

Foreign Visitors To Nuuksio National Park 2010



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The purpose of this thesis was to examine the conceptions that foreign visitors have of Nuuksio National Park in terms of the park area and its service facilities, as well as to define the major differences between the park's foreign and native visitors. This thesis was executed in co-operation with Metsähallitus, the owner and administrator of Nuuksio National Park, which is interested in receiving more in-depth information on foreign visitors and their visitor satisfaction. The results of this thesis will enable Metsähallitus and nature tourism entrepreneurs to provide services targeted at the foreign visitors

Nuuksio National Park is situated in the province of Southern Finland, in the Uusimaa Region. Its exact location is in the town of Espoo and the municipalities of Kirkkonummi and Vihti with an area of 45 square kilometres. In 2009 Nuuksio was rated as the third most popular national park in Finland based on numbers of visitors. Eight percent of Nuuksio's visitors are foreigners.

This thesis was implemented using a visitor survey method and it was confined to Nuuksio National Park. The visitor survey was conducted over a period of approximately one year, from spring 2009 until spring 2010. The population consisted of the foreign visitors to Nuuksio and the sampling of the foreign visitors reached on certain data acquisition days. The number of foreign visitors taking part in the survey was 59, whereas the number of native visitors was 513.

Of the foreign visitors responding to the questionnaire, 63% were males and 37% were females. The average age of foreign visitors was 32 years. Over half of the foreign visitors visited Nuuksio National Park during the daytime, whereas almost half also spent the night in the area. Most often both foreign and native visitors came to Nuuksio National Park in small groups of two to five people. However, foreign visitors hiked more often also in big groups and native visitors came to Nuuksio more often alone.

The most popular activity of both foreign and native visitors in Nuuksio National park was walking. Other popular activities of foreign visitors were nature observing, nature photography and picnicking. Foreign visitors were engaged more in several different activities during one visit than native visitors. Foreign visitors experienced fewer disturbances during their visit in Nuuksio National Park than the native visitors did.

The expectations of both foreign and native visitors were most satisfied by the natural environment. The factors felt to require most development were parking places, the road network, public latrines, rental and reservable huts and services provided by enterprises. Only 22% of the foreign and 21% of the native visitors had used the services provided by companies.

Key words Nuuksio, National Park, visitor survey, foreign visitors

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1 Introduction and purpose

Nuoksio National Park, situated in the vicinity of the metropolitan area, offers excellent recreational possibilities for both native and foreign visitors. The location of the park makes it a popular outdoor and backpacking resort - it takes only half an hour from the Helsinki-Vantaa Airport or from the Helsinki city to the park by car. The National Park is especially suitable for day trips or few nights' camping periods.

Metsähallitus as the owner and administrator of the area executed a visitor survey of the Nuoksio National Park in 2009-2010 and the results were published in July 2010. (Boehm and Jyrhämä 2010.) Previous studies to this are from the year 1996, when Ovaskainen studied Nuoksio and Seitsemien National Parks' recreational use during the summer season, and from 2001, when Rasinmäki prepared Nuoksio's maintenance and land-use plan. Last time the area maintenance and land-use plan was updated in 2006 and now the process has been started again on the grounds of Nuoksio Visitor Survey 2010.

The visitor survey (Boehm and Jyrhämä 2010.) showed that eight percent of Nuoksio's visitors are foreigners and hence Metsähallitus became interested in more in-depth information on this visitor sub-group. It is known that Helsinki metropolitan area receives about 2.0 million foreign visitors a year (2009) and in addition nature is a common reason mentioned by foreign visitors for choosing Finland as their travel destination (2004). Due to these facts it can be indicated that the foreign visitors' demand for Nuoksio National Park's services, the closest national park to Helsinki, should be taken in consideration. To the best knowledge research concentrating on foreign visitors in a Finnish national park does not exist.

National parks are to serve recreation of people and offer possibilities to experience intact nature. In Finland Metsähallitus, a state enterprise, administers all 35 national parks existing. That is more than 12 million hectares of state-owned land and water areas, comprising nearly one third of all Finland's natural resources. The aim is to assure that the nature values are preserved. Metsähallitus is responsible for protecting and managing National Parks and at the same time also for enabling their recreational use.

This study was ordered by Metsähallitus and executed in co-operation with Metsähallitus and Laurea University of Applied Sciences. The objectives of the study are to examine the foreign visitors' impressions and experiences of the Nuoksio National Park as well as to compare the foreign and native visitors' opinions. The main aim is to conceptualize the needs of foreign visitors to determine the particular targets for development. The results of the study will enable Metsähallitus and nature tourism entrepreneurs to provide services targeted to the foreign users.

The study is based on the same material as Nuuksio Visitor Survey 2010. It is confined to the Nuuksio National Park and contains a period of approximately one year, from spring 2009 until spring 2010. The population consists of the foreign visitors to Nuuksio and the sampling of the foreign visitors reached on certain data acquisition days. In this survey by foreign visitors it is meant visitors of Nuuksio National Park coming from other countries than Finland.

2 Finnish nature as an asset in tourism business

Finland's value as a travel destination has increased over the last decade and foreigners have become increasingly interested in the country. According to the Border Interview Survey, Finland received 5.7 million foreign visitors in 2009 and over 1/3 of them had Helsinki as their main destination. Although the number of foreign visitors decreased by six per cent from the year 2008, assumingly resulting from the worldwide economic crisis, the prospect of World Travel and Tourism Council looks promising.

Foreign visitors brought nearly EUR 1.6 billion to Finland in 2009. Most visitors came from Russia, Sweden and Estonia. Over one third of the visitors' total amount, 2.2 million, arrived from Russia. The foreigners stayed an average of 3.9 nights and spent an average amount of EUR 278 while in Finland in 2009. The highest number of visits was recorded in July, while August was the second most popular month. Finland's visitor numbers are at their lowest in the winter season. (Finnish Tourism Board 2010.)

The most common reason for travelling to Finland was a leisure trip and nature was the main reason mentioned by foreign visitors for choosing Finland as their travel destination in 2004. (Finnish Tourism Board 2007.) However, the most popular individual tourist attractions in Finland in 2007 were Linnanmäki Amusement Park, Suomenlinna Sea Fortress, Särkänniemi Amusement Park in Tampere, Temppeliaukio Church, Uspenski Cathedral and Korkeasaari Zoo, each one with more than 0.5 million visitors. (Finnish Tourism Board 2010.)

2.1 Nature tourism

Nature tourism, as defined by Koivula 2005, is all tourism that is by essential parts based on nature environments and their attractiveness. The major principles of nature tourism are to increase knowledge about the area, use the resources sustainably and avoid degradation. Nature tourism also enhances the local community and assists in its development, increases the respect of cultural, social and political aspects of local inhabitants and profits from the tourism industry. The recreational use of protected areas can usually also be described as nature tourism. (Metsähallitus 2010h.)

Finland's protected areas received more than 1.7 million visits in 2007. Most of the visits were concentrated in national parks located near tourism centres with other attractions, such as ski resorts or big cities. (Heinonen 2007.) The upswing of the amount of national park visitors begun already in 1990's and is still going on with an expected eight percent annual growth. As the visitor numbers continue growing, the meaning and use of protected areas and especially national parks are to be re-examined. In addition the area maintenance and land-use plan should be revised regularly to match the increasing wearing of the geography. (Puhakka 2007a, 139-141.)

The nature tourism business is one of the fastest growing tourism businesses in Finland. Therefore it attracts investors. Nature tourism as a phenomenon is however still relatively young and the industry is yet rather small-scaled. In the most southern Finland nature tourism business consists mostly of small, part-time enterprises combined with agriculture and forestry. The most common service provided is accommodation, which was counted in 2004 to be the business activity of 64% of the entrepreneurs. The entrepreneurs of the accommodation services are relatively old and most have limited education about nature tourism. (Liisa Tyrväinen, Metla.)

The Finnish Forest Research Institute is implementing a research called 'Wellbeing from forests' in 2008-2012. It looks for means to utilise forests in a way that forest areas will serve the needs of the individuals and our changing society in a comprehensive manner. The aim of this multidisciplinary research programme is to incorporate touristic and recreational use of forests into other forms of utilisation by producing information on:

- ❖ Integration of different forest uses
- ❖ Economic values and benefits of forest recreation and tourism
- ❖ Demand and development trends of forest recreation and tourism
- ❖ Social and cultural values of forests
- ❖ Operational environment of nature entrepreneurship and the development of new products and services.

2.2 National park

National parks are protected areas, which primary purpose is to ensure the diversity of Finnish nature. At the same time these areas are used for outdoor recreation and their nationally valuable nature is to provide open access to everyone. However, the visitors need to follow certain rules and regulations to ensure that the recreational use does not hinder nature conservation. (Metsähallitus 2010c.) The total income effect of all Finnish national

parks is about 85 million euros to the local areas and about 1100 man-years of work related to this income. (Huhtala et al, 15.)

In Finland there were 35 national parks in the beginning of 2011 with a combined area of 8,853 square kilometres (1.1.2011). Two new national parks are being established in year 2011 and the combined area will reach 9,789 square kilometres by the new parks. The national parks are managed by Metsähallitus and they are established by law on state-owned lands. The primary reason for establishing national parks is nature conservation, but at the same time these areas offer possibilities for nature tourism, household use fishing, berry and mushroom picking. The first national parks of Finland were established in 1938. (Metsähallitus 2010c.)

People of all nationalities have the right to enjoy the Finnish nature freely under the traditional Finnish legal concept known as everyman's right. In other words everybody has free access to natural environments, regardless of who owns or occupies the land. Though together with these wide-ranging rights comes the responsibility to respect nature, other people, and property. Special regulations in national parks and many nature reserves additionally limit activities such as camping, hunting, the use of motor vehicles and access to sensitive areas during the nesting season. (Metsähallitus 2010a.)

An easy way to start an excursion in a national park is to visit a nature or visitor centre in the area. There are visitor and nature centres in or near several of the national parks. Guides and exhibits at the centres provide useful tips on how to make the excursion as successful as possible. (Metsähallitus 2010c.)

According to National Park Service, the world's first national park was established in 1872 to Yellowstone U.S. With its area of 8,990 square kilometres, Yellowstone's national park is alone bigger than all the Finnish national parks together. At present there are thousands of national parks and conservation areas around the world to ensure the endurance of their typical fauna and flora as well as to secure recreational possibilities for people. Known national parks in United States in addition to Yellowstone are for example Everglades, Grand Canyon and Yosemite. In Africa there is the famous Serengeti and in Australia among others Kakadu.

2.3 Nuuksio National Park

Nuusio National Park is situated in the province of Southern Finland, in the Uusimaa Region. It is mainly located in the town of Espoo, but some parts also extend to the municipalities of Kirkkonummi and Vihti. The Park is close to the big settled districts of the metropolitan area

and thus easy to reach (See Appendix 1). For example, the distance from Helsinki centre to the essential places of Nuuksio, like Haukkalampi, is approximately 35 kilometers. Majority of the visitors come by cars, but it is also possible to use public transportation for arriving to Nuuksio.

Established only in 1994, Nuuksio is one of Finland's newest national parks, set up to ensure that a piece of pristine wilderness is kept within short distance of the capital. Its location so close to a major city is unusual, and due mostly to the fact that the rocky and wet terrain was mainly unsuitable for farming or other development. However, since 1800s there were few tenant farmers, who cleared small areas for cultivation. Most parts of the National Park have also been commercial forest, but some parts have already had a long time to develop into proper old-growth forest. (Metsähallitus 2010f.)

Nuuksio National Park is the most important forest nature's conservation area in the southernmost Finland. The conservation value is based on its diversity, plenty small water ways, geological specialities and scenic values. Numerous important nature types and species exist in the park mentioned in EU directives as well as animal, plant and fungus species that are endangered or under supervision in Finland. For example one of the densest Flying Squirrel populations found in Finland lives in Nuuksio - that is also why the Flying Squirrel has been chosen as the emblem species of the National Park. (Metsähallitus 2010f.)

In 2009 Nuuksio was rated as the third most popular national park in Finland based on numbers of visitors. Nuuksio received 179 500 visitors, whereas National Parks Pallas-Yllästunturi and Urho Kekkonen's in Northern Finland had 419 000 and 289 000 visitors. (Metsähallitus 2010d.) Nuuksio's visitor amounts have been growing steadily year after year since 2005, when Metsähallitus started to calculate the amount of Nuuksio's visitors (See Appendix 2). The real growth has been estimated to have been 5000 visits a year. The remarkable yearly growths in table 1 can be partly explained by more exact and developed calculation method. (Boehm and Jyrhämä 2010, 40-41.)

Nuuksio National Park offers versatile possibilities for nature savouring and reviving. The area is suitable for day trips and also one to two nights camping periods. There are approximately 29 kilometres of marked trails that differ in length and in the level of difficulty. Furthermore footpaths crisscross round the park for kilometres in length. Several sites, where it is allowed to make open fire, and lean-to shelters, where also toilets are provided, offer places for breaks or spending the night. (See Appendix 3, Metsähallitus 2010f.)

Nuoksio's nature is a variable ensemble, consisting of hills and rugged rocks as well as low-lying lakes and groves. (Metsähallitus 2010b.) At some places the hills reach the height of 114 metres above the sea level and offer views over the whole park (Metsähallitus 2010f.). On average 43 little lakes and ponds as well as shores of twelve other lakes are located in the National Park. The largest mire in Nuoksio is Soidinsuo, which is in its natural state and surrounded by old-growth forest. The turf floats of Lake Mustalampi are also a special feature of the park, which can be seen floating freely on the lake. (Metsähallitus 2010f.)

Nuoksio has a unique standing and utility value among Finnish national parks. It provides a unique showcase of Finnish nature and serves as an excellent educational resort. Its location enables tourists to visit the park while spending time in the metropolitan area. In general, Nuoksio attracts people interested in outdoor recreation, backpacking and nature. The area suits also well for physical exercise.

2.3.1 Near future of the Nuoksio National Park

Recently pressures of construction as well as recreational and tourism are directed to the area of the National Park. For example Metsähallitus Natural Heritage Services has launched a Discover Nuoksio project with the objective of improving the accessibility of hiking services in the Nuoksio National Park, as well as of the new Nature Centre that will be built in Nuoksio. The project begun in late 2009 and will be completed at the end of 2012. Discover Nuoksio is a development project supported by the European Regional Development Fund (ERDF). (Metsähallitus 2010i.)

During the Discover Nuoksio project, Metsähallitus will improve the signposts, durability and accessibility of the Nuoksio National Park as well as the hiking routes in nearby areas. The purpose is to make gates and signposts to guide hikers on trails leading to the new visitor centre. Road signs to the visitor centre will also be placed on the main roads. In addition, the project will develop the electronic customer services of the Nuoksio National Park and the new visitor centre. The project will also develop the network of parks in the entire capital region on a wider scale. The aim is to make the natural environment of the region more durable and internationally attractive, in addition to improving the well-being of residents. Private tourism, recreation and program service providers operating in the Nuoksio area will also benefit from the project. (Metsähallitus 2010i.)

The new visitor centre will be built in Nuoksio for 2012. The same year Helsinki will be the World Design Capital and the Nuoksio Nature Centre will be one of the World Design Capital year's official tourist attractions. The Nature Centre will serve as a flagship of Finnish national parks with a purpose to serve as an arena for nature-related and cultural activities.

The entire spectrum of Finland's natural environment for hikers, for tourists from Finland and abroad, for schoolchildren, corporate guests and visiting foreign dignitaries will be presented in the Nature Centre. Nuuksiokeskus Oy, a company owned jointly by Metsähallitus, the City of Espoo and Solvalla Sports Institute will be in charge of developing the Nature Centre. (Helsingin Sanomat 2009.)

The Centre will be located in the neighbourhood of the Solvalla Sports Institute on the shore of Lake Pitkäjärvi. The location enables wide-ranging co-operation with Sports Institute to provide for example health-related exercise and school camps. A high level conference and accommodation facilities are also planned to match the growing visitor numbers. (Metsähallitus 2010e.)

According to the CEO of Espoon Matkailu Oy, Jaana Tuomi, Nuuksio's already considerable attractiveness will be developed even further by advancing its services and service supply. As Nuuksio and its future Nature Center are a part of the tourism strategy of the metropolitan area, their purpose is to increase also the foreign visitors' interest to the whole Nuuksio area and entice more visitors from both native and foreign countries. (Metsähallitus 2008.)

At the moment the metropolitan area doesn't offer centralized service or guidance to people interested in nature recreations, but the new Nuuksio's Nature Center will respond to this demand, states Stig Johansson, the Regional Director of the natural heritage services of Metsähallitus in Southern Finland. (Helsingin Sanomat 2009.)

The estimated budget for the construction of the Nuuksio Centre is EUR 10.5 million and for the Discover Nuuksio project 412,000 euros. The constructors expect the annual visitor number to amount to approximately 200,000. (Helsingin Sanomat 2009; Metsähallitus 2010i.)

2.3.2 Business activities in Nuuksio National Park

In addition to the basic services, such as fire places and lean-to shelters, there are many other services and activities offered to backpackers in the National Park and in its vicinity. First of all, Metsähallitus' Nature Information Hut of Haukkalampi offers guidance during the summer months and a small selection of maps and other products. (Metsähallitus 2010f.) In a larger scale, Finnish Tourist Board, Metsähallitus and Espoo Convention & Marketing answer for research, marketing, promoting and developing Nuuksio's tourism and congress activities.

Solvalla Sports Institute, Hotel Elohoivi and Conference Hotel Siikaranta offer accommodation, conference, sports, sauna and restaurant services in the National Park. There are also two rental huts, Oravankolo and Tikankolo, marketed by Villi Pohjola.

Nuukio National Park has enabled many small entrepreneurs to make their living by tourism. Alone in the Outdoors.fi -webpage, there are 18 enterprises and organizations mentioned that offer services in the National Park. All these entrepreneurs have a cooperation agreement with Metsähallitus and they follow the principles of sustainable nature tourism when operating in the National Park. They offer for instance guided excursions, snowshoeing, canoeing, horseback riding, rock climbing, archery, and fishing. Detailed programmes can be agreed with the organizer. Sauna and conference facilities are also available from the private market.

Nuukio's entrepreneurs are typically small and they employ in addition to themselves few excursion guides all year round. During the high seasons they might also employ students and experts of different fields for part-time. Nuukio's visitors' regional economic impacts were approximately 1,4 million euros and employment impacts 11 person-years in 2010. (Metsähallitus 2010f.)

The private entrepreneurs' scope for action will become better through the new Nuukio Nature Center, since customers will find the different services easier than before from the Nature Center. (Metsähallitus 2010f.)

3 Visitor surveys as tools of development

Information on visitors is essential for managing outdoor recreation and to ensure quality recreation experiences. Information is also a valuable tool for tourism development, promotion of public health and well-being, and efficient protection of nature and cultural heritage in a sustainable way. The fact that nature areas of Finland are mainly used for nature tourism and outdoor recreation together with increasing popularity of these activities augment the necessity of frequent visitor surveys. (Kajala L., Almik A., Dahl R., Dikšaitė L., Erkkonen J., Fredman P., Jensen F., Søndergaard Karoles K., Sievänen T., Skov-Petersen H., Vistad O. I., Wallsten P. 2009, 21-24.)

Information about visitors and their experiences are important at different levels. At local level, it is essential for land managers, for tourism development and for participatory planning in areas where there is significant recreational use. At regional, national and international levels visitor information is needed for policy, planning, reporting and comparisons. The knowledge also serves those developing sustainable tourism products of the areas in question. (Kajala et al 2009, 21-24.)

Generally the aim has been to develop harmonized visitor monitoring methodologies in nature areas for both the Nordic and Baltic Countries. A project group consisting of Scandinavian and Baltic representatives worked from 2004 until 2007 with a purpose to develop these standardised methods and as a result prepared a guidebook that is now used as a help in unifying the data collection process as well as establishing the foundation of cohesive compilation of visitor statistics and databases. (Kajala et al 2009, 3-4.)

It is difficult to determine when and by whom the research of nature's utilisation in recreation and tourism begun in Finland. One of the first studies by Hautamäki and Siirilä examined the sufficiency of South Ostrobothnia's recreation areas from the year 1968. The period of more rapid growth in this field of research did not start until 1990's. (Erkkonen & Sievänen 2001, 11-12.) Kajala et al (2009, 97-101.) present an extensive list of visitor surveys conducted in Nordic, Baltic and other countries. Earlier surveys have lacked a cohesive policy making the comparison difficult. (Erkkonen and Sievänen 2001, 11-12.)

Metsähallitus has executed cohesive visitor surveys in all its national parks and most popular hiking areas since 2000. These standardized surveys are meant to be repeated in approximately every five years, depending on the area in question. The aim is to conduct a visitor survey always before preparing or updating the area's maintenance and land-use plan. A standard questionnaire form enables comparison between different areas and times. (Metsähallitus 2010g.) A visitor survey signifies for a clarification, which provides current information on certain area's visitors and their opinions, expectations and behaviour. (Erkkonen and Sievänen 2009, 10.)

Erkkonen and Sievänen (2001, 14.) present visitor satisfaction barometers developed by applying prior research experiences. As an example they present Watson et al's (1992) division. Essential themes in visitor surveys are usually:

- ❖ Site impacts (for example the amount of litter, the amount of damaged trees and the wearing of the vegetation in encampments)
- ❖ Encountering people (the amount of other backpackers)
- ❖ Noise and vision disturbance (noise stemming from people)
- ❖ Snimals (the amount of animals seen)
- ❖ Encountering of horses (the amount of horses in the vicinity of encampments)

Futhermore Kajala et al (2009, 81.) present the key issues to be clarified by a visitor survey, with the variables that depict them (modified from Erkkonen and Sievänen 2001.):

- ❖ Visitor profile (size and type of the group, gender, age, education, and municipality)
- ❖ Activities (what do the visitors actually do in the area)

- ❖ Distribution of use in area (where do the visitors go)
- ❖ Duration of visit (duration, repeat visitors etc)
- ❖ Expenditure (meals, accommodation, travel costs and other)
- ❖ Satisfaction and motives (motives, evaluation of services and quality of the environment, expectations and disturbances)
- ❖ Distribution of use in time (season, weekday, hours spent)
- ❖ Special questions (new services etc)

In planning a visitor survey it requires to be outlined what kind of visitor data is important for the area in question and what is expected to be discovered. Consideration should be given on which themes are to be emphasized or whether the aim is to obtain general knowledge of as many visitors as possible or more detailed information from the individuals. Commonly a visitor survey is conducted using either guided or interview method. In the guided survey approach, the person collecting the data provides the questionnaire form to the visitor to fill in independently and supplies further instructions and assistance if necessary. In an interview, the person collecting the data interviews visitors using structured questionnaire. (Erkkonen and Sievänen 2001, 17-18.)

3.1 Methods

Visitor survey method has been used to collect information from conservation and recreational areas as well as visitors of Metsähallitus' customer service points since 2000. The method has been developed together with Finnish Forest Research Institute and University of Helsinki. Visitor surveys are part of routine operations of Metsähallitus. Figure 3 shows the stages of a visitor survey in chronological order. All of the stages should be followed literally to obtain results comparable to other surveys and follow-up studies.

Figure 1: The stages of visitor survey in chronological order. (Kajala et al 2009, 80.)

Surveys are utilized when efficient data acquisition from large groups is needed. The visitor survey process is powerful when there is a need to obtain the opinions and behaviour of the recreational area's visitors. These opinions are important for example in developing the area's structures and service facilities. For the area's managers or planners it is beneficial to get even an approximate knowledge of visitor's opinions on the area and factors concerning recreation. Overall, a visitor survey is a long process with several successive and in part overlapping stages. The stages are presented in figure 3, which generally pertain to all visitor

surveys. Some of the stages are performed quickly as matters of routine, while some require more in depth concentrations. (Kajala et al 2009, 79-80.)

A precise data collection schedule specifies the amount of eligible answers, the collection places and times. It is important to make a timetable for the whole process as well. (Kajala et al 2009, 98-99.) Already in the planning stage the presentation form of the results has to be considered, so that the results can finally be best implemented for the future planning and decision making. (Erkkonen and Sievänen 2001, 17.)

Questionnaires used in surveys should produce data that is both accurate and high quality. The planning and design of the questionnaire should be accomplished very carefully. The questions should be easy to read, understandable and uncomplicated to reply. Too complicated or faulty questions can impact on the reliability of the survey or even produce useless data. Using ordinary scales, literate language and avoiding double meanings or those otherwise difficult to interpret are recommended. All questions should be well defined to the subject at hand, to the certain timeframe, to the proper context and to the certain form of behaviour. The questionnaire should preferably be short, especially if answered onsite. (Kajala et al 2009, 78-108.)

The nature of the current research was a guided survey, where a large amount of questionnaires were distributed and collected in a short amount of time and with a small budget. (Kajala et al 2009, 83.) In the questionnaire the visitors were inquired after their opinions and experiences of their prevailing visit (See appendix 5). The questionnaire used for this study was Metsähallitus' standard form, which had been formulated to fit Nuuksio National Park and its' visitor survey. By using standardized form and method the present study is comparable with prior and future Metsähallitus' research. This is the first study to explore foreign visitors of Nuuksio National Park.

In a survey the questionnaire is used as an instrument for data acquisition. (Vehkalahti 2008, 11.) In general, surveys include both open and closed questions. The current survey consisted mainly of closed questions, because they are easier and quicker to answer on the spot. In the close questions the visitors chose from given options the one, which best described their views. The amount of open questions was limited into few, which asked information in numbers (for example questions 1, 14a, 18). The only clearly open question, which inquired after the visitors' thoughts and observations, was the last one: "If there is anything else you would like to tell us, please use the space below."

As background variables the visitors' country of residence, gender, year of birth and education was inquired (questions 16-19). With this information the respondents can be grouped to explore the differences in their habits of exploiting the national park and in their conceptions of the area's functionality. In this study the respondents have been mainly divided into the groups of foreign and native visitors.

In this study the questionnaire forms were available in Finnish, English, Swedish and German. Most of the foreign respondents responded an English form. German forms were not used at all and only couple of Swedish forms was used.

The data was collected from all foreign visitors aged 15 and older, who visited certain Nuuksio National Park sites at the certain days between 15th April 2009 and 25th March 2010. The data collection sites were: Haukkalampi, Kattila, Mustakorventie's parking lot, Salmentie in Mylly, Valklampi's parking lot, Siikaniemi's parking lot, Högbacka and Eastern areas of the park (See appendix 4). Ten people were doing the data collection and one of them each used the same questionnaire form. There were altogether 55 data acquisition days.

The data collection process was a part of a larger ensemble and a project called "Nuuksio National Park's visitor survey 2009-2010". Due to this each at least 15-year-old visitors were interviewed in their order of arrival or at the time the interviewer became vacant after the prior interview. Although visitors of all nationalities were interviewed, this study concentrates on the interviews of the foreign visitors.

The interviewer met the visitors when they had spent some time at the park and were returning to the parking lot. The interviewer handed the questionnaire forms to the visitors to fill in by themselves and provided further instructions and assistance if necessary. When the days' collection time was about to be over, the questionnaires were also handed to the visitors before their actual visits to the park along with return envelopes and a request to return the questionnaire by mail. In addition, the interviewer left questionnaires and return envelopes to the windscreens of the cars at the parking lots. The aim was to obtain data also from those visitors who had not yet returned from their walks. Most of the foreign visitors' questionnaires were collected at Haukkalampi (70%) and at Kattila (28%). Other data acquisition sites were quieter and data was obtained only from few foreign visitors (See Appendix 4).

The prospect of obtained data in the "Nuuksio National Park's visitor survey 2009-2010" was set to be 570 questionnaires and during the data collection period 559 questionnaires were obtained. Foreign visitors responded on 46 questionnaires, which is over 8% of the total amount. As the preferred minimum sample size for a sub-group is 50, the obtained 46

questionnaires from foreign visitors are close to an acceptable amount. Few questionnaires also arrived by post after the data analysis was already done and could not be taken into account.

The most vivid collection times were spring, summer and autumn weekends, while winter weekdays were very quiet. During the hard winter frosts, in particular, some people refused to take part to the study pleading to the coldness and usually they did not want to take the questionnaire forms with them either. However, many people filled and returned the questionnaire despite the cold weather and ensured the data also from the winter season. The majority of the respondents completed the questionnaire forms without assistance in the collection places. From all of the 559 questionnaires 12.2% were returned by mail.

The questionnaire data was entered to Metsähallitus' customer follow-up data system called ASTA, which is based on Microsoft Excel spreadsheet program. After that it was analysed using a statistical program called Predictive Analytics Software. (PASW Statistics 18, release 18.0.0, 2009.)

The statistical methods are used to summarize or describe a collection of data. They enable communicating of the results of experiments. The statistical methods used in the current study are examination of distributions and descriptive parameters (average, standard deviation, mode, median, percentiles), cross tabulation, principal component analysis, Mann-Whitney U -test and chi square -test. Mode is the value that occurs most frequently in a data set and median is the numeric value separating the higher half of a sample from the lower half: the middle value. All percentage values given in this study are valid percentiles.

Cross tabulation is a statistical technique that establishes an interdependent relationship between two different variables. It is used to assess relationships between variables and is represented in the form of a contingency table in a matrix. Cross tabulation gives a clear and easily understandable overview of the data. (Metsämuuronen 2000, 28-31.) For example, a cross tabulation might show that cars built on Monday have more service problems than cars built on Wednesday. In the current study, cross tabulation tables has been produced with row percents, which means the sum of percentage values is 100 in the direction of rows, and column percents, which means the sum of percentage values is 100 in the directions of columns.

Principal components analysis is a factor analysis that strives for constituting independent linear combinations from the discovered variables. In other words, it compresses variables in groups so, that one variable's variation can be presented by the variation of other variables. It reduces the number of variables by finding new variable combinations that are

combinations of the old variables. Principal components analysis enables to distinguish groups from large data sets. (Nummenmaa 2004, 342-345.)

Mann-Whitney U -test is a non-parametric statistical hypothesis test for assessing whether two independent variables have equal values. In other words it proves whether the results are right or wrong. It is especially used when the sample size remains small and it is not definite the data is normally distributed. (Metsämuuronen 2000, 55-57.) Mann-Whitney U -test is based on ordinal numbers and it parallels the medians of the researchable variables' classes. (Nummenmaa 2004, 250-253.)

Chi square -test is used to assess the difference between the two variables and whether it is coincidental. In other words, it tests the independence of two variables. On the grounds of marginal distributions each of the cells is computed a so called expected frequency, which means a frequency counted on the grounds of marginal distributions in case where the variables would be independent in statistical meaning. The generally recognized lowest level of risk is five percent. This means that if claimed there were distinctions between different data, in only five cases from 100 repeated similar tests the results would have been different. (Metsämuuronen 2000, 31-34.)

4 Progression of the survey

The present study begun in autumn 2009, while Nuuksio's visitor survey had been launched already in the beginning of 2009 and the data acquisition had started on 15th April 2009. The author took part in the data acquisition and carried out 10 data collection days from the total of 55. There were altogether 10 people collecting the data. The last data acquisition day was 25th March 2010.

The data was stored to Metsähallitus' customer follow-up data system called ASTA, which is based on Microsoft Excel spreadsheet program. Thereafter the data was delivered to the author. The data analysis was performed using a statistical analysis program called Predictive Analytics Software. (PASW Statistics 18, release 18.0.0, 2009.) The whole process was executed in good co-operation with Metsähallitus' representative in order to assure the study's right direction and relevant information outcome.

The study was carried out properly and according to the instructions from the author's part. There were no considerable problems and the study succeeded well. The author's own professional know-how increased with the study process and it supported the author's development in the final stage of the studies.

4.1 Study objectives and hypothesis

The basis of the present study lies on the need of information determined by Metsähallitus, the executor of this study. All the research stages have been conducted in co-operation with Metsähallitus and under supervision. Objectives:

1. How do foreign visitors differ from native visitors in Nuuksio National Park?
2. What kind of conceptions do foreign visitors have on the service capability of the Nuuksio National Park?
3. What kind of services the foreign visitors would be interested in?

The present study aims to provide the information, which is useful for Metsähallitus in making the Nuuksio's new development plan, including also the new Nuuksio Nature Centre. The hypothesis is that the opinions of foreign and native visitors will differ from each other.

4.2 Validity and reliability

Measurement in a visitor survey is not as straightforward as it may seem. Contentual, statistical, cultural, lingual and even technical facts affect to the survey's validity, reliability and quality, which means that a good quality survey requires collaboration with an expert. (Vehkalahti 2008, 40.) In addition, making a survey is mainly decision-making, following choices. (Hirsjärvi, Remes and Sajavaara 2007, 119.)

In this case the different stages of a visitor survey and the solutions relating to them have been made together with a representative of working life. The theory foundation guides the solutions made, since for the survey it is essential to explain the meaning of national parks for both nature conservation and tourism. The understanding of visitor survey's theoretical background offers a methodical starting point for a successful study and control over the needed methods.

In a survey the two main concepts are to be differentiated: validity and reliability. Validity describes whether the research measures what it is meant to measure, while reliability expresses whether the survey's measurement is consistent. Reliability does not imply validity. A survey provides that both the measurement and the data acquisition are trustworthy. (Vehkalahti 2008, 42.)

Validity is the principal ground for trustworthiness of the measurement, seeing that if the survey does not measure the right thing, reliability has no resonance. (Vehkalahti 2008, 41.) It is of importance that the respondents understand the questions, grasp the questions as intended and emphasize the questions uniformly. In addition the questions should not be too abstract.

The barometer, which in the current case is the questionnaire, was created and provided by Metsähallitus. The basic structure of the questionnaire is based on earlier visitor surveys done in Finnish national parks. The current questionnaire was updated together with Metsähallitus' and Laurea University of Applied Sciences' representatives. The external validity of the barometer of this research can be considered good because of standardization. This means that the questionnaire is comparable and the information obtained can be generalized. The internal validity is also tenable, since the concepts used correspond to the visitor survey's theory frame and cover the phenomenon in its adequate extent.

In the present study, as the Finnish questionnaire was translated to English, Swedish and German, the accurate translation was also very important. The translation should be very well considered in order to all different nationalities to understand it in the same way. In general, if the focus has been put on the translation of paragraphs and sections instead of the wholeness, the questionnaire might measure completely different things in separate cultures and countries. (Vehkalahti 2008, 41.)

The data acquisition method used, an onsite guided survey, has also few disadvantages that might influence the survey's validity. For example, with onsite guided survey, it is difficult to clarify vague answers afterwards and there occurs more unanswered questions than in an interview. (Kajala et al 2009.)

Slight criticisms can be presented towards the questionnaire of the study (See appendix 1), since it was quite long and its' structure a bit tangled to be familiarized with in outdoors. It is probable that those who took the questionnaires with them and responded at home had more time to examine the form and answered the questions more precisely. It was discovered during the survey that the questionnaire's functionality might be reconsidered in some parts in future. The amount of the missing responses in each question is shown in appendix 29.

In questions 2, 3 and 4 the difference between Nuuksio National Park and the vicinity of Nuuksio National Park was quite difficult to distinguish. Especially questions 4a and 4b, which are placed in different pages of the questionnaire, caused confusion among the respondents. They did not notice the difference between those questions and did not use the map in their

advantage, although they were directed to do so. The questions could be rephrased or the structure of the questionnaire altered so to make the difference clear to the respondents.

In question 5a (means of transport) there was a clerical error, since the response alternative 'train' was represented twice - in boxes 5 and 6. In the Finnish questionnaire the box 6 signifies for 'plane'. This is why the survey does not clarify how many foreign visitors arrived by plane.

Question 9b (the most important activity during this visit) was located in the down margin of the questionnaire's second page and also in the same box as question 9a, which might have made it hard for the respondents to notice. Only about half of the foreign visitors answered this question.

Question 10a (estimation on the quality and quantity of the services, facilities and environment) was hard for many respondents. It was not necessarily completed with thought or it was left unanswered.

Question 13 (spending) created some uncertainty in many respondents. It was often answered so that the respondents had not used any money on their trip, although they had arrived by car and had packed lunch with them.

The level of *reliability* is always the better, the less it includes measuring errors. (Vehkalahti 2008, 41-42.) In this case the reliability can be stated as good, since the measurement relates to a bigger entirety and the barometer has been used extensively in Metsähallitus' other visitor surveys before. The barometer's basic structure is constant and in addition it includes sections that are revised to relate the national park to be studied. This study is comparable to Metsähallitus' prior and future surveys using the same barometer.

If the same barometer is used repeatedly, it should give similar answers time after time. Although the barometer has been used nationally and often before, it has not been used to examine a specific sub-group like foreign visitors in a Finnish national park. Nonetheless as Nuksio's visitor survey 2009-2010 has used the same barometer and has partly the same data as the current study, they are comparable and give parallel information.

5 Results

Of the 46 foreign visitors' responding the survey 63.0% were males and 37.0% were females (See appendix 7). On average the foreign visitors were 32 years old (SD 10.76 yrs, See appendix 8).

Foreign visitors had diverse educational backgrounds. Education varied from vocational training, college-level, university bachelor's and university master's degrees (Appendix 9). The majority (60.0%) of foreign visitors had a university degree. Only 6.7% of foreign visitors had had vocational training. Of the foreign visitors 17.8% did not have any vocational or professional education.

Majority of the foreign visitors came from France, Germany, Switzerland, Czech Republic and Belgium. There were also few visitors from India, Spain, Netherlands, Poland, United Kingdom and Israel. In addition Belarus, Canada, China, Russia and Slovakia were presented by foreign visitors of Nuuksio (Appendix 10).

5.1 Foreign visitors' group information

Most often foreign visitors (67.4%) arrived in small groups of two to five people (Table 1). According to Chi-square test foreign groups differ from native groups in terms of with whom they came to Nuuksio (p -value=0,020, 98% certainty).

Size of the group	Foreign visitors	
	Amount	%
Alone	1	2,2
2-5 people	31	67,4
6 or more people	14	30,4
Altogether	46	100,0

Table 1: Foreign visitors' group information

Three foreign groups responding the questionnaire included children (<15yrs) and altogether there were six of them. No physically disabled people included in the groups of foreign visitors.

Foreign visitors visited Nuuksio National Park mainly with friends (39.5%) or with family and relatives (37.2%), whereas half (51.7%) of the native visitors came with their family and every third (30.1%) came with friends (See table 2). Some of the foreign visitors (14.0%) also came with their co-workers. Only few foreign visitors arrived to Nuuksio with study groups or along with organized tours with the outdoor associations or sporting clubs.

Country of residence	Members of own family and relatives		Friends		Co-workers		Other		Total	
	n	%	n	%	n	%	n	%	n	%
Other countries	16	37.2	17	39.5	6	14.0	4	9.3	43	100.0
Finland	218	51.7	127	30.1	19	4.5	58	13.7	422	100.0
Total	234	50.3	144	31.0	25	5.4	62	13.3	465	100.0

Table 2: Composition of the groups

5.2 Visitors' conceptions and experiences of the Nuuksio National Park

Almost half (45.7%) of the foreign visitors reported that Nuuksio was one among their other intended destinations during their visit in Finland, while 41.3% informed that Nuuksio was their only or the most important destination (See appendix 11). For 13.0% of the foreign visitors Nuuksio was a non-planned destination and for most of them the main destination was Helsinki. One foreign visitor also had archipelago as the main destination.

The most popular activity in Nuuksio National park was walking, which was performed by 87.0% of the foreign and 78.7% of native visitors (Figure 2). Other popular activities of foreign visitors were nature observing (71.7%), nature photographing (56.5%), picnicking (47.8%) and hiking (37.0%). Of those foreign visitors practising walking 57.5% practised also nature photographing (data not shown). None of the foreign visitors reported trying cross-country skiing, horse trekking, visiting guide hut Haukanpesä, getting to know about geology or attending school camp in the area.

The major difference between foreign and native visitors was in nature photographing, of which 71.7% foreigners and only 16.8% natives took interest in. Foreign visitors also engaged more often in nature observation (71.7%) than native visitors (39.2%). The popularity of hiking and picnicking was on a similar level among foreign (39.1% hiked, 47.8% picnicked) and native visitors (31.2% hiked and 43.9% picnicked). Native visitors reported more often than foreigners such activities as walking with their dogs, picking wild berries and visiting guide

hut Haukanpesä. Apart from these activities there were no remarkable differences between foreign and native visitors.

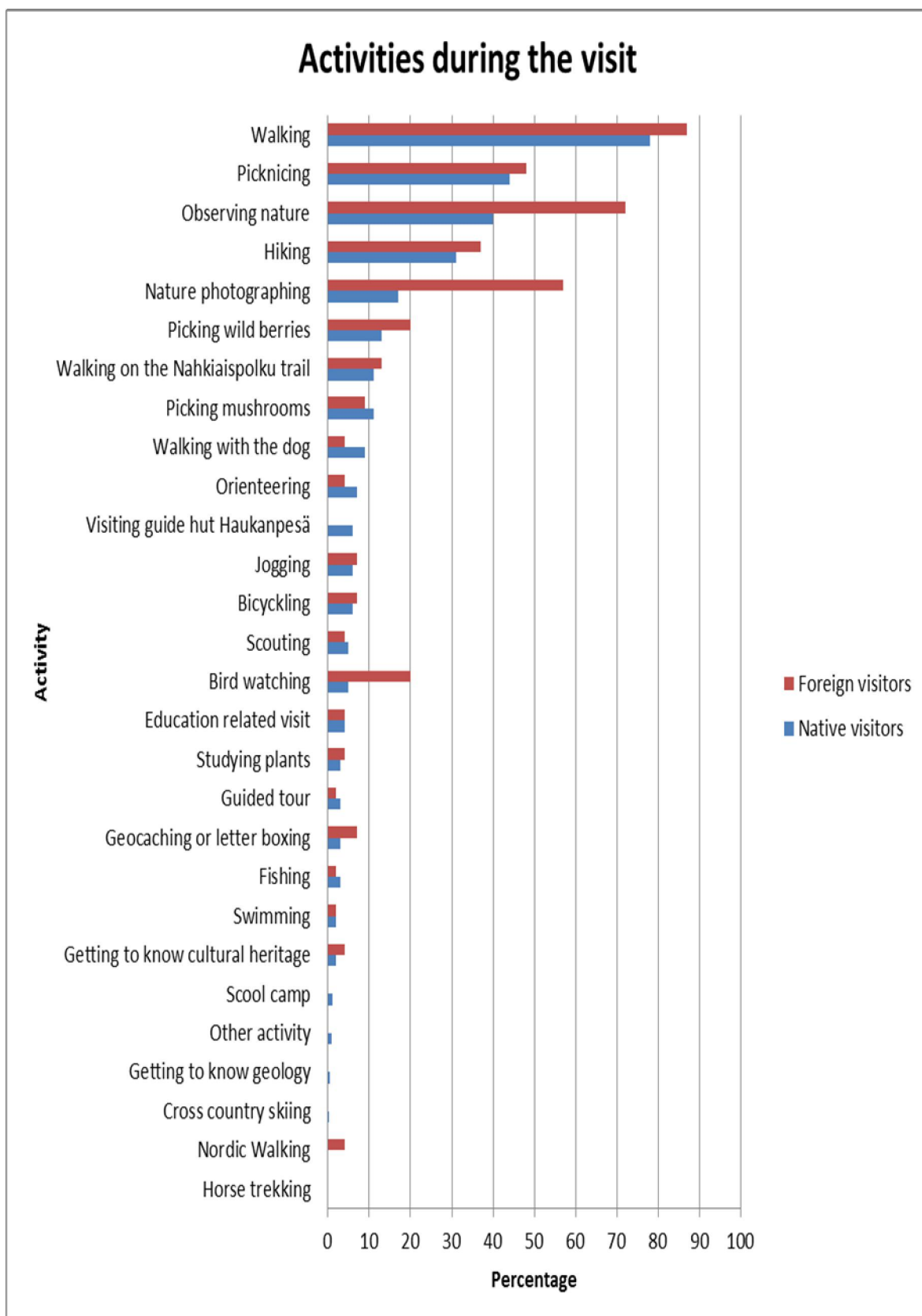


Figure 2: The activities both foreign and native visitors practised or intended to practise during their visit at the Nuuksio National Park

Majority of the foreign visitors (65.2%) practiced four to six different activities during their stay in Nuuksio National Park (Table 3). Approximately one third of the foreign visitors were interested in one to three activities and only two persons became inspired by over seven different activities.

Number of activities	Foreign visitors	
	n	%
1-3 activities	14	30,4
4-6 activities	30	65,2
7-9 activities	2	4,3
10 or more activities	0	0,0
Altogether	46	100,0

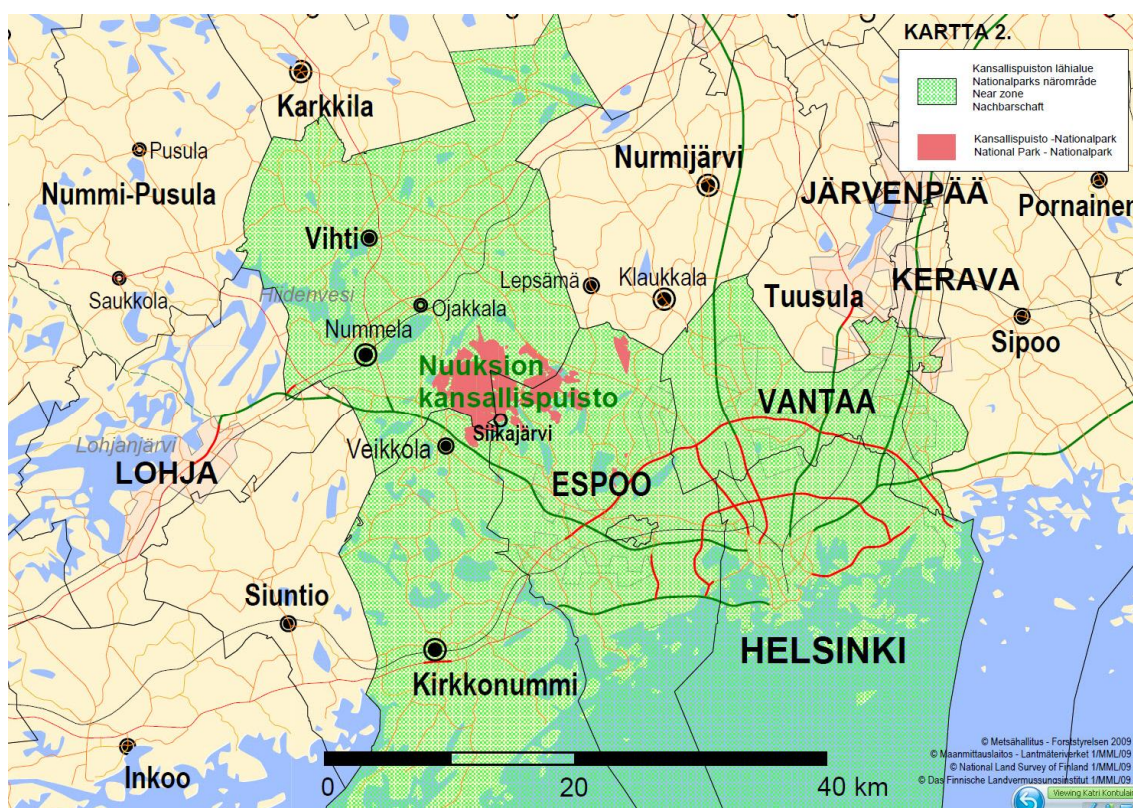
Table 3: The amount of activities the visitors attended during the visit to Nuuksio National Park

The visitors were also enquired after their most important activity during the visit in Nuuksio National Park, but almost half of the foreign visitors left this question unanswered. According the few responses obtained the nature observing was rated as the most important activity of the foreign visitors (28.3%). Another common activity of the foreign visitors was walking (10.9%). Additionally, individual visitors also picnicked, picked mushrooms, practiced nature photographing and hiked as the most important activity of their visit.

5.3 The regional segmentation, duration and frequency of the visits

Haukkalampi area is by far the most popular area in the National Park: 44.6% of foreign respondents informed they had visited or were going to visit Haukkalampi area during their excursion in Nuuksio National Park (Appendix 12). Kattila area (15.2%), Holma-Saarijärvi (12.0%) and Siikaniemi - Siikaranta area (10.9%) were also popular places to visit. Other sites had only few foreign visitors.

Of the foreign visitors 39.1% spent one or more days in Nuuksio (See appendix 14). Of the foreign visitors, 58.7% came to Nuuksio for a shorter trip, which lasted on average four hours (See appendix 14). The minimum time spent in Nuuksio was two hours and the maximum six hours, if not spent the whole day.



Picture 1: Nuuksio National Park and its' vicinity defined for this study. The area of the National Park is marked with red and the vicinity is marked with green.

For the question 'how long did you stay or were going to stay altogether in Nuuksio National Park and in its vicinity?' (Picture 1) one third of the foreign visitors (32.6%) informed they had stayed in Nuuksio National Park and its' vicinity from one to ten days (Appendix 13). The average duration of the trip was five days. One third of the foreign visitors stayed in Nuuksio National Park and in its' vicinity from two to twelve hours. The average time for a shorter trip in Nuuksio National Park and in its' vicinity of a foreign visitor was 5 hours.

Of the foreign visitors 45.7% stayed overnight in Nuuksio National Park (Appendix 15). Of those spending night in the Park 66.7% slept in own tents. The longest time spent overnight in own tent was 3 nights, whereas the average was 1.4 nights. Besides the tent, 19.5% of the foreign visitors spending night in the Park slept in a reservable hut and 14.3% slept in a shelter or a lean-to.

Of the foreign visitors 23.9% spent at least one night in the vicinity of the Nuuksio National Park (Appendix 16). Of the foreign visitors spending night in the vicinity of the Park 36.4% slept one to four nights in their own accommodation, 18.2% spent three nights in a caravan or a campervan and one foreign visitor spent one night in a hotel. Some of the foreign visitors

(36.4%) spent night at their friends' house in the vicinity. Summary of the amount of nights spent in Nuuksio and in its' vicinity of foreign visitors are shown in appendix 17.

Two thirds of the foreign visitors were in their first visit in Nuuksio National Park and one third had visited Nuuksio before (See appendix 18). In the current study the first time a foreign visitor had visited Nuuksio National Park was recorded to have been in 1986 (See appendix 19). The majority of the foreign visitors were enjoying their first visit in Nuuksio National Park, whereas one of them had visited the Park already four times during past 12 months. Of the foreign visitors, 15.2% had visited Nuuksio during the past year and 19.6% informed their last visit before this one had been in years 2002-2009 (See appendix 20).

5.3.1 Arriving to the area of the National Park

The most foreign visitors were met in the summer season, as most of the foreign visitors responded the questionnaire in June (17.4%), July (21.7%) and August (28.3%). During the winter season from November until March there were very few foreign visitors arriving the park. (See appendix 21)

The foreign visitors' visits were mainly emphasized on days near weekends and on weekends, as the days from Thursday until Monday had the most foreign visitors. The most vivid days were Mondays (23.9%), Thursday (23.9%) and Sunday (21.7%). At Tuesdays and Wednesdays there were only few foreign visitors arriving to the Park. (Appendix 22)

The majority (75.0%) of the foreign visitors arrived to the area of the National Park between 10 a.m. and 4 p.m. Between 8 to 10 a.m. arrived 4.5% of the foreign visitors, whereas between 4 and 8 p.m. arrived 13.6% of foreign visitors. (Appendix 23)

Most foreign visitors used public transportation (bus 56.5% and train 43.5%) or car (37.0%) to travel to the National Park. Only few arrived using bicycle, taxi, trailer or by foot. The most foreign visitors (53.3%) arrived to the park by bus. One third of the foreign visitors reported arriving to the park by car. (See appendix 24)

5.4 Money spending related to the visit in question

The visitors were asked to report the expenses relating to their visit in question to the Nuuksio National Park. The foreign visitors spent an average of eight euros during their visit. When examining the exact expenditure types, foreign visitors spent most of the money for food, other retail shopping and accommodation. The least money was spent on local transportation and for café and restaurant purchases. (See appendix 25)

5.5 Visitor contentment and purpose of the visit

Majority of the foreign visitors mentioned nature experiences (83.7%), scenery (63.4%) and getting away from pollution (64.3%) as very important reasons for visiting Nuuksio National Park (Figure 4). Mental wellbeing (31.7%) and relaxation (48.8%) were also considered very important reasons for coming to Nuuksio, whereas 62.5% of the foreign visitors thought meeting new people was of little importance or not important at all during the visit in Nuuksio.

The native visitors appreciated nature experiences (77.4%), relaxation (64.5%), scenery (63.1%) and getting away from pollution (56.9%) very much. Meeting new people (75.2%) and experiencing excitement were considered of little importance or not important at all for the native visitors.

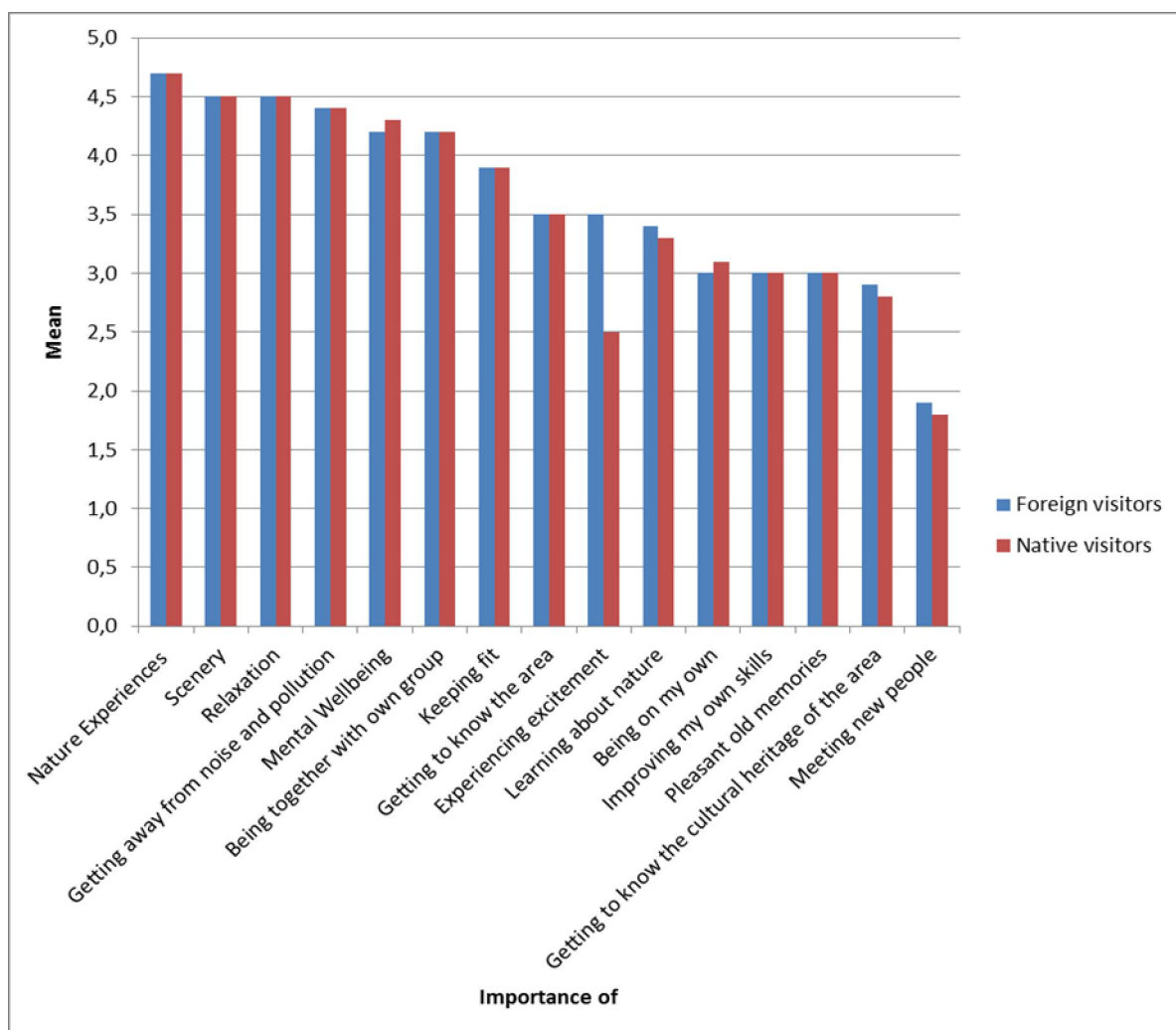


Figure 3: Foreign and native visitors' recreational motives in Nuksio National Park

On the grounds of Mann-Whitney U -test it can be concluded with over 95% certainty that the foreign visitors consider experiencing excitement and getting to know the cultural heritage significantly more important reasons for visiting Nuuksio National Park than the native visitors do. (Mann-Whitney U -test's corresponding p-values are 0,003 and 0,000. See appendix 26)

According to Mann-Whitney U -test, it can also be concluded with over 99% certainty that Finnish visitors consider mental well-being an important reason for visiting Nuuksio National Park (p-value=0,005). It is also statistically indicative that the native visitors regard relaxation as an important reason for visiting Nuuksio National Park. (In Mann-Whitney U-test p-value is 0,094. Appendix 26)

According to the Principal Component analysis, there can be seen four different reasons to visit Nuuksio National Park. The reasons might be interpreted as social, active, aesthetic and spiritual (See appendix 28). Of these the most important reason to visit Nuuksio National Park seems to be aesthetic, which includes recreational motives such as nature experiences, scenery, relaxation and getting away from noise and pollution.

5.5.1 Opinions of the area, services and quality of the surroundings

Both foreign and native visitors considered the services, facilities and environment of Nuuksio National Park to be on a good level. The most used services and facilities of both the foreign and native visitors were routes and structures, road network and signposts on the routes. Visitors were also content with landscapes, general cleanliness and safety. Both the foreign and native visitors seldom used rental and reservable huts, services provided by entrepreneurs and services in the Guide Hut Haukanpesä. The amount of the missing responses is shown in appendix 29.

Foreign visitors were the most satisfied on the signposts at the trails, the firewood in cabins and at the maintained campfire places as well as the trail track network (Figure 4). The quality of these mentioned services and facilities got an average rate of 4.4, while the rating scale was from one to five. Majority of the foreign visitors rated the signposts at the trails (54.3%), the trail track network (54.3%) and the firewood in cabins and at maintained campfire places (50.0%) as fairly good or very good. In addition, general safety (73.9%) and cleanliness (78.3%) as well as the signposts on the routes (78.3%) were considered to be on fairly or very good level. The quality of these mentioned services and facilities got an average rate of 4.3.

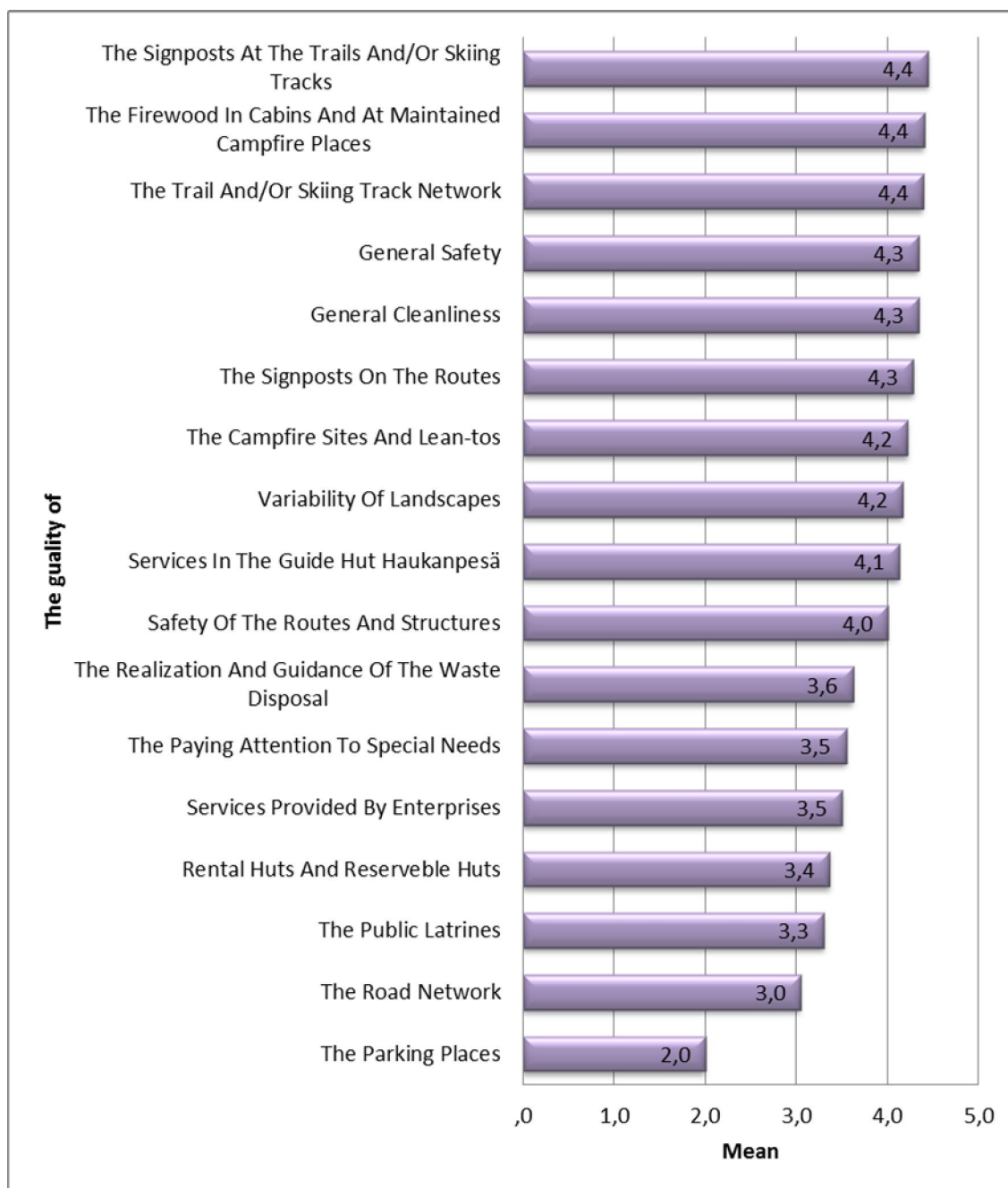


Figure 4: Foreign visitors' general opinion on the quality of the environment and of the services and facilities used.

Native visitors were the most satisfied on the variability of the landscapes, general cleanliness, firewood in cabins and maintained campfire places and general safety (Figure 5). The quality of all of these services and facilities got average rate over 4.2 in a scale of one to five. Of the native visitors, 80.7% considered the variability of landscapes, 85.6% thought the general cleanliness, 55.2% thought the firewood in cabins and a maintained campfire places and 76.2% considered the general safety was on a fairly good or very good level.

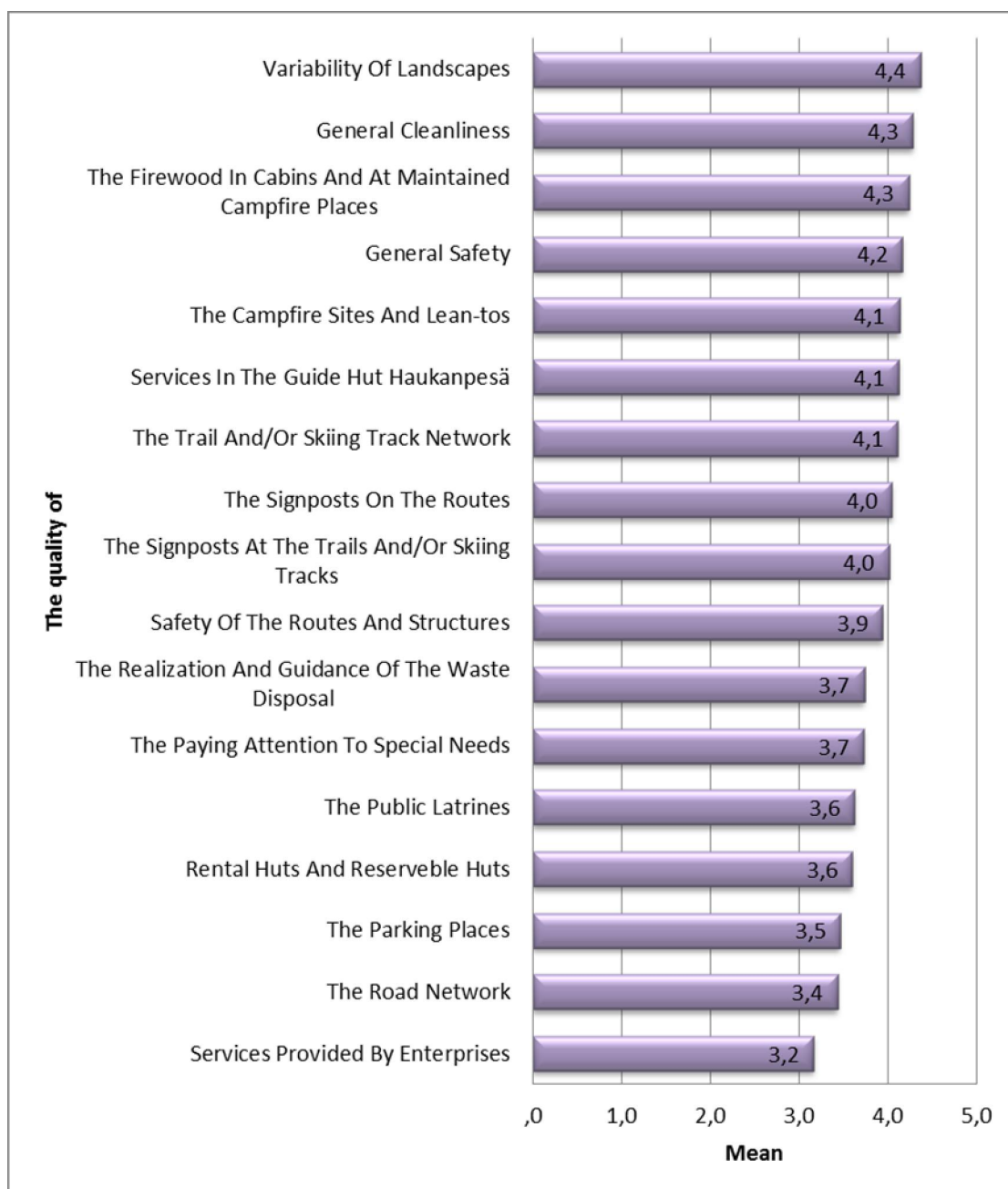


Figure 5: Native visitors' general opinion on the quality of the environment and of the services and facilities used.

Both foreign and native visitors gave the weakest grades to the parking places (2.0 and 3.5), road network (3.0 and 3.4), public latrines (3.3 and 3.6), rental and reservable huts (3.4 and 3.6) as well as services provided by enterprises (3.5 and 3.2). Only 21.7% of the foreign and 20.9% of the native visitors had used the services provided by enterprises (for example cafes and organised activities). Of those 50.0% of the foreign and 33.6% of the native visitors rated the services fairly or very good, whereas 20.0% of the foreign and 24.3% of the native visitors

considered the services were fairly or very poor. The rest of the visitors were quite content with the services provided by enterprises.

The quantity of services and facilities was also considered to be on a good level (Figure 6). Majority of both the foreign and native visitors were satisfied to the quantity of the signposts at the trails (86.4% and 79.4%), to the quantity of the trail and/or skiing network (90.0% and 81.8%) and to the quantity of the road network (80.0% and 87.3%). Majority of both the foreign (75.0%) and native (80.7%) visitors arriving to the park by car considered the quantity of parking places was suitable (See table 4).

Country of residence	Quantity of parking places	Means of transportation	
		Car	
		n	%
Other countries	too few or no opinion	1	8.3
	suitable	9	75.0
	too many	2	16.7
Finland	too few or no opinion	43	15.7
	suitable	221	80.7
	too many	10	3.6
Total		274	100

Table 4: Perceptions about the quantity of parking places of both the foreign and native visitors arriving to the park by car.

Of the foreign visitors 34.8% and of the native visitors 20.8% wished more public latrines to the area, whereas 30.4% of the foreign and 14.0% of the native visitors hoped for more realization and guidance of the waste disposal. Of the foreign visitors 11.1% and of the native visitors 19.1% would increase the amount of rental and reservable huts. Of the foreign visitors 21.4% and of the native visitors 24.5% would increase the services provided by enterprises.

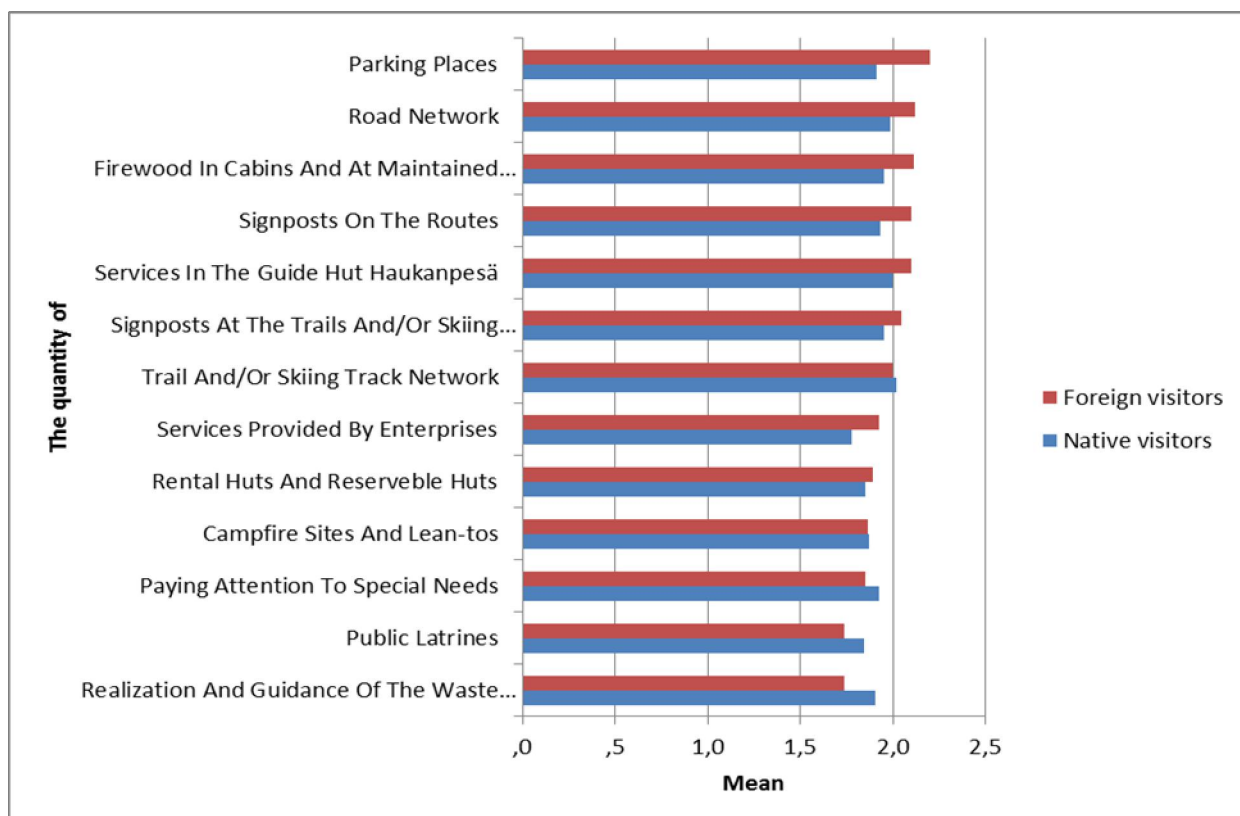


Figure 6: Foreign and native visitors' general opinion on the current quantity of services and facilities

For the quantity of services, the foreign visitors gave an average rate of 4.1. Most of the foreign visitors were either very satisfied (32.6%) or rather satisfied (50.0%) to the quantity of services. The native visitors' average rating to the quantity of services was 4.2. Altogether 91.2% of the native visitors considered the quantity of services very or rather satisfying. (Table 5)

Satisfaction to the quantity of services	Country of residence			
	Other countries		Finland	
	n	%	n	%
Very unsatisfied	0	0.0	1	0.2
Rather unsatisfied	0	0.0	3	0.6
Neither one nor the other	8	17.4	38	7.9
Rather satisfied	23	50.0	289	60.2
Very satisfied	15	32.6	149	31.0
Total	46	100.0	480	100.0

Table 5: Foreign and native visitors' satisfaction to the quantity of the services

5.5.2 The realization of expectations

The visitors were inquired after whether the visit fulfilled their expectations as regards the natural environment, opportunities for outdoor activities and routes and facilities. This was assessed with a scale of one to five, where one denotes the expectations were satisfied very poorly and five very well. The amount of the missing responses is shown in appendix 29.

Almost all the visitors answering the questionnaire considered the natural environment fulfilled their expectations fairly or very well (Table 6). Only 2.8% of the native visitors considered their expectations on natural environment were satisfied neither poorly nor well.

Expectations met on natural environment	Country of residence			
	Other countries		Finland	
	n	%	n	%
Very poorly	0	0.0	0	0.0
Fairly poorly	1	2.2	0	0.0
Neither	0	0.0	14	2.8
Fairly well	15	32.6	148	29.6
Very well	30	65.2	338	67.6
Total	46	100.0	500	100.0

Table 6: The foreign and native visitors' expectations met on natural environment

Foreign visitors' expectations were the second best fulfilled by opportunities for outdoor activities (mean 4.22). For 88.6% of the foreign visitors the expectations were fulfilled fairly well or very well (Table 7). For 11.4% of the foreign visitors the expectations were satisfied on moderate level. Native visitors' expectations were met the third best by opportunities for outdoor activities, although the mean (4.28) was still higher than foreign visitors'. Of the native visitors 81.7% considered their expectations were fulfilled fairly or very well.

Expectations met on opportunities for outdoor activities	Country of residence			
	Other countries		Finland	
	n	%	n	%
Very poorly	0	0.0	1	0.2
Fairly poorly	0	0.0	1	0.2
Neither	5	11.4	86	17.9
Fairly well	24	54.5	165	34.4
Very well	15	34.1	227	47.3
Total	44	100.0	480	100.0

Table 7: The foreign and native visitors' expectations met on opportunities for outdoor activities

Routes and facilities met the foreign visitors' expectations the poorest. Of the foreign visitors 15.6% thought their expectations were met on moderate level and 2.2% considered their expectations were fulfilled fairly poorly. However, 82.2% perceived their expectations were satisfied fairly or very well. Of the native visitors 90.5% thought their expectations on route and facilities were satisfied fairly or very well.

Expectations met on routes and facilities	Country of residence			
	Other countries		Finland	
	n	%	n	%
Very poorly	0	0.0	1	0.2
Fairly poorly	1	2.2	5	1.0
Neither	7	15.6	41	8.3
Fairly well	22	48.9	235	47.7
Very well	15	33.3	211	42.8
Total	45	100.0	493	100.0

Table 8: The foreign and native visitors' expectations met on routes and facilities

5.5.3 The disturbing issues concerning the visit

The visitors were asked to give their opinions if any of the following issues were disturbing them during their visit. The issues were erosion of the ground, littering, treatment of natural environment, excessive visitor amounts and other visitors' behavior. The evaluation was done using a scale of one to five, where one denoted highly disturbing and five denoted not at all disturbing. In addition, the visitors could inform any other disturbing issues if they wanted. The amount of the missing responses is shown in appendix 29.

Only 2.4% of the foreign visitors found the treatment of natural environment disturbed them fairly or very much, while 70.7% considered it did not disturb them at all. Also the native visitors' found this issue the least disturbing. At the same time littering bothered 10.0% of the foreign visitors, while 62.5% considered it did not disturb them at all. Littering was one of the two factors foreign visitors considered more disturbing than native visitors. The erosion of the ground was found fairly or very much disturbing among 12.5% of the foreign visitors. However, most of the foreign visitors (75.0%) were not bothered by erosion.

Most of the foreign visitors (75.6%) did not find other visitors disturbing at all, while 9.8% considered other people's behaviour disturbed them fairly or very much. However, foreign visitors reported that the excessive amount of other visitors disturbed them the most during their visit in Nuuksio National Park with a rating of 4.2. Of the foreign visitors 19.5% reported that this issue was disturbing, while 75.6% reported it was fairly disturbing or not at all disturbing. Of the native visitors 70.2% were not disturbed by the excessive amount of other visitors, while 14.3% thought it was a distraction. (See figure 7)

Weather, excessive structures and barking dogs were mentioned as other disturbing issues by foreign visitors. Barking dogs were mentioned twice, while weather and structures were mentioned only by one foreign visitor. These issues disturbed the foreign visitors fairly or very much. Disturbing issues mentioned by native visitors were the noise of the overflying airplanes, the small amount of the animals, insufficient route markings, bad signposts and bus services.

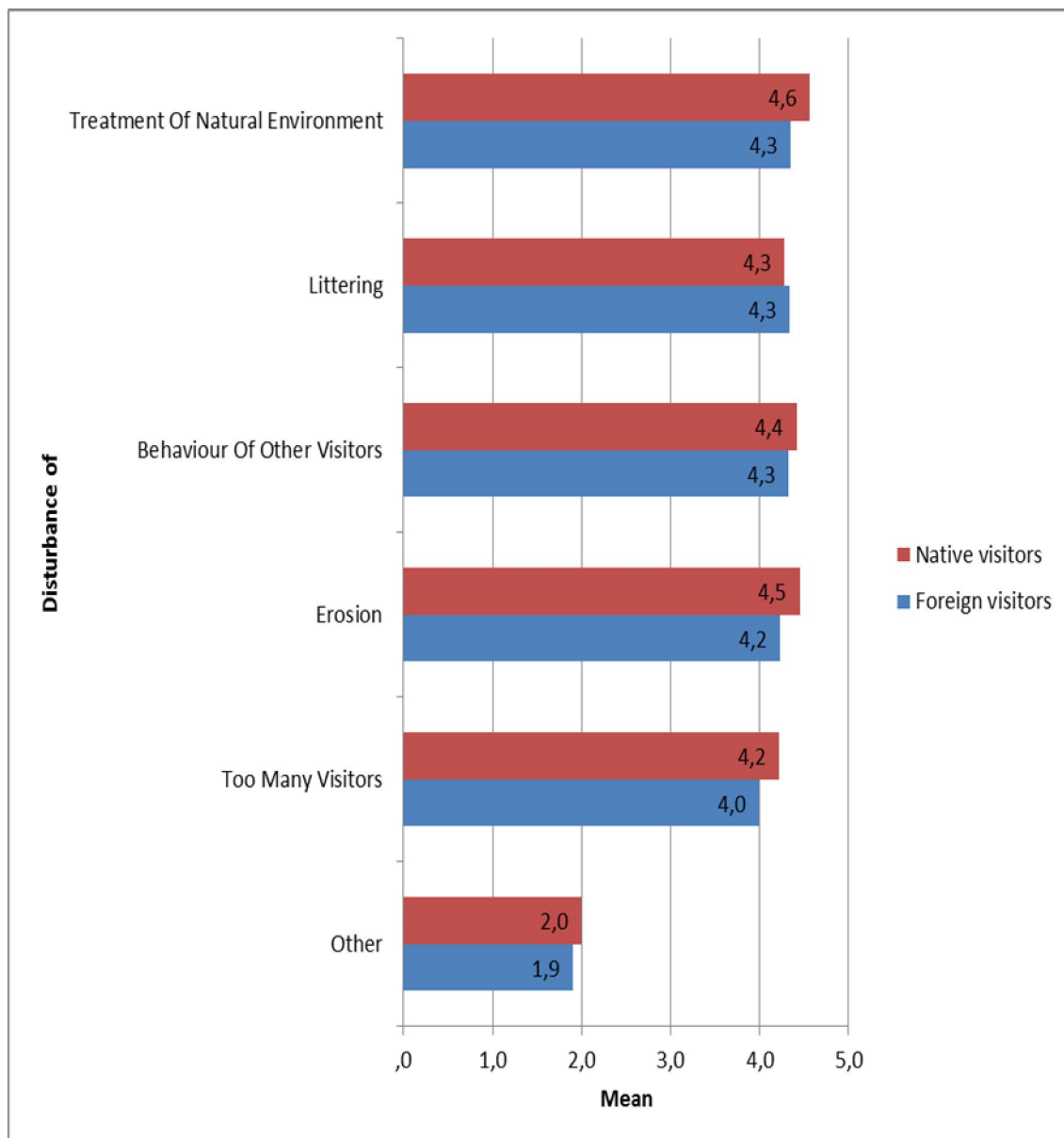


Figure 7: The issues that foreign and native visitors reported disturbing while their visit at the park.

6 Conclusions

The current study examined the visitors' present perspective of the Nuukso National Park and its' services. The study concentrated especially on foreign visitors' conceptions and strived to define the biggest differences between foreign and native visitors. There is no getting away from the fact that the number of Nuukso National Park's foreign visitors is considerable and continuously increasing. This is why the opinions of the foreign visitors should be taken into account when developing the area and its services.

Nuukio National Park is a momentous outdoor recreation resort in southern Finland, which attracts both native and foreign visitors. The vicinity of the metropolitan area makes the park easy to reach and thus the amount of the visitors is increasing yearly. During Nuukio's visitor survey 2010 foreign visitors totalled eight percent of all visitors in Nuukio National Park. (Boehm and Jyrhämä 2010.) However, this does not tell the whole truth about the amount of Nuukio's foreign visitors, since many declined to take part to the survey. The main reason for this was lacking ability to understand the languages in which the questionnaires were available. Generally 50 is the preferred minimum sample size of a sub-group and therefore it is acceptable to make suggestive conclusions on the grounds of the results of the present study.

Along analysing the present study data the results are often compared to the results of Nuukio's visitor survey 2009-2010 reported by Boehm and Jyrhämä (2010). These results are expressed as results of native visitors, since the great majority of 513 respondents were Finnish residents. When the reference is not mentioned, the author has extracted the true results of the native visitors from the data.

Majority of the foreign visitors came from France, Germany, Switzerland, Czech Republic and Belgium. Few visitors were from Israel, China and Canada. It was noticed that especially Asians visit the area as well. Many of them did not speak English and often moved around as guided groups. Hence, they seldom had time to answer the questionnaire.

Of the foreign visitors responding the questionnaire 63% were males and 37% were females. Of the native visitors there was almost 50% of each gender. The average age of the foreign visitors was 32 years. Native visitors' average age was 37.5 years.

Foreign groups differ from Finnish groups in terms of with whom they came to Nuukio with. Foreign visitors visited Nuukio National Park mainly with a party of friends, family or relatives. Half of the native visitors came with their family and every third came with friends. Most often both foreign (67%) and native (70%) visitors arrived to Nuukio National Park in groups of two to five people. Foreign visitors typically hiked in bigger groups than native visitors. Native visitors (11%) came to Nuukio more often alone than foreign visitors (2%). (Boehm and Jyrhämä 2010, 17.)

Three groups of foreign visitors responding the questionnaire included children (<15yrs) and altogether there were six of them. Among the native visitors (Boehm and Jyrhämä 2010, 17.) every fourth group had children less than 15 years old with them (n=178). No physically disabled people included in the groups of foreign visitors, while seven persons with disabilities included in the groups of native visitors.

Almost half of the foreign visitors reported that Nuuksio was the one stop among the other destinations they intended to visit. For 40% of the foreign visitors Nuuksio was only or the most important destination. Majority of native visitors (84%) expressed Nuuksio to be their only or the most important destination. (Boehm and Jyrhämä 2010, 18.)

The most popular activity of both foreign and native visitors in Nuuksio National park was walking. Other popular activities of foreign visitors were nature observing, nature photographing and picnicking. None of the foreign visitors reported trying cross-country skiing, horse trekking, visiting guide hut Haukanpesä, getting to know about geology or attending school camp in the area. Popular activities of native visitors were also picnicking, observing nature and hiking. (Boehm and Jyrhämä 2010, 19-20.) The greatest difference between the foreign and native visitors was in nature photographing, of which foreign visitors practised more. Foreign visitors also engaged more often in nature observation than native visitors.

Foreign visitors evidently engaged themselves more often in several different activities during one visit than the native visitors. Majority of the foreign visitors practiced four to six different activities during their stay in Nuuksio National Park, whereas native visitors typically engaged in one to three activities. (Boehm and Jyrhämä 2010, 18-19.) Nature observing and walking were the most important activities of foreign visitors. For native visitors walking, hiking, picnicking and nature observing were the most important.

Most of the visitors spending night in Nuuksio National Park are foreigners. Over half of the foreign visitors visited Nuuksio National Park during daytime and the other half also spent the night in the park. Most of the native visitors were daytime visitors and only one fifth stayed overnight in the park. Foreign visitors also spent more hours in Nuuksio National Park during one visit than the native visitors did. Haukkalampi area was by far the most popular area in the National Park of both foreign and native visitors. Native visitors visited more often more than just one site of Nuuksio National Park. (Boehm and Jyrhämä 2010, 21.)

Due to the location of Nuuksio National Park in the vicinity of the metropolitan area, 59% of the foreign visitors came to Nuuksio for a shorter trip, which lasted on average four hours. Over one third (39%) of the foreign visitors spent full days in Nuuksio. Native visitors spent on average 3.4 hours in Nuuksio National Park. (Boehm and Jyrhämä 2010, 22.)

Foreign visitors were more often in their first visit in Nuuksio National Park, whereas native visitors had usually visited the Park before. (Boehm and Jyrhämä 2010, 24-25.) The earliest visit of a foreign visitor taking part to the present study was recorded to have been in 1986.

Most of the foreign visitors were met in the summer season, while the majority of native visitors' data was received in a bit larger period of spring to autumn. (Boehm and Jyrhämä 2010, 25-26.) During the winter season from November until March there were very few foreign visitors arriving the park, which may be due to an extremely cold winter.

The majority of both the foreign and native visitors arrived to the area of the National Park between 10:00 and 16:00. Most often the visits of foreign visitors were done under or around weekends, whereas the visits of native visitors concentrated clearly on weekends. (Boehm and Jyrhämä 2010, 26-27.)

Majority of the foreign visitors arrived to Nuuksio National Park using public transportation, which is by bus and train. The most preferred transportation used to arrive to the park was bus (53.3%), which might result from the fact that trains do not run all the way to the park and the rest of the travel from the train station is most often done by bus. The majority (74%) of the native visitors travelled to the park by car and nearly all of them used cars for the entire journey (73%). Bus was used for travelling to Nuuksio by 16% and train by 11% of the native visitors. Of the native visitors 13% arrived to the park by bus. (Boehm and Jyrhämä 2010, 27-28.)

The visitors were asked to report the expenses relating to their visit in question to the Nuuksio National Park. The foreign visitors responding the questionnaire spent an average of eight euros during their visit, which was the same amount that all the respondents spent in average as well. (Boehm and Jyrhämä 2010, 28-30.) Eight euros is quite a small amount of money, but it might be explained by the fact that most of the visitors were on a short excursion that did not necessarily require for example packed lunch. In addition, not many of the visitors had the time or the willingness to estimate their expenses very carefully. Many of the visitors probably did not take cognizance of for example the fuel costs that occurred from arriving to the park by car.

The most common exact expenditure of the foreign visitors were food and other retail shopping as well as accommodation. Foreign visitors spent the least money on local transportation and café and restaurant purchases. Native visitors used the most money on food and other retail shopping (average 2.36€) and on fuel or other purchases from the service station (average 1.41€). (Boehm and Jyrhämä 2010, 29.)

Both foreign and native visitors had the same reasons for visiting Nuuksio National Park; nature experiences, scenery, getting away from pollution and relaxation. The least important reasons for the visit of the foreign visitors were meeting new people, having pleasant old memories and improving own skills. The least important motives for the visit of native visitors

were meeting new people, experiencing excitement and getting to know the cultural heritage of the area. Foreign visitors considered experiencing excitement and getting to know cultural heritage more important reasons for visiting Nuuksio National Park than the native visitors did.

Both foreign and native visitors considered the services, facilities and environment of Nuuksio National Park as good. The most used services and facilities of both the foreign and native visitors were routes and structures, road network, signposts on the routes and landscapes. The visitors were also satisfied to the general cleanliness and safety. Both the foreign and native visitors had the least usage on rental and reservable huts, services provided by entrepreneurs and services in the Guide Hut Haukanpesä.

Both foreign and native visitors gave the weakest grades to the parking places, road network, public latrines, rental and reservable huts and services provided by enterprises. The negative feedback concerning the road network is probably directed towards the narrow dirt road leading to Haukkalampi and to the final part of the dirt road leading to Kattila.

Only one fifth of both the foreign and native visitors had used the services provided by enterprises. Of those, half of the foreign and third of the native visitors thought the services were fairly or very good, whereas one fifth of the foreign and one fourth of the native visitors considered the services were fairly or very poor. The rest thought the services were on a mediocre level. It is probable that an independent visitor hiking in the Haukkalampi area does not use or face services provided by enterprises during the visit. Independent entrepreneurs do not have cafés or actual service points in the area of the National Park, except for the facilities of Kattila that can only be used by pre-order. In the west side of the Nuuksio National Park, in context with Hotel Elohoivi, there is a nature tourism entrepreneurs' office. Majority of the foreign visitors considered the quantity of services provided by enterprises were on an adequate level.

Most of both the foreign and native visitors found the quantity of services and facilities as adequate. Of the foreign visitors estimating the quantity over one third and of the native visitors one fifth wished more public latrines to the area, whereas one third of the foreign and under one fifth of the native visitors hoped for more realization and guidance of the waste disposal. One tenth of the foreign visitors and one fifth of the native visitors would like to increase the amount of rental and reservable huts. One fifth of the foreign visitors and one fourth of the native visitors would increase the services provided by enterprises. The majority of both foreign and native visitors found the quantity of services and facilities rather or very satisfying.

The expectations of visitors' were fulfilled well. The expectations of both the foreign and native visitors' were the best fulfilled by natural environment. Natural environment, outdoor activities as well as routes and facilities came very or fairly well to the expectations of the majority of both the foreign and native visitors. However, foreign visitors were less distracted during their visit in Nuuksio National Park than the native visitors. Only littering and excessive visitor amounts bothered more foreign than native visitors. Erosion of the ground, treatment of natural environment and other visitors' behavior distracted more native than foreign visitors.

6.1 Managerial implications and developmental proposals

For native visitors Finnish forest is usually a familiar place, but for foreign visitors it might be as unfamiliar as rainforest or jungle is for the Finnish. When looked from the marketing perspective, the Finnish forest has a huge business potential and it could be used even more as an advantage in Finland's marketing as a travel destination. Finland is commonly marketed as a country of beautiful nature, but there may also be a need to define exactly what makes it so beautiful and magnificent and what it feels like to visit Finnish forest as a foreign visitor. Generally the image of Finnish forest could be branded, which would be profitable for private entrepreneurs and increase visitor amounts.

Marketing the National Park and the improvement of its services might increase the visitor amounts even more than predicted. From the nature conservation perspective, this would require some actions done to preserve the nature and avoid harmful effects of the large crowds. At the moment, the erosion of the ground and littering are controlled by directing the visitors on to specific parts and trails of the park. New arrangements have to be implemented at times to respond the needs of the growing amounts of the visitors. More information about Finnish nature and the objectives of nature conservation could be offered to the visitors. The knowledge might enhance their respect towards saving the nature as well as the rules and regulations of National Parks. More information should become available when the new Nature Center, which is at the moment under construction, is completed. All the actions concerning Nuuksio National Park should be made in accordance and co-operation with Metsähallitus, who is responsible for the protection and management of the national park.

The findings of the present study showed that foreign visitors engage themselves in more different activities during one visit than native visitors. In addition, Nuuksio is typically only one among the foreign visitors' other intended destinations to visit in Finland. These facts should be taken into account when developing new services or service packages to the foreign visitors. The package might include other attractions and/or activities outside the national

park, because the foreign visitors want to experience as much as possible during their visit in Finland.

Almost half of the foreign visitors at Nuuksio National Park spent the night in the park. However, rental and reservable huts were poorly used and the majority stayed overnight in their own tents. The English information of Nuuksio's rental and reservable huts should be easier to find from the internet and the reservation procedure should be simple and user friendly. At present, the information about Nuuksio National Park and its services in English is only available on Metsähallitus' Outdoors.fi -webpage.

Most of the foreign visitors were in their first visit in Nuuksio National Park and nature observing was their most important activity. Their visit could be made even more pleasant if more information about nature could be offered in the park as well as on the routes and trails. The new Nature Center will probably partly answer for this demand. Koskela and Mäkelä (2010) also concluded that new multilingual signposts telling about nature and species are needed along the routes and trails. The information could also be offered through experience, for example educational exercises relating to nature on the routes and trails.

The possibilities of mobile technology could also be pondered when choosing the channel of information. The internet might contain a guided tour around Haukkalampi, which could be downloaded to the visitors' mobile phone either for free or for a small charge. For example Levi already has an indicative mobile service. (Levi 2011.) More about the demand for electrical services in Nuuksio National Park can be read from Markkila's (2010) study.

The present study also suggests that there would be need for upgrading the amount of rental and reservable huts, services provided by entrepreneurs and services in the Guide Hut Haukanpesä. Improvements to the parking places, road network, public latrines and services provided by enterprises would also increase the enjoyability of the visit to the park.

Nature observing was one of the most important activities and scenery one of the most important reasons for coming to visit Nuuksio National Park for both foreign and native visitors. According to Outdoors.fi -webpage magnificent views open for the visitors from the rocks on Haukankierros Trail. However these viewpoints are not marked in the park and therefore visitors interested in the National Park's best views might not find them.

6.2 Future research challenges

To get more accurate survey results from the foreign visitors of Nuuksio National Park, a new survey with a bigger sample should be conducted. The new survey might be executed as a

separate study directed only to the foreign visitors or it might be executed as a part of Nuuksio's next visitor survey taking place approximately in year 2015. The next survey should include questions destined only for the foreign visitors in order to get more information on this visitor group. If done as a part of Nuuksio's next visitor survey, these questions could be situated on a separate paper, which would be given only to the foreign respondents. If the survey would be done in better co-operation with Nuuksio's private entrepreneurs, it would be easier to get a bigger sample of foreign visitors. On the next survey it might be useful to ask after:

- How and/or from where did the foreign visitors get to know about Nuuksio National Park?
- Was the information about Nuuksio National Park easy to reach?
- What kind of services or service packages (other than mentioned) might they be interested in Nuuksio National Park?

It might also be useful to know about those potential visitors who are not going to visit Nuuksio National Park during their current visit in Finland. These potential visitors should be encountered in a tourist agency, which offers also services or activities connected to the Nuuksio National Park. It would be interesting to know at least:

- Are they going to visit Nuuksio National park or other nature areas during their visit?
- If not, why?
- What kind of services would they be interested in Nuuksio National Park or in other National Parks?
- What would they be willing to pay for these mentioned services?

In the future technology and especially mobile technology might be better used as an advantage also in National Parks. For example the visitor surveys might be conducted as mobile versions and every visitor arriving to the area of the park would then get an invitation to take part to the survey by text-message.

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Pictures, figures and tables

Pictures

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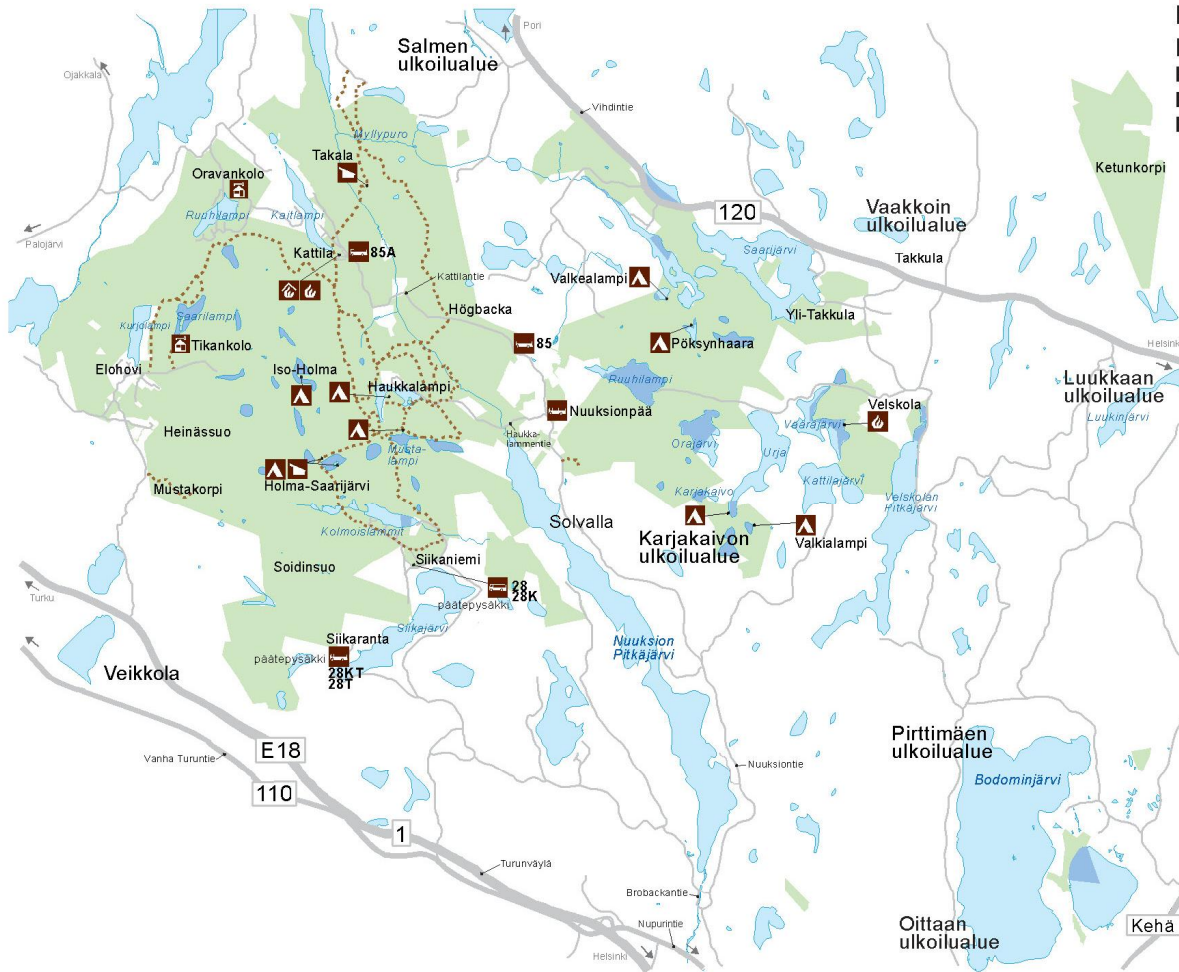


Appendix 1: The location of Nuