergone various changes. It is undeniable that there had been a surge in international tourism, and there had also been changes in certain groups of tourists. For instance, the number of Russian tourists has dropped recently, and the number of British tourists also experienced fluctuations. Additionally, there had also been an extension in the time spent in Lapland by tourists, particularly British tourists whose stays are now over a day.

Nowadays, tourism has become a lot more like mass tourism. Regardless, the interviewees did appear to hesitate to apply said term to Lappish tourism due to its negative connotation. (Hallikainen, 2015; Tuulentie 2015.) As previously mentioned, Christmas has a great importance, and due to the diversification in products, there are now different options catering to everyone's varying demands. (Tuulentie 2015.) It should be acknowledged that there is an imbalance in the tourism seasons, as all the tourism flows often are utilized mostly during the winter and spring periods, as well as during Christmas. There have been attempts to make summer another tourism season, which have not been fruitful thus far (Tuulentie 2015).

During one of her interviews, the author came to know that tourism perhaps has been building a touristic image for Finnish Lapland that, in the progress, omitted the forestry culture. This, in turn, discouraged the likeliness of a joint product between forestry and tourism. It was also suggested that a change in how touristic companies sell Lapland as a destination would also be essential (Korhonen 2015). Lapland is often marketed as the ideal image of a mystical winter wonderland whose charms lie in the contrasts of seasons, the bustling towns and ski resorts, and the pristine wilderness (Visitfinland 2015). The main attractions for the land had always been the winter activities, the pristine nature, or Santa Claus. Forestry also has its own appealing factors that can become future products should they receive enough attention or ideas to develop new attractive products. For instance, the culture associated with the foresters could be one example (refer to figure 1 below).



Figure 1. Tree Markings Discovered in State Forestry Area (Karjalainen 2011)

This limited the grounds for newer, more exotic types of attractions to be utilized, such as the stories and cultures that the land harbored. The local dwellers were often overlooked, which made the land look like wilderness without humans, which was inaccurate (Korhonen 2015). Thus came the issue of when the tourism industry can acknowledge the fact that it's worth selling a destination where forests look like untouched wilderness, yet are men managed (Korhonen 2015). And on top of that, the tourism strategy placed strong focus on tourism and neglected other important livelihoods, including forestry. (Tuulentie 2015; Korhonen 2015.)

Although the cooperation between forestry and tourism is being conducted adequately in state forests, the same cannot be said about private forests. This is the matter that the author believed to require more attention. While agreements can be arranged in state forests by the state or with the stakeholders, private forest owners however make the final decision. The decisions can be made at anytime, and in some instances may have a negative impact on nearby tourism companies or organizations. As forestry is the means of income for the forest owners, should others also use the same land, there will be problems with income distribution between forest owners and the forest users. It would also be unclear how the forest owners can actually benefit from this kind of “cooperation” (Korhonen 2015).

Similar to forestry, the future for the tourism industry is filled with uncertainties, which would be expected given how vulnerable the industry is to unexpected changes. Even though the situation of the Russian tourist market has been unfavorable, the overall scenario has been quite good. The number of Chinese tourists has grown, and there are a variety of potential to be taken into consideration.(Korhonen 2015; Tuulentie 2015.) Tourism is expected to remain sustainable and one of the most important livelihoods in Lapland. However, efforts ought to be spent to bring a balance to the touristic seasons, and there should be infrastructure that can be utilized all year round. Not only will this be more sustainable, but there would also be more possibility for tourism to operate also out of high seasons. Achieving such task will secure employment year round, which in turn encourages permanent residents in the area and helps with the population problem.(Tuulentie 2015.) More tourism, especially specialized tourism, for areas surrounding the ski resorts will also be expected (Hakkarainen 2015). Regardless, the future outlook for tourism remains positive, as from a long term perspective there will continue to be demands.

3 LANDSCAPES AS A COMPLEXITY

3.1 The Definitions of Landscape

It is often scenery landscapes that tourism entrepreneurs wish to provide their customers with, and often it is the aesthetic values that visitors seek (e.g. Simpson et. al 2008, 78). In fact, the experience linked to landscape and nature is deemed one of the most important, should we oversee the classical hopes of having an opportunity to relax and to avoid the typical everyday life (Bell et al. 2009, 73). Additionally, tourists are on a constant pursuit for a destination with unique and unusual tourism landscapes, as they seek regeneration in the territories of pleasure, dream, tradition, arts and sports (Terkenli 2004, 339).

There are a variety of elements of a destination that a tourist can indulge, but landscapes are often seen as an image or even a representation of a tourism destination. Moreover, they are the enduring means of contact between a tourist and their place of travel. Landscapes will then transform into long lasting memory, should they be acquired through photography (Terkenli 2004, 339-340). On the other hand, tourist landscape is the most important cultural battling ground on which sociocultural differences are formed, and developments are negotiated through promotion and transformation according to their particular functions (Terkenli 2000, 180).

In a way, it could be acknowledged that landscape is staged by tourism, considering examples such as postcards, advertisements, etc. In fact, ever since the appearance of tourism, landscapes have experienced a great diversification. New categories of landscapes are established in order to cater to different social needs, cultural preferences and economic contingencies (Terkenli 2004, 346). Furthermore, landscape and tourism share an indispensable connection, which extends to the pleasure pursued in the experience-a central and predominant element in the tourism industry of the twentieth century (Terkenli 2004, 340–341).

According to Löfgren (1999), ever since the eighteenth century, the tourism industry has directed its focus toward new forms of tourist appeal, leaning toward the sites of hedonism. The long lasting intensity of pleasure that is pursued and discovered in landscape since the Renaissance, when there was

an emergence of European bourgeoisie, has shown that the human emotional component is crucial in the relationship of the visitor with the tourism landscape. (Terkenli 2004, 341.) Terkenli (2004) has also suggested that landscape is unique through his explanation of the difference between seeing and gazing. Gazing- indispensable to the context of landscape, was seen as being emotionally laden, which contradicts seeing and thus makes the activity central to the tourism nexus of activities.

However, gazing is not the only activity that can be associated with landscape, or in other words, visual effects are not the only central element in landscapes in general. In her dissertation, Karjalainen has defined landscape as “the experiential environment that can be perceived by sensory- sight, taste, smell, hearing, touch- , affective, and cognitive processes” (Karjalainen 2006, 17). Therefore, landscape does not exclusively affect the visitors’ sight, but also all of their senses, which establishes its distinctive uniqueness. In reality, there is more to landscape than just its visual effects, and this puzzling phenomenon has been the heart of a variety of research conducted by various fields of study. The author will attempt to present various approaches to comprehending landscapes, basing on the dissertation written by Karjalainen (2006).

The visual perceptions and preferences for landscape, as previously mentioned, has been the focus of numerous research fields, receiving various definitions and different approaches. As each paradigm is quite distinctive, different research methods and practices have been applied depending on the research questions and discipline (Karjalainen 2006, 17).

For certain research fields, the context of landscape is broadened to the extent that the term includes almost everything that surrounds humans, and their environmental experience. One possible example for such contextual approach is ecology. In ecology, the term landscape indicates entirely the elements of the environment or bionetwork, biological and ecological processes, as well as human’s influences on landscape (Forman & Gordon 1986). Human sciences also have a broad perception of the term landscape, as such term is seen to cover all features of the human environmental involvement, remembrance, as well as imagination (Daniel 2001a). For geography, landscape is perceived as being a part of the Earth’s surface, which can be viewed at one time from one

place, consisting of specific features that make up the characteristics of an area (National Geographic 2012).

On the contrary, certain research fields and paradigms give landscape a more restricted definition, focusing on specific dimensions of said phenomenon only. According to Bell (2001), from landscape architecture's perspective, landscape is "a part of environment that we can engage with given time". Social sciences, particularly constructivism, believe landscape to be an intangible construction of the human's mind that varies depending on the individual (Karjalainen 2006, 17). It can be seen that there are in fact a great range of definitions for landscape, and such definitions can vary greatly depending on the research field that produced them.

There are speculations about the roots of the word landscape. It is thought that the term landscape originated from the Dutch word "landschap", which is then anglicized as landskip, pertaining to the relationship to landscape painting, or the scene for the painting to take place (Brook 2013, 109). On the other hand, Muir (1999) stated that both the English and Dutch counterparts of landscape in fact take roots from the German word "landschaft", which can be understood as a region, or a system of rural spaces.

It is often the norm to regard landscape as a concept linked to rurality, being contrasted by other forms of scape, such as cityscape, townscape to name a few. Moreover, there exists a difference between how the term landscape is applied, since such term is practiced in North America concerning unmodified wilderness areas. On the contrary, in Europe landscape is actually connected to the rural countryside. Thus, landscape is a concept that bears a relatively vague meaning, challenging the possibility to successfully narrow the phenomenon itself to a concrete understanding. (Brook 2013, 109.)

There have been attempts to establish one concrete definition for landscape that combines all the proposed concepts. For instance, Tress and Tress (2001) perceived landscape as a nexus of nature and culture, a spatial and perceptual entity. Daniel (2001a), however, suggested that such method of expanding the concept of landscape will be futile in researching questions connecting to certain issues, such as visual quality of landscape.

3.2 The Approaches to Fathom Landscape Quality

Among the numerous aspects of landscape, the perception of landscape and the diverse preferences for said phenomenon have received generous attention from numerous paradigms and research fields. Despite the fact that the research methods and practices are quite varied, there have been efforts to classify and categorize different approaches to study about landscape perception and preferences.

Zube et al. (1982), along with Daniel and Vining (1983), have introduced methods of classification and categorization that allowed the possibilities of dividing the different approaches concerning landscape perceptions. Zube et al. established four categories for the approaches relating to landscape perception studies: expert, psychophysical, cognitive and experiential paradigms. Similarly, Daniel and Vining created approaches by means of assessing the quality of landscape, some of which correspond to the categories proposed by Zube et al. Such approaches consist of ecological, formal aesthetics, psychological, psychophysical and phenomenological. (Karjalainen 2006,19.) Apart from the classification and categorization suggested by Zube et al. and Daniel and Vining, there have also been other comparable efforts. One example is Terkenli (2001) who categorized landscape on the basis of visual, cognitive and experiential, and labeled biophysical and ecological analysis as human experiences (experiential), which is different from what Zube et al., Daniel and Vining have suggested.

In her dissertation, Karjalainen mentioned that human appraisal, both by public and experts, are the determining factor for the quality of landscapes. Environmental aesthetics, however, lies between the two polar known as expert assessment and public perceptions. The author has attempted to create a table that summarizes the approaches and classifications mentioned in Karjalainen's work (refer to the figure below).

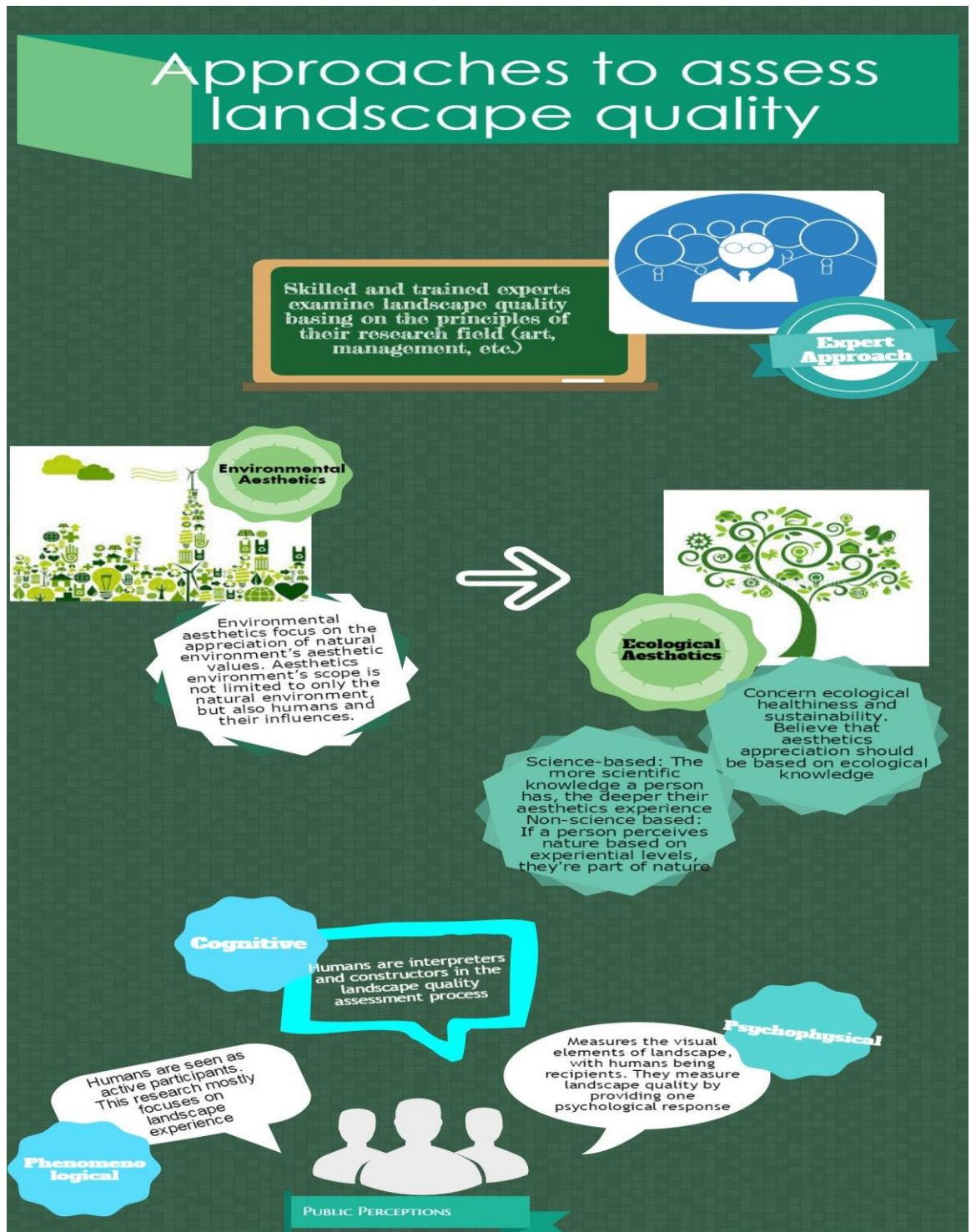


Figure 2. Approaches for Assessing Landscape Quality

As shown in Figure 2, there are three approaches to assessing the quality of landscape. Apart from, assumingly, academic assessments whose base depends on the research field in question (expert approach), landscape quality can also be determined via environmental aesthetics. True to its name, this

approach shifts its focus to the appreciation of the natural environment's aesthetics, as well as humans and how they shape the nature around them. As there exists the argument that ecological knowledge correlates to the level of aesthetics appreciation, the author decided to include also ecological aesthetics as a "branch" of environmental aesthetics.

The public can also assess the quality of landscape through their perceptions of said phenomenon. In fact, as this approach comprises of three "sub approaches", it can be seen that public perceptions of landscape quality are quite complex. In each sub approach, humans play certain role(s), and they also provide the responses necessary for landscape quality assessment. The three mentioned sub approaches also have their own focus, which shows the complex nature of human's mind when one is asked to determine the quality of an abstract phenomenon such as landscape.

Due to the diverse assumptions, research and analyzing methodologies, there are currently no possibilities to combine and compare the knowledge generated by the perception-based studies. As the diversity of methodologies persists, there needs to be an interdisciplinary approach that attempts to combine different approaches, as well as a standardization of research methods. Nevertheless, Karjalainen (2006) suggested that landscape perceptions are in fact a multidimensional and quite complex phenomenon, thus utilizing solely theories will not be suffice as there is yet concrete understanding of the interaction between humans and landscapes.

Therefore, for such puzzling phenomena, there ought to be a use of various disciplinary methods and assumptions to collect a good range of knowledge. It is not possible to utilize knowledge that is based on only one of the various aspects of landscape preferences. The reason is that the explanation of the knowledge produced by diverse approaches possesses a critical role to develop and enhance the comprehension of landscape preferences and perceptions. (Karjalainen 2006, 25.)

3.3 Formation of Landscape Preferences

Cognitive-emotional interactions, as well as affective and cognitive processes have been the heart of numerous debates. On the other hand, there has also

been a great array of discussions of how such processes can influence the formation of landscape preferences.

Various hypotheses have been created, and studies have been conducted in order to pinpoint the procedures involved in the formation of preferences. Gray et al. (2002) suggested that at a certain point, emotion and cognition merge into one, and that they will equally influence our thoughts and behaviors. Moreover, there have been studies that show cognitive processes and emotions have a distinctive interrelation. Cognitive processes are essential in the establishment of emotions, and the processes themselves can also be influenced by emotions via the inducement of memories, attention and biases (Paul et al. 2005, 469-491). Lazarus (1982) also shares the same point of view, and stated that cognitions and emotions are not necessarily occurring together, as they can happen simultaneously, with emotions and cognitive processes affecting each other at different stages.

However, there have also been studies and literature stating the opposite of what has been mentioned in the previous paragraph, exhibiting situations in which emotions and cognitions do not necessarily interrelate. According to Zajonc (1980), it is possible for an individual to associate an object or situation, even before being aware of the context, with specific values. Thus, it could be seen that even without the presence of cognitive systems, emotions can still occur (Zajonc 1980; Ledoux 1995; Zajonc 2000).

Despite being the center of various studies, literature and debates, the variables that are involved in the formation of landscape preferences are still within the unknown. There is yet a concrete comprehension of the actual mechanisms, their orders, and their importance in the cognitive and emotional processes. Furthermore, there is also a lack of knowledge regarding the conscious and unconscious aspect of processes, such as perception. There has been a suggestion that such roles, be it conscious or unconscious, affective or cognitive, are dependent on the environment being perceived and the perceiver's individual quality. (Karjalainen 2006, 25-26.)

In order to explain the origins of landscape preferences, two different approaches have been developed, which are known as the cultural approach

and the genetic approach. There has been one suggestion that our fascination for aesthetics values found in landscapes originated from suitable habitat selection process. This means that, the landscapes we fancy today were the most flourishing living environment for our ancestors. (Heerwagen & Orians 1992; Ulrich 1993.) Moreover, Ulrich et al. (1991) offers the theory that since humans experienced a continuous period of evolution in a natural background, we in the process developed a inclination to respond positively to environmental settings and contents that were favorable for our survivability. Additionally, Orians (1986) introduced the "savannah hypothesis" claiming that humans possess an inbuilt preference for that which assisted our primeval ancestors' survivability. Appleton (1975) shares the similar perspective regarding landscape in his "prospect refuge theory". The theory mentions a landscape form that provides humans with the capability to hide while maintaining a look out from the landscape in which we felt protected.

Regardless, there existed also criticism for the mentioned studies. As mentioned by Fenton and Reser (1988), these studies often focus on the recorded responses to the pictures of landscapes used for the purpose of the studies. Thus, the experience of the landscapes itself was overlooked. It could be understood that the genetic approach offers the hypothesis that our preferences are in fact already developed during the early stages of human evolution process (Karjalainen 2006, 27). Genetic approach , however, does not include cultural variables , as it argues that cultures has minor to no influence on an individual's perceptive and cognitive processes.

Cultural approach, on the other hand, claims that human preferences are shaped based on the cultural background of the individual, as well as the time period he or she is living, and the person themselves. Regardless, some empirical studies have shown that people's landscape preferences are actually independent on the time frame. One example is the study done by Palmer (1997), which showed that despite the alterations in land use, the citizens of Cape Cod still possessed the same visual preferences and knowledge of landscape.

Therefore, it can be concluded that humans possess a particular distinctive aesthetical sensitivity that is established into various cultural and individual

systems. Furthermore, there exist particular landscape configurations and types that are universally appreciated, or in some cases, in a cultural region. Regardless, the reality is that there is yet a solid knowledge regarding the features of landscape that are fascinated on a universal scale, or what kind of preferences are dependent on variables such as culture, time period and individual elements. (Karjalainen 2006, 27-28.)

4 FORESTRY'S ORIENTATION TOWARD NATURE

4.1 Concepts and Linkages

It is important to acknowledge the definition of forestry in order to avoid misconceptions about this industry. The author also examined the connections shared between forestry, forest industry, and forest sector to further comprehend the prominence of the central economic component of Finnish Lapland.

In reality, forestry is not exclusively about timber production. This industry also comprises of theories and practices constituting to the creation, preservation, and a scientific approach to the management of forests and the utilization of their resources. This includes studies and processes relating to activities such as harvesting, marketing, and utilization of forest-related products and services. Additionally, this does not mean that forestry focuses solely on the currently existing forests, as the establishment of new forests is within the focus of this industry. (AgrilInfo 2011.) As a result, it can be understood that forestry is more than just trees felling on a massive scale, since there are also responsibilities that are essential to the existence of this industry.

Forestry and forest industry share an indispensable linkage, as one industry cannot exist without the other. Forestry's well managed timber would be naught without the forest industry procuring and manufacturing various goods out of them. Furthermore, without forestry to provide the required raw material for its operation, forest industry would be unable to persist. (Finnish forest association 2015.) Together, these industries form the forest sector, whose significance is vital to the economy of Finland with its direct impacts and GDP contribution. Figure 3 below illustrates how these industries correlate to each other.

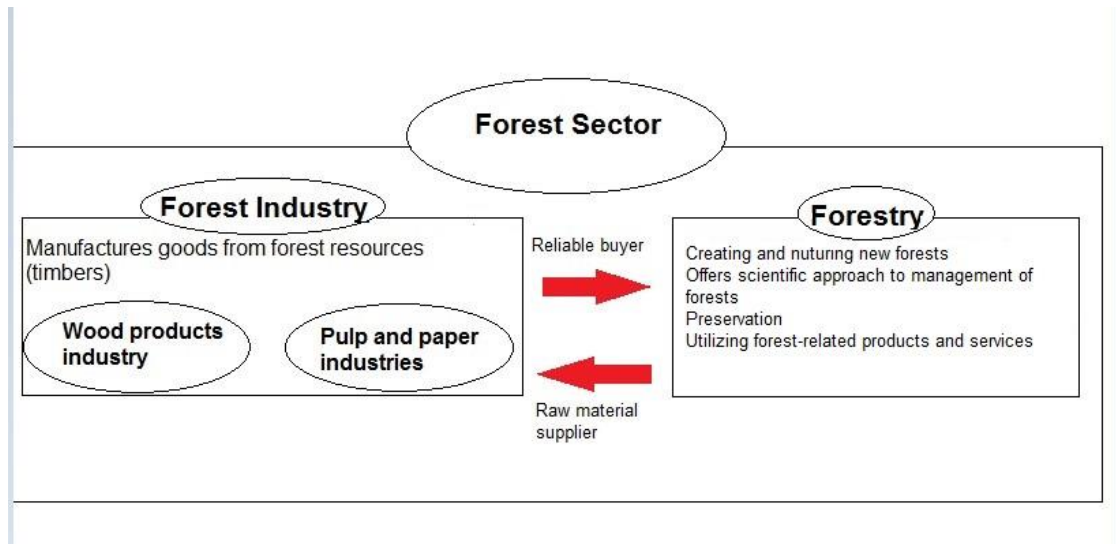


Figure 3. The Connection Between Forestry, Forest Industry and Forest Sector

4.2 Forestry's Approach to Nature

As stated in chapters 2 and 3, it can be seen that tourism's approach to nature carries within itself intangible elements, such as the distinctive experience sought after by the masses, or the landscapes of the destination in question. However, the author also wondered if there existed a contrast in the approach toward nature between tourism and forestry, and how nature is regarded from the perspective of the latter industry. In order to further comprehend forestry's orientation toward nature, the author decided to examine the materials regarding forestry in Lapland that were provided by Metsähallitus and Metsäkeskus. The reason for such decision was that these organizations possessed the experience and practical knowledge that would serve the thesis well, as they have been working closely and extensively with the forests in Lapland for a long time.

After having read and considered the materials concerning the forestry industry in Lapland, the author has come to a conclusion that forestry has a different approach to nature compared to tourism. Whereas tourism sees nature as a source of aesthetic beauties and well-being boost (Bell et al. 2009, 113), forestry instead has a land use based approach in regard to nature, especially forests. This industry sees forests as a multiuse resource that can benefit the local community or society in general. For the sake of providing evidence for the previously claimed approach to nature, the author will list several points that were found in the material regarding forestry in Lapland.

Lapland's pristine forests are not meant only for forestry since the scenery they offer works wonders for tourism, and the land can also be utilized for reindeer husbandry. In fact, while reindeer husbandry requires complete land area usage, multiple-purpose forestry only relies on half of the land area of Lapland. Tourism, on the other hand, demands considerably small area for its operation, but the industry's scenic requirements ask for larger land areas. Forestry recognizes the resource and land use demands of the two mentioned industries, and instead of focusing solely on its operation, forestry in fact attempts to cooperate. Among the different tasks that this industry holds credit for, forestry also maintains the road network. As a result, apart from the local livelihoods, the tourists and the local dwellers likewise benefit greatly from this as well. (Korhonen 2015.)

In order to ensure that there will not be a shortage of forests in the upcoming future, it is one of the forestry industry's tasks in Lapland to continuously create new forests to replace the ones that have been utilized. As a matter of fact in Lapland, chances of deforestation is considerably low, as logged sites will be afforested basing on the natural tree species and the near original forest structure. The forestry industry also pays close attention to tending the young stands, as an effort of generating new forest covers, creating new forests in the process. (Korhonen 2015.)

The forestry industry in Lapland governs the region's forests with a scientific approach to their management. In hopes of enabling the most practical and highly efficient management, the previously mentioned industry utilizes technology for various purposes, from planning to data inventory. For example to achieve a better and more effective handling of sales, harvesting and logistics as well as certified chain of custody, an IT-based optimization and management system was introduced. Moreover, the forestry industry also put to use multipurpose forestry planning, as well as a laser scanning based planning system, making use of the latest available technology. In turn, such action also proved to be helpful as the industry achieved better and more efficient managerial results with the forests in Lapland. (Korhonen 2015.)

Apart from creating new forests and having a scientific management for the available forest related resources, forestry is also responsible for the

conservation of nature's biodiversity in accordance with the Forest Act, Nature Conservation Act and PEFC certification. Such regulations provide a baseline for sustainable forest management, define the key habitat to be preserved as well as other habitats to be conserved. On the other hand, other benefits towards nature's biodiversity derived from said regulations are that they ensure the occurrence of species requiring special protection. In other words, forestry does not simply exploit the forests without regards to their biodiversity. This particular industry in fact shoulders the duties of preserving nature's biodiversity, ensuring that neither the habitats nor its key natural structure shall be lost in the process of resources exploitation and utilization. (Korhonen 2015.)

Thus, it can be concluded that forestry ensures that the land requirements of other livelihoods, including the industry itself, would be met. On the other hand, as forestry fulfils the varying responsibilities and duties placed on its shoulders, other livelihoods and local dwellers also gain a number of benefits. In a way, forestry and its approach has helped turn forests into the kind of resource that can enhance livelihoods and wellbeing of the locals.

4.3 Forestry over the Years and Future Outlook

It is inevitable for any industry to remain unchanged, especially when their existence spans over a long period of time. In order to see how the forestry has been faring over the years and whether there have been great changes, the author decided to examine the statistics related to the many aspects concerning this particular industry.

The statistics were gathered from the Finnish year books of forestry, which were completed by the National Resources Institute Finland Luke (formerly known as Metla). The author took into consideration the most logical and comprehensible approach to the time frame options, and in the end, decided to compare the most current statistics (2014) to the three consecutive previous years. On the other hand, the author also wondered whether the situation had changed greatly within the time period of ten years, which encouraged her to also choose the year of 2004 to be part of her analysis. However, the author then realized that such approach would not be logical for the employment statistics. The reason would be that employment capability of an industry can't be determined

by a couple of years, which led the author to instead expand the time frame for the statistics related to forestry's employment issue.

Forestry's statistics, to the author's surprise, consists of various aspects and issues needed to take into account. Originally, the author wished to somehow summarize the varied aspects concerning the forestry industry, but had to instead select actual relevant data and aspects that could help illustrate the importance of this particular industry. For such purpose, the author decided to narrow the information range, and chose to include the figures related to the labour force, and the forest sector's standing point in the regional economy.

The author found it necessary to examine statistics related to employment to confirm the obtained information that insisted the forestry industry is no longer a reliable source of employment opportunities. On top of that, statistics about the forest sector's economic position was also included and analysed in order to justify the statement about forestry being an economic corner stone of Finnish Lapland's economic structure, and whether said sector's importance was fading.

In order to demonstrate the employment situation of the forest sector in Lapland over the years, the author created a graph for the purpose of illustration.

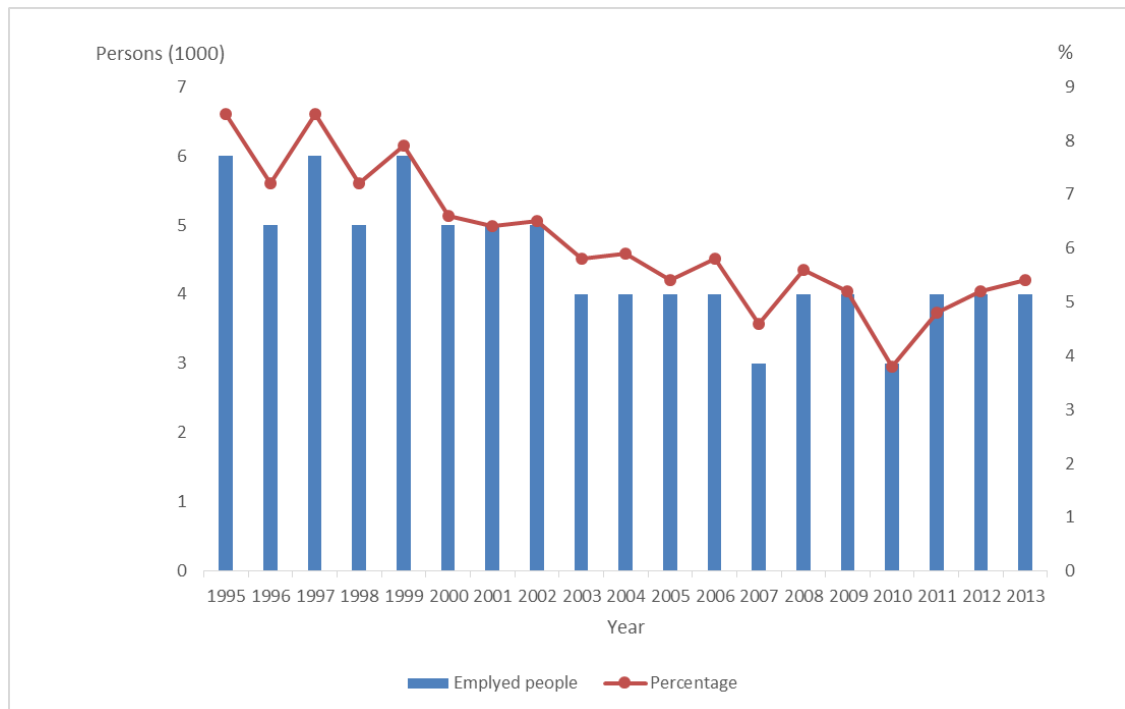


Figure 4. Number of Employed Persons in the Forest Sector in Lapland (Luke 2014)

The figure above illustrated the number of employed persons in the forest sector in Lapland from 1995 to 2013. The blue bars represented the number of employed persons (thousands), and the red line demonstrated the proportional of the region employment (percentage). It can be seen that the overall employment situation was on a decreasing trend with periods of stability. The two years of 2007 and 2010 seem to have experienced difficulties with the lowest number of employed persons. Moreover, the percentage of proportional of the region employment also has been on a decreasing trend up until 2010, which was then followed by a period of steady increase.

Basing on the statistic yearbooks of forestry, it appears that the share of the forestry's regional GDP fluctuated throughout the years. Moreover, the yearbooks and the time when the data was gathered did not match, for instance the yearbook of 2014 only offered statistics up to the year of 2011. Nevertheless the author will present her findings regarding forestry's contribution to the regional GDP throughout the years to see whether the industry had undergone any signals of recovery or progress.

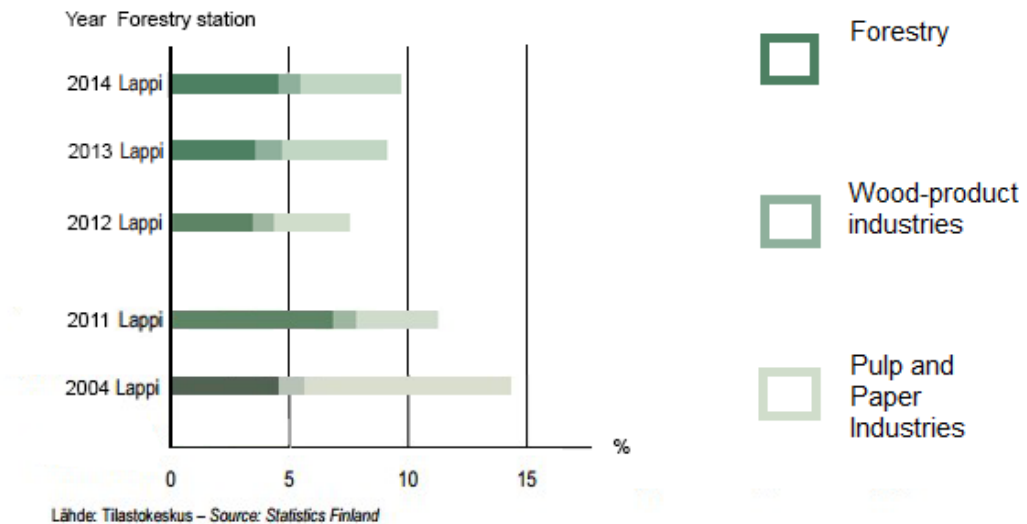


Figure 5. The Share of the Forest Sector in the Regional GDP by Forest Centre 2004-2014 (Luke 2004-2014)

From the earliest yearbook in the time range chosen by the author (2004), forestry's contribution to Lapland's GDP in 2002 (the most up to date time period available in said yearbook) was approximately 5%. This percentage was higher than wood product industries' but much lower than wood and paper industries'. Thus, pulp and paper industry held a greater significance compared to forestry's during the early 2000s in Lapland.

The forestry industry did make some progress concerning its regional GDP share in the year book of 2011. With approximately 6% GDP share, forestry offered the highest proportion of GDP contribution in the forest sector. However, the forest sector as a whole only managed to make approximately 11% GDP input, whereas this percentage was about 15% in the 2004 yearbook. Therefore it can be assumed that forestry, on a general scale, did not make much progress. Regardless, there did appear to have a shift of economic focus from paper and pulp to forestry in the forest sector, Lapland wise.

For the next three year books from 2012-2014, forestry's regional GDP share continued to fluctuate while the forest sector's GDP contribution remained below or close to 10 %. The three figures indicate that the forest sector could not make a u turn and had been in a stagnant position in the economy of Lapland.

With the presented facts, the forest sector, particularly forestry, appears to have undergone grim situation, with modest GDP contribution and insufficient employment capability. However, the forestry industry holds high hopes for the upcoming years. In fact, there has been a positive outlook regarding the possible future scenarios for the forestry industry in Lapland. The author will be more detailed about such positive outlook in chapter 7, which is reserved for presenting the results acquire from data analysis.

After having analyzed the collected interview data, as well as various literature materials, the author found the results to be both informative and satisfying.

Forestry, particularly small scale forestry, has a long history here in Finnish Lapland. For hundreds of years people had spent their life being in the forest, making forestry a traditional livelihood. On the other hand, the first saw mill was installed during the 1700s, which then became bigger in the 1800s. These sawmills were built in areas such as Rovaniemi, Kemijärvi, and along the Arctic Ocean as woods were transferred here in Finland via the Northern part of Inari and Salla. The installation of the saw mills brought along positive results, as there was an increase of profitability from selling logs and timbers to sawmills. In 1922, the first pulp mill was built in Kemi that was also used for saw timber. (Korhonen 2015; Meriläinen 2015.)

The privatization of forests began during the 40s and 50s, and individuals started to have their own forests. Before this period, dating back to the 1900s, the state held the greater ownership proportion of the forests. Additionally, during the 50s, 60s and 70s the forests accounted for the acquired profit, whereas IT technology was responsible for the profit during the 80s and 90s (Meriläinen 2015.). It has also been stated that for decades the forestry industry had been quite one sided, as the industry only consisted of pulp manufacturing and some other mechanical forest industries. Also, the industry, for many decades ago, did not take into account other land uses (Hallikainen 2015.).

Among the currently existent livelihoods in Lapland, forestry is one of the most relevant means of income and wellbeing for the locals. Forestry, along with forest industries, forms the biggest livelihoods that generated approximately 1,5 billion euros. This industry also created employment that can dominate the job

infrastructure in certain areas such as Kemi where forestry is the most important industry (Korhonen 2015.).

At first glance, the forestry industry seems to be on the decline, as for instance compared to the 90s or 80s, the number of employed persons was not as great (refer to previously shown statistics). Despite faring worse compared to a few decades ago, the importance of the forestry industry is in fact altering, as the industry itself is heading toward a change. In fact, according to Korhonen (2015), the belief that forestry's importance is fading is an old fashioned statement. On the other hand, we are now moving from an oil based industry model to bioeconomy. Thus, this creates the change in production focus, as forestry and forestry industry products can replace oil based products. (Korhonen 2015.)

Therefore, as bioeconomy becomes the growing future for the whole world, this has also influenced the view to change rapidly in Finland. For instance, forestry was perceived to be on a decreasing trend 10 years ago, until the last few years when this industry was realized to be going up again (Korhonen 2015.). There will also be an increase in certain activities involving forestry and forest industries, such as building from timber and the likes. It has also been stated that there is a need for different products, especially joint products between forestry and tourism. The reason would be that one of the most productive and resourceful means to use timber is to use them for forest landscape (Hallikainen 2015.).

Regardless, there are obstacles ahead to be expected. Currently, the growth of the forests in Lapland is quite sluggish considering that the usage for them is quite low. The determined plans for Lapland would also require approximately 10 to 20 years before they become a reality. At the moment, the most problematic objective will be getting the woods to be sold, and the forestry workers are uncertain about the location of the new saw and pulp mills.

Although there are uncertainties ahead, the individuals involved with the forestry industry showed positive outlook regarding the future of this economic cornerstone of Lapland. As of the present, woods and forests are gaining back their significance and the previous economic position in the past. Moreover, as

wood exporting claims a greater part of exports in general, the economical values of woods and forests are also returning (Meriläinen 2015.). Additionally, there have been plans concerning the installation of new saw mills, as well as potential pulp mill in areas such as Kemijärvi (Korhonen 2015).

Also, it is worth mentioning that forestry and its operational activities do not always necessarily cause harm to tourism. It has been suggested that timber production, a consumptive aspect of the forestry industry, may leave a negative impact on the landscape (Bell et al 2009, 4). According to Korhonen (2015), forestry does not only bring about harmful effects to tourism (clear cuts for instance). For example, there are semi open peat lands where no loggings have been done. In the winter time especially, there would be a great number of small trees, and not even the Finns could be certain whether the area would be peatland or clear cut. Therefore this would not prove to be problematic for winter tourism, since the soil preparation would be then covered by snow (Korhonen 2015.).

5 THE EMOTIONAL COMPONENT

5.1 The Concepts of Emotions

One might question the author about how emotions can fit in the connection between forestry and tourism, and just how relevant emotions can be for these two industries in general. Indeed, emotions are often overlooked, especially in an industry dominated by rationality such as forestry. Emotions, in reality, are often dismissed should there be conflicts involving forests, due to the common belief that emotions cloud one's judgements (Buijs & Lawrence 2013, 109). On the other hand, in western culture, emotions are perceived to be private and internal, leading to the assumption that any descriptions about emotions are unreliable and unconvincing. (Milton 2002, 70.) Moreover, emotions possess a critical role in conflicts, for which it is taken for granted. The reason is that professionals are taken aback as to how they can cope with emotions, especially in participatory decision makings (Buijs & Lawrence 2013, 104).

Regardless, the author wishes to introduce her findings regarding the emotional component, particularly its role in forest-related conflicts being the focus. The author, however, would like to remind that she does not claim conflicts are the only linkage between forestry and tourism. In reality, conflicts might just be one of the possible linkages for these two economic cornerstones of Lapland. From her perspectives, the author believed that understanding the role of the emotional component can enhance the connection between forestry and tourism, and resolve possible conflicts between these two industries.

It is important to acknowledge the definition of emotions, as they are not to be confused with affects or moods. Emotions are perceived, in psychology, as partly somatic reactions that occur naturally when an individual has a significant affiliation encounter with others, or with their environment (Frijda, 1986). Furthermore, emotions are defined as a reaction based on assessment of undesirable situations, and they can also be related to values. (Lazarus 1991.) One could understand that emotions are in fact a means of coping with situations that are unfavorable for an individual, or even threats. For instance, it is quite natural for a person to feel angry when a situation, which is personally

relevant, is caused deliberately and becomes incompatible with their predetermined goals (Tangney et al 2007).

The general public has come to love forests or just nature in general, and developed a great appreciation for the aesthetics values they received, becoming highly emotionally charged in the process. Thus, it has been suggested that the emotions of correctness, as well as the affection to living beings and surrounding spaces are quite significant (Jacobs, 2012; Manzo, 2003). Moreover, there has been the suggestion that our deepest emotions of identity, our feelings of social and historical belongings, as well as our emotions of spirituality are strongly tied to forests and nature. A wide range of traditions in psychotherapy suggested that, particularly in Western culture, human's feelings are often disregarded, leading to the fact that as one is at loss about how they feel, for reasons unknown (von Franz & Hillman, 1986; Yalom, 2001). As a result, we most likely turn to forests as a theatre for our deeply, unconsciously held anxieties and uncertainties about the current modern world, and the loss of nature (Buijs & Lawrence 2013, 105).

Psychology studies have dubbed such emotions as the "moral emotions", as they include empathy and sympathy toward other living forms, and concern for distraught others, be it animals or trees. (Tangney et al. 2007.) Due to its capability to offer energizing power, particularly via anger, collective action researchers decided to describe emotions as a conceptual bridge between cognitive assessments of a situation, and the tendency to organize and stand up against "righteous anger" and helping behavior initiated by emphatic concerns. (Van Zomeren et al., 2008.)

Sociology, on the other hand, offers a different perspective related to emotions. For this particular field, emotions receive the focus based on their social origin and functionality. Thus, emotions carry a discursive power, as they are actually constructed or even reconstructed in discourses, instead of being possible outcomes of a process, or input for decision making processes. (Burkitt 2005.)

Emotions, as mentioned before, are not to be mistaken for moods or affects. Moods are often seen as effective states having low intensity, are diffuse and relatively enduring, and they do not possess a salient antecedent cause.

Emotions, on the contrary, bear a higher intensity, are not as enduring, and require a definite cause. (Forgas et al. 2004, 4.) Finally, moods are a generic label that comprises of emotions and affections. As suggested in the article completed by Buijs and Lawrence (2013), the author also decided to place her focus on emotions instead of affects or moods, as forest management or forest-related issues are considerably prominent triggers for emotional responses. On top of that, interests shall also be taken into consideration, as they are the crucial emotion to the creation of knowledge, and they also play a central role in being the motivational condition in the everyday functions of a normal human being. (Izard 1991, 91.)

5.2 When Emotions Are No Longer Credible

Emotions are often the component that tends to be neglected in research regarding forestry. The author would like to offer two examples for this statement, and even though the parties involved are not explicitly about tourism and forestry, the examples can reflect that emotional component did not receive the attention that it deserved.

In 1999, there was a literature work focusing on the “values, emotions and desired outcomes reflected in public responses to forest management plans” by Vining and Tyler. Among the thirteen papers that referenced their work, there was no sign of incorporation related to emotions in the decision making process. Another example is the work done by Satterfield in 1997. Satterfield (1997) completed an analysis of the emotive component in the conflict between those who protest for the sake of the environment, and the loggers in the old growth forests of Oregon. Said analysis offered the conclusion that, loggers felt quite uncomfortable with the emotional assessments done by the protesters. The protesters, on the other hand, cleverly and strategically used such assessments to strengthen their claims about forests.

In forest-related conflicts, stakeholders have the tendency to disregard emotions, or even delegitimize them. To some extent, actors sometimes are explicitly denied on accounts of being too clouded by emotions to offer constructive judgements, ideas or efforts. (Buijs et al., 2011.) It is rarely the case that foresters would be associated with values and emotions, owing to the

historical and cultural background of forestry for this industry's lag compared to other science field (Buijs & Lawrence 2013, 106).

Forestry is more than just science, as it is in fact a project of control, simplification and economic rationalization basing on imperial enlightenment (Lawrence 2009; Scott 1998; Vandergeest and Peluso 2006). There have also been emphasizes on the socialization of foresters, which led to the theory that the culture of forestry is hierarchical, controlling and simplifying (Allan and Curtis 2005; Tittler et al. 2001). However, it should be taken into account that foresters are not the only individuals who are not keen on their emotions, as environmental protesters, or those whose perspectives clash with the foresters', also tend to suppress their emotions. The reason is that such individuals do not desire appearing vulnerable to claims of being irrational, or even lenient, which eventually leads them to place great emphasis on their opposition's objectivity. (Goodwin et al. 2000; Buijs et al. 2011.)

5.3 When Nature Is Rationalized and the Influences of Emotions

As mentioned before, there is a tendency to suppress one's emotions in a conflict involving forests, which originated from the philosophy of natural sciences in the Western cultures (Buijs & Lawrence 2013,105). On the other hand, the dichotomy between emotions and reason can be traced back to Plato (Fischer 2009). The objectification and rationalization of nature, as recorded in various works, began in the 18th century, at the same time with an emerging modernity known for separating science from religion, art and culture (Jardine et al. 1996; Rientjes 2002; Wilber 1998). Consequently, the emotional component became redundant, or was even removed from the process (Fischer 2009). This approach has been applied to forestry as well. One example is that, in his work Scott (1998) focused on the effects of modernization, bureaucratization, as well as reductionism with a chapter focusing on forestry indicating that forest management bear these characteristics.

In order to understand the importance of emotions, it is necessary to be aware of the various influences that emotions can have. Through understanding such influences, it would be possible to comprehend why actors from both forestry and tourism would react in certain ways.

Some anthropologists have described emotions as the bridge between humans and nature, connecting us to the nature that surrounds us (Milton 2002). Thus, we develop an emotional attachment to nature and come to adore it. As stated by Milton, we possibly experience a personal loss that eventually shapes anger or even sadness, as nature is damaged or, on some level, destroyed (Milton 2002, 72). The author would like to quote different lines from two different works done by various authors, to indicate that personal attachment with nature can indeed provoke strong responses and emotions:

“For me, trees are kind of sacred. How do they get it into their heads to just fell trees based on some vague [ecological] theory?” (referenced in Buijs et al., 2011)

“I notice people respond emotionally to the clear-cutting of significant parts of the forest. Because everybody has known this area only as a forest. People find it difficult to let it go. Apparently it hurts. Because people feel attached to it.” (referenced in De Groot et al., 2012)

It can be concluded that emotions can become the source of diverging views of forest management. Furthermore, personal attachments to nature should not be taken lightly due to its capability to spark strong emotions and responses, especially from the local community. To some extent, personal attachments to nature, should they be disturbed, can create a perspective that can quickly escalate to negative emotions or opinions, and may eventually lead to conflicts.

Apart from being a source of contradicting opinions regarding forest management, emotions can also influence information processing. Emotions have been recognized on a large scale as the factor that can influence the rate at how individuals come to digest newly acquired information and knowledge, particularly in issues that involve emotions (Fischer & Glenk 2011). Additionally, emotions are also acknowledged as the primary driver responsible for actions and the processing of information (Kunda 1990). To further elaborate such statement, it would be wise to examine the hot and cold cognition, or in other words, the difference of information processing during high and low states of emotional arousals.

There exist three different levels of emotional arousals, each offers a different pathway of which information is processed. For instance, motivated reasoning occurs in situations highly charged with emotions, whereas in moderately emotionally charged situations, knowledge is then cognitively reflected upon. Finally, in situations with low to nonexistent emotions, knowledge is disregarded despite being a necessity to develop attitudes and behavior. (Kunda 1990; Chaiken 1980.)

It has been suggested that when a situation is emotionally charged on a moderate or low level, individuals follow the tendency to process information based on basic hints and rules of thumb with a weak interrelation to the matter at hand. Therefore, in order to encourage a systematic processing of new knowledge and information from people, forest management is required to be capable of sparking emotional responses from the actors or community they are working with. (Chaiken 1980; Buijs & Lawrence 2013 108.)

Emotions also stimulate people to rely on rational beliefs for the sake of their decision, as they are less rational and goal oriented when there is a lack of emotional arousal. (Fischer & Glenk 2011; Buijs & Lawrence 2013, 108.) Such divergent information processing strategies can be accounted for the fact that the public does not explicitly exhibit concerns when a new forest management plan is introduced until it is implemented. The reason is that the plan in itself does not initiate emotional arousal. This makes any possible information about the plan uninteresting, or even processed inadequately, which also includes assessments of possible consequences. (Buijs & Lawrence 2013, 108.)

On the other hand, in a situation highly charged with emotion, motivated reasoning-a third way of information processing will occur (Kunda 1990). In this type of situation, people rule out or even dispute against any information that is inconsistent with their beliefs or approach. As a result, emotions then proceed to take over cognitive contemplation, as an effort to sustain prevailing evaluations about the matter in question, limiting cognitive discord in the process (Festinger 1957). For instance, negative emotions greatly encourage people to depend on stereotypes, thus motivates them to seek information that can support such bias and question the credibility of any information that is contradictory (Redlawsk 2002). Therefore, decisions imbued with emotions are

challenging to tackle by rationality alone (Kunda 1990). This could be the reason behind why, in some cases, the emotionally motivated local community is quite difficult to work with for forest managers, as they are so highly charged with emotions that rationality can barely reach them.

Emotions are quite intriguing, as not only do they encourage people to think in a more systematic way about an issue, they also motivate people to take matter into their own hands, or in other words to act. It is inevitable for contradicting perspectives about forest management to exist, but they do not necessarily end in conflicts. Basing on appraisal theory of emotions completed by Lazarus in 1991, Van Zomeren et al. (2008) offered the suggestion that emotions are in fact a means for individuals to cope with situations that are deemed unwanted.

In fact, without the persistence of emotions, particularly strong emotions such as anger or grievance, thoughts cannot be transformed into actions. Emotions enhance and increase the readiness to act for citizens, are full of energizing potentials, making them able to be the trigger for the willingness to partake in environmental actions against threat or undesirable changes (Frijda 1986; Stürmer and Simon 2009; Leach et al. 2006).

5.4 Summary Regarding Emotions and Forest Management

Forestry, being the product of centuries of rationalization and scientific management, is quite susceptible to the separation of emotions and management. Moreover, scientific forestry is facing an increasingly challenging pressure from society, as well as the expectations for forests. There exists the dilemma that, while the social groups, construct an emotional bond with forests, the forestry culture is not supportive of this. To some extent, foresters are even seen as having nonexistent emotional connection with forests. (Buijs & Lawrence 2013, 109.)

From the author's perspectives, forest management will face the risks of sparking a disconnection, or even strong negative emotions, from those who concern about forests or nature, especially the local community. This is the reason why emotions should not be delegitimized nor omitted from the decision and policy making processes. As mentioned before in the previous sections, emotions hold a critical importance. They are the source of varying opinions

regarding forest management, they also influence information digestion, and can transform thoughts into actions. Thus, the ignorance regarding emotions can possibly cause conflicts, and in a way stall the implementation of new forest management policies. In fact, it will not be until the implementation of forest management policy that the public will demonstrate their disagreement or frustrations, or even anger. (Buijs & Lawrence 2013, 108.)

The reason is that, as suggested by Hajer (2003), the general public in late modern societies usually appears apathetic about societal issues. Nevertheless, as soon as their personal interests are threatened or might be threatened, they will become motivated to take matters into their own hands. In this case, we can see the general public's interests as their attachment for nature, which appears to be significant. As soon as there is the establishment and implementation of new forest management policies that can possibly hamper such emotional connection, the public will stand up for what they have a strong fascination for. (Hajer 2003).

The notion of researching the importance of emotions was the author's personal curiosity. Originally, the author wondered whether it is purely contradiction in perspectives that leads to a seemingly disconnection between forestry- an industry dominated by rationality, and tourism- an industry that benefits from interests derived from nature. The author eventually became intrigued about whether emotions are solely important for tourism, as the emotional component is quite critical to this particular industry's operation. It was then that the author began to question, whether emotions can be the missing piece to the puzzle known as the linkage between forestry and tourism.

To the author's surprise, emotions bear a greater importance than they seemingly possess. Furthermore, the author believes that emotions can become strategic tools that can help forest management connect with the individuals whose livelihood greatly depends on forests, or those who appreciate and adore nature.

6 ABOUT METHODOLOGY

6.1 The interview

In the introduction, the author stated that she relied on qualitative research method for gathering data for her thesis. The author would like to elaborate about her choice of research method by introducing the benefits that qualitative research offers.

Qualitative research, which is a type of scientific research, pursues the answers to a question using predefined set of procedures. Consequently, this method gathers evidences and produces discoveries that are not previously determined and is applicable beyond the frontiers of instantaneous studies (Woodsong et al. 2005). On the other hand, whereas quantitative research provides data consisting of numbers, qualitative research instead generates words as data used for analysing (Brikci & Green 2007, 2).

Thus, as the author wished to understand better how professionals from forestry industry and tourism see the connection between the two mentioned industries, she chose to apply qualitative research method. Two sets of interview questions were prepared tailored especially for professionals for each industry, with different matters taken into consideration. The sets of questions were then given to the thesis' supervisors in order to confirm their capability, as well as relevance. Afterwards, the author utilised them in actual interviews with recommended individuals from both industries. The author proceeded to apply selective coding in order to analyse the data that had were obtained through the interviews that she had participated in.

After having conducted the interviews, the author realized that the interviews resulted in rather varied answers despite coming from the same tailored question structures. On top of that, the answers also differed based on the level of understanding related to particular topics in question. For instance some forestry professionals lacked the specialized knowledge for questions aimed at tourism. Regardless, the obtained answers did offer the author some insights into the topic she was researching, as well as new knowledge that she never had previously

Originally, the author had quite low interests for this particular method, as it requires tremendous efforts to be spent on the gathered data. Moreover, the author herself also lacked the experience regarding interviews in general. However, after having considered the benefits that qualitative interview provides, the author had a change of heart and decided to apply this method to her thesis research process.

Most of the interviews were conducted during the early summer period so that the desired data would be collected before the interview candidates started their vacations. Originally, it was difficult to find the suitable interview candidates, as the author had very limited connections and was not aware of the individuals suitable for the interviews. In fact, most of the selected interview candidates were discovered thanks to the recommendations of previously interviewed persons. On the other hand, each interviewee's chains of connections proved to be resourceful, as from one person the possible answers range became wider and wider. Nevertheless, in the end only the most relevant and concrete answers were chosen to be analysed, as for instance some answers did not focus on the problem and were very vague.

Despite the potential of being able to gather varying answers from a great number of interviewees, the author instead kept the number of interviews humble. In hopes of being able to allocate her time resource appropriately while gathering the most relevant data, the authors aimed for individuals from organizations that specialized in the research's topic. This goal encouraged the author to seek individuals from organizations such as metsähallitus, metsäkeskus, or Luke (formerly Metla), as they have the expertise that would be helpful for the research process. Moreover, the author also interviewed persons who work, or previously worked, at the local university and university of applied Sciences. The reason was that the author wanted responses from people who work directly with forestry and tourism, or at least had had completed literatures concerning these industries. In a way, the choices helped the author to gather both knowledge that is based on actual involvement with the industries or academic research about them.

The interviewees represented various professions, as some interviewees were researchers while others were responsible for dealing with matter connected to

the wellbeing of the available resources (forests and land use). This was quite interesting as different professions offered different beliefs, opinions, as well as knowledge. Despite bearing some similarities, the contradiction actually proved that even within the same sectors, there existed different approaches and perspectives regarding matters about forestry and tourism. In fact, the author believed that the more involved a person with another industry that is not theirs, the more their opinions and knowledge about that industry would vary due to the experience they had.

Since the author lacked the experience for conducting interviews, which made spontaneous communication difficult, she instead relied on a more structured interview method for better efficiency and data relevance. Instead of a shared set of questions, the author created two different sets of questions with three themes in common. It was a difficult task to select the appropriate themes, as there was a great number of matters to be covered. The author believed that choosing highly detailed themes would be quite time consuming to form the questions. On the other hand, relying on themes that are too general could leave out some data in the process. In the end, the author chose to depend on three general themes, with each theme consisting of a number of questions. These questions were established based on the different aspects of the two industries, so that the persons from both industries will have a chance to express their expertise of their own profession, and state their opinions about the other.

The author was content with her decision, as the chosen themes gave her the freedom to establish the needed interview questions. Should the decision has been reverted, the author would perhaps be struggling with the limited flexibility of the more detailed themes. In fact, the general themes and the questions gave the author the chance to discuss other matters not mentioned in the pre-created questions with the interviewees. Therefore, the author was able to gather some side data that could be practical for her thesis, or even future research.

6.2 The selective coding process

In order to process the acquired data and receive relevant results, the author applied selective coding. Selective coding, or substantive coding, concentrates

on the theoretical development of the core categories or concepts extracted from the data in question. Often, selective coding occurs in the final stage of data analysis, and has a wide range of possible results, such as the creation of broad theoretical abstractions. (Sage research methods 2013.)

In order to reach the mentioned goal, the author attempted to establish a core category (known as the connection between forestry and tourism) that functioned as the main focus, and a number of sub categories to build up the “story” concerning the thesis’ topic. The separate answer texts were then abbreviated to become more general, and fit into different chosen themes based on the analysis of the research questions. Different typologies were then formed after the selective coding, which the author would then utilise for her interpretations to reach a conclusion.

The data did not come straight from the transcription, as the text was not in a humble length. Moreover, there was also side data amidst the relevant ones, which made scoping a challenging task to accomplish. In order to choose the data that would be the most appropriate, the author placed great focus on the main problem of the question used to obtain such data. To illustrate the scoping process, the author will use one of her interview transcriptions as an example (refer to figure 6).

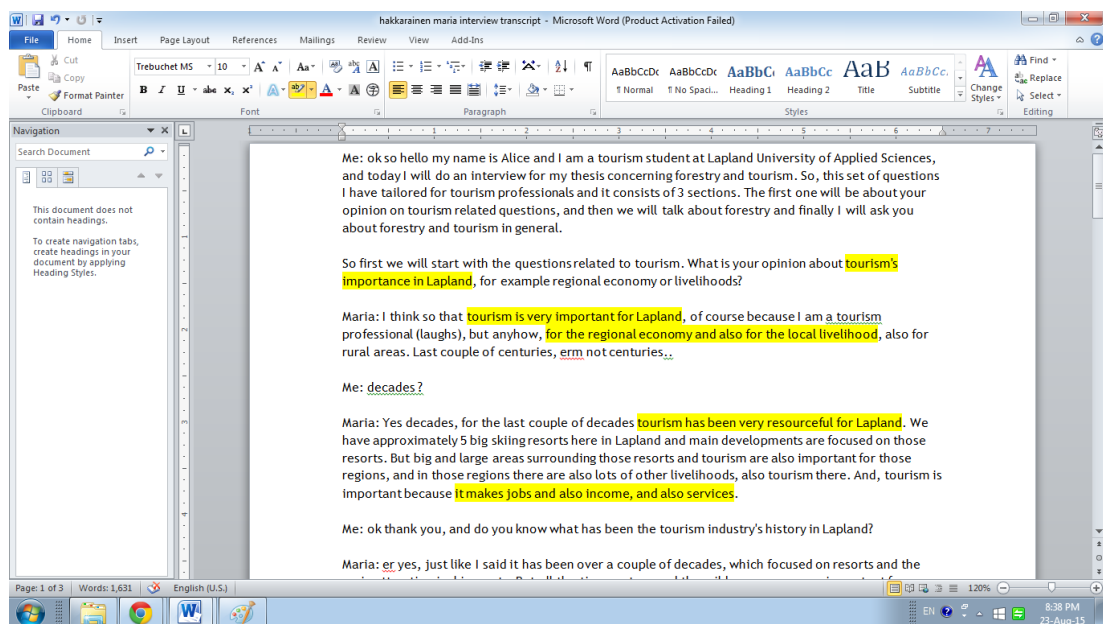


Figure 6. An example of interview data scoping

Because the focus of the question is the importance of tourism for Lapland, which was also one of the main themes for selective coding, the author highlighted only the sentence bits that contained the needed information. Indeed, any phrases or words that showed how great the importance is, or in what way does tourism exert its importance was chosen to be the scope of the acquired interview text. For instance, “tourism is very important for Lapland” and “tourism has been very resourceful for Lapland” were highlighted, as the phrases showed that tourism matters significantly for Lapland. On the other hand, as information regarding how tourism exerts its importance was also needed, the author highlighted “for the regional economy and also for the local livelihood” plus “it makes more jobs and also income, and also services” as well. These two phrases specified that tourism affects the regional economy, and this industry also enhances the wellbeing of the local community through creating jobs, incomes, and services.

These phrases naturally would be incomprehensible staying separate, and would not function properly should they be fit into their pre-determined theme. Thus, the author then combined the chosen phrases into one complete sentence, and arranged them accordingly to the theme that was related. The constructed sentence, which had been put under its chosen theme, would then become one of the factors that determined the typology needed to build the final story regarding the core category. In some cases, should the chosen phrases be too long or too complicated, or the text is too complex, the author would apply generalization to compress them into more general data. This would make the process of fitting data into their respective theme both easier and less time consuming.

After having established several themes based on the interview questions and her own perceptions, the author then began to create the typologies needed for her final conclusion. The author would like to see the three typologies she created as the three categories comprising of the various pre-determined themes, as demonstrated in figure 7 below.

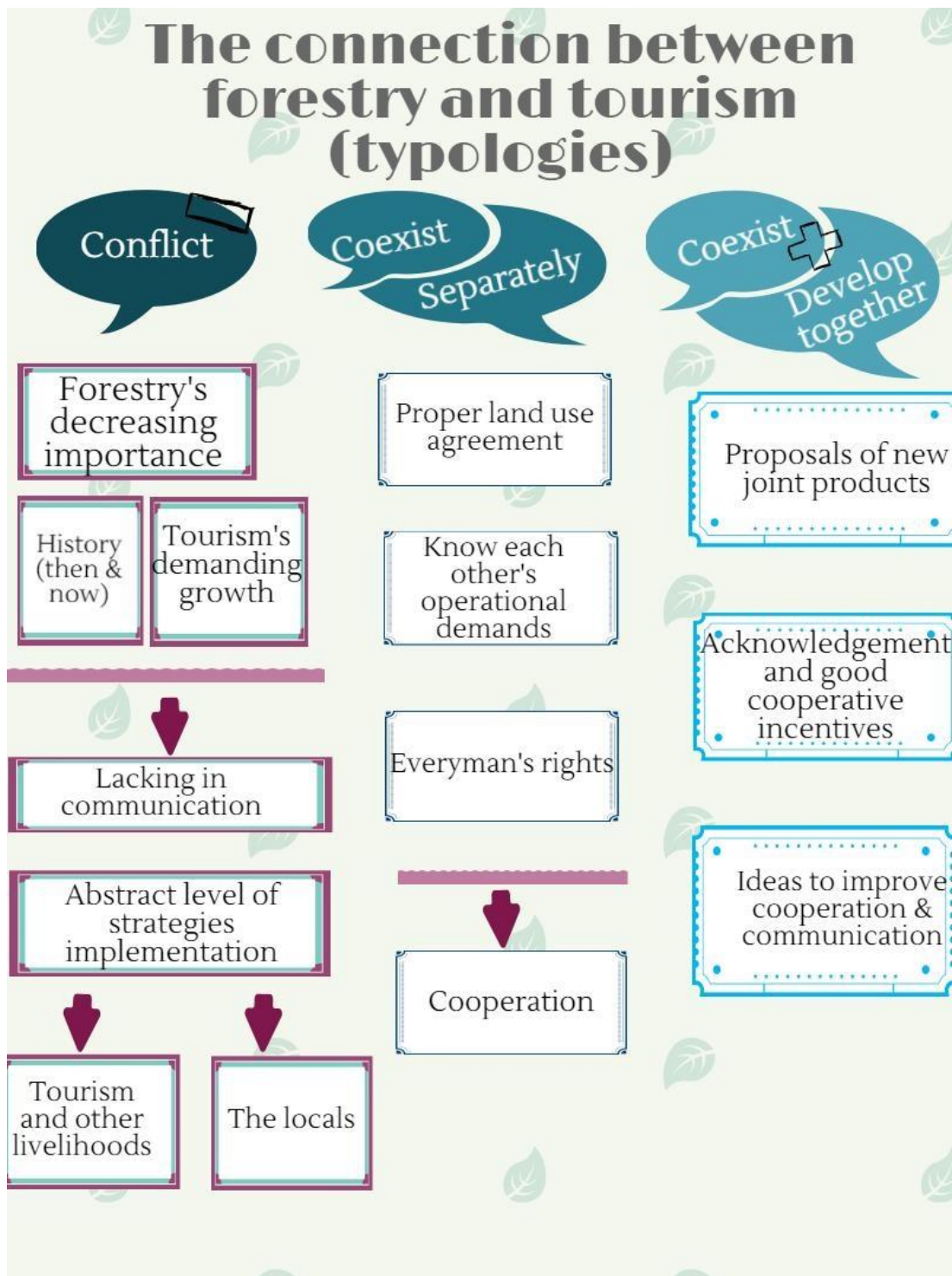


Figure 7. Typologies and themes based on the research questions

As the author did not wish to omit any theme that could potentially provide important information, she instead established three typologies that could consist of all of them. On the other hand, the themes were also adjusted in the process in order to fit properly to their assigned typology. With the possible types of connection between forestry and tourism in mind, the three typologies were formed reflecting the three possible linkages of these two industries. Such

linkages would be conflict, coexist in separation, as well as coexist and develop together.

As the author examined the interview texts that she managed to obtain, she realized that the importance of the industries in question was changing. To be more precise, forestry's importance was shifting, while tourism continued to gain its importance especially in rural areas. With one industry adapting to changes while another one develops rapidly, it would be challenging to avoid conflict. This, combined with the lack of communication in some instances, as well as how abstract strategies implementation can be, could create a tense situation between forestry and tourism. Additionally, forestry and tourism are not the only existing livelihoods in the region, as there also were other forms of livelihood. Furthermore, how the locals perceive the strategies implementation and course of action taken by the decision makers or individuals involved in these industries could also contribute to possible conflicts. Thus, the conflict typology was created.

However, after further examining all of the acquired interview data, the author realized that the overall situation perhaps did not include solely conflicts. As there were proper land use agreements, along with the willingness to cooperate from both industries and everyman's rights, coexistence was highly probable. For such reasons, the second typology was formed due to the probability of coexistence. However, what pushed the author to create the third typology was that there were suggestions to create joint products. The main difference between the two typologies is the suggestion of jointly developed products plus ideas to improve communication and cooperation.

The chosen, adjusted themes were arranged accordingly to the typology that they were most relevant to. For easier navigation, the author would like to number the typologies as first(conflict), second (coexist separately) and third (coexist and develop together). Some of the themes were suitable for more than one typology, for instance cooperation was both suitable for the second and third typologies, albeit being brought forward in a different perspective. Each of the typology consisted not only various themes, but also their own issues pertaining to the thesis topic. In other words, each typology dealt with different issues involved with how tourism and forestry correlate to each other.

As its name suggested, the first theme was linked to conflicts, or possible conflicts between forestry and tourism in Lapland. The roots of such conflicts would be the lack of communication, or the level of abstract found in the implementation of strategies. In some cases, they would also prove to be quite a dilemma, as the conflict(s) would involve the locals and other livelihoods as well. Naturally, with a number of stakeholders involved when there is a lack of proper communication, conflicts would be inevitable, especially when there are strategies to be implemented. On the other hand, there were also other issues such as forestry's changing importance, and tourism's demanding growth that further fuelled the conflict between these two industries.

The second typology steered itself away from conflicts, as it offered a different scenario compared to the first typology. Instead, this typology suggested that forestry and tourism in fact can coexist, although separately. The scenario presented in the typology appeared to be somewhat ideal, as each industry would be aware of each other's operation demands and attempt to cooperate through the means of land use agreements. However, one problem persisted, which was the everyman's rights as there had been discussions to apply changes to this longstanding tradition. There would still exist some problems in the cooperation between forestry and tourism, but not as severe as the first typology.

In the third typology, the scenario presented in the second typology would then be brought to another level. This means that forestry and tourism would be able to both coexist and bring forth new types of joint products. From her perspectives, the issues of this typology lied within the proposals of new joint products. There are some reasons behind this, such as the required time and efforts, as well as the advance level of cooperation, to name a few.

7 CONCLUSION

After having made efforts to obtain a better insight into the connection between forestry and tourism, the author came to the conclusion that their connection remained neutral but gaining more potential. In other words, their current connection is that of separate coexistence, which is heading toward coexistence and mutual development in the future (please refer to figure 7 in chapter 6). While being able to keep conflicts at a negotiable level, and the cooperation between the two industries has been quite stable, both industries have yet made the initiation to start a mutual beneficial connection. There are currently very little to no sign of joint products in Lapland, which could be extremely advantageous with how far the cooperation has gotten. Fortunately, this issue is acknowledged by both forestry and tourism, as there were signals of interests in developing a joint product.

However, in order to achieve the next level of coexistence, both industries indeed need to further improve their cooperation with the other. Thus, the problem is not about landscape against land use, but how to improve the current cooperation between forestry and tourism. The author also believes that there are potential for new joint products between forestry and tourism, yet the problem lies in which of these industries can initiate and further elaborate the idea.

Despite the author's original impressions, forestry and tourism can in fact coexist in the same area without creating excessive levels of disturbance to the other's operations. Both industries are aware of each other's land use demands, and are willing to cooperate through discussion, agreements and mediations. However, strategy implementations still remain abstract and miscommunications between strategy makers, the locals and other stakeholders still occur at times. The author believes that if the decision makers or the stakeholders could take into account the effects of emotions, perhaps there would be more grounds for newer opinions and especially personal experience. Emotions should not be overlooked in conflicts, regardless of how irrational they may appear to be.

It is agreeably not problematic for cooperation between different livelihoods to occur in state forests, as they are seen as multiple use forest suitable for different usages. However, it is a different story for private forests and how forest owners' benefit mutual land use with. Therefore, the author also thinks that more attention should be paid to this matter in order to resolve it. Moreover, tourism strategies should acknowledge also other livelihoods instead of focusing only on tourism.

Although both industries have recognized the importance of cooperation, there still exist opinions on what the other industry should do. At first glance, these opinions may appear to be negative, and can be seen as proofs that there still exist misconceptions between forestry and tourism. Of course, the author does not claim that such opinions are hostile or critical, as they can encourage better performance and gives chances to changes to happen. For instance, the forestry side suggested that perhaps tourism should change its approach to selling Lapland as a touristic destination. The author found this suggestion to be an opportunity for new kinds of touristic products, and could possibly create a balance for the tourism seasons as well. Nevertheless, such opinions should be taken into account by both industries, as they carry within numerous possibilities and could bring the cooperation to the next level.

After having utilized a variety of different materials for her thesis, the author would like to comment on their credibility and helpfulness. As stated in the introduction, due to the topic being quite unique, there was a lack of materials and research regarding the connection between forestry and tourism. Thus, the author faced a great challenge to discover the right material to use, but managed to collect a considerably good number of credible sources in the end. As the majority of the materials were written by authors with relevant expertise, and were published by well-known publishers, their dependability was considerably good. Regardless, it is worth to assess their resourcefulness, as the situation mentioned in the materials might not be applicable to the time the thesis was written.

After the research process for her thesis, the author realized that the theories extracted from the materials, such as theories about landscape, are still accurate and can be applied to academic works. However, some information or

statement in particular materials were proven to be obsolete or inaccurate after the author had conducted her interviews. One such example would be the statement of forestry's timber production facing a decline. Such statement would not reflect the current situation in Finnish Lapland, with the explanations given in chapter 4 concerning the changes forestry faces.

Some of the theories were quite abstract, and the author admits that she had difficulties deciphering the data they carry, and how she could apply such theories to her thesis. While most of the materials were not written recently, they still provided quite relevant information that withstood time and changes and remained true. Regardless, the author wished that there would have been a greater number of materials written in the recent years. The author found the materials to be supportive of her thesis, and she also acquired new and intriguing knowledge, both for her own expertise and other fields outside of her specialized knowledge as well. Thus, the author was satisfied with the fact that she managed to both discover reliable sources and enriched her knowledge.

Theories concerning how emotion can affect people's decisions and acts both greatly interested and challenged the author. It also surprised the author that emotions, despite bearing great significance, often would be dismissed. Emotions are often linked to diminishing one's logic concerning decision makings or discussions, however, they are in fact the core in our every day's life (refer to chapter 5 for detailed explanations). The author believes that by realizing the various effects emotions can have on people, implementing strategies and plans would be less of a challenge. This is also something that truly piqued the author's interests, and she would like to further delve deeper into this matter in her future studies or research.

8 THE AUTHOR AND HER TOPIC

Originally, the author wished to take on a unique topic, a topic that has yet received the attention that it deserves. To the author, such topic can be both a rewarding challenge, and an opportunity to test her capability of discovering, digesting and gathering new knowledge that is beyond her expertise. In a way, the author associated her topic selection process as choosing the next seed to

plant in her garden of knowledge. The fruit of such seed is, of course, the knowledge and sweet taste of her hard work.

As mentioned in various marketing brochures, on the internet, and literature, one of Lapland's many charms lie within its pristine and captivating nature. The author did, unexpectedly, grow fond of Lapland's beautiful nature after years of being an individual who adores being indoor. On the other hand, the author was also interested in the vast, luscious and well-kept forests covering the exotic land in the Northern region of Finland. They provide considerably good economic benefits and are means of livelihood for the survivability of rural areas such as Finnish Lapland. Moreover, forests also offer quite an enchanting sight for those who seek aesthetics values of nature.

Also, it occurred to the author that, forestry and tourism in fact depend on the same resource (forests and land) and happen on the same land. Thus, from personal curiosity, the author gradually became intrigued about the connection that is shared between forestry and tourism. Regardless, the author was surprised to discover that, despite bearing great significance, this linkage between two economic cornerstones of Lapland still lied within the unknown. Although initially having particular interests in how forestry and tourism relate to each other, the author lost focus on this topic along the way, as other matters continuously occupied her mind.

It was not until her third year that the author decided to once again scrutinize the connection between forestry and tourism, through the opportunity offered by her thesis topic selection process. The first step to this decision was the author's participation in a study unit regarding the North, including Finnish Lapland and its various aspects. For said study unit, the author was responsible for delving into whether forestry hampers the development of tourism, or could there be another kind of relationship shared by these two industries. That was the moment that rekindled the dulled interests the author once held for the topic regarding the complicated linkage between forestry and tourism.

Furthermore, the author originally wanted to take on a topic with abundantly available materials, or in other words, walking the path that has been taken by many. Such option would prove to be advantageous, due to all the previously

made available materials and research conducted by students, individuals, or even professionals. However, the author wanted to tackle a topic that has yet received the spotlight, as she wanted to walk a different path and see where she will end up, and what awaits her at the end of her journey. Such ambition, combined with her personal interests, led the author to write a thesis dedicated to the complexity existing between forestry and tourism. Despite being aware of the fact that there might be very scarce materials that are relevant for her research, the author regardless was content that she had the courage to challenge herself, and to challenge the topic's difficulty as well.

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APPENDICES

Interview questions for forestry professionals

Appendix 1

Interview questions for tourism professionals

Appendix 2

Appendix 1 Interview questions for forestry professionals

Interview questions for forestry professionals**1) Forestry:**

- o What is your opinion on the importance of forestry to Lapland?
- o How long has forestry been a part of Lapland's economy? Do you know of its history?
- o Some materials claimed that forestry is losing its significance, what is your opinion about this statement?
- o What do you think will be the future of the forestry industry, as well as the future of the tourism industry?
- o What is your opinion on the relationship of tourism in protected and conservation areas compared to forestry areas?

2) Tourism:

- o What is your opinion about the tourism industry and other nature-based livelihoods in Lapland?
- o It has been said that forests are becoming more important for nature tourism, do you think this will affect the forestry industry?
- o Would you be willing to work with tourism professionals who possibly want to operate on the same location as you're working in?

3) Forestry and tourism:

- What do you think is the current situation between forestry and tourism?
- Do you think these industries can coexist in harmony? Could you explain your answer to me?
- Do you think it is possible for tourism and forestry to operate on the same land?
- How interested are you in knowing more about the connection between forestry and tourism?
- What do you think about the everyman's rights (and taxation issues) for forests?

Thank you for your precious time and answers!

Appendix 2 Interview questions for tourism professionals

Interview questions for tourism professionals

1) Tourism

- ✚ What is your opinion about tourism's importance to Lapland? (i.e: regional economy, local livelihood, etc.)
- ✚ What has been the tourism industry's history in Lapland?
- ✚ In your opinion, has the tourism industry changed significantly over the years?
- ✚ From your point of view, what is the meaning of forests for tourism?
- ✚ What do you think will be the future of the tourism industry, particularly in Lapland?
- ✚ Could you tell me about the tourists' experience when they are exposed to forests?
- ✚ What kind of forests (i.e: protected, ordinary forestry land) are needed for different purposes in tourism?

2) Forestry:

- ✚ What is your opinion on forestry?
- ✚ What kind of effect do you think forestry has on tourism?
- ➔ Could you explain why?
- ✚ In your opinion, what could be the cooperation between forestry professionals and tourism professionals?
- ➔ Could you tell me more about your answer?
- ✚ What is your opinion about forestry and tourism being carried out in the same location?

3) Forestry and tourism:

- ✚ What do you think is the current situation between forestry and tourism?
- ✚ Do you think these industries can coexist in harmony?
- ➔ Could you explain your answer to me?
- ✚ How interested are you in knowing more about the connection between forestry and tourism?
- ✚ How should the relationship between forestry and tourism be developed?

Thank you for your precious time and answers !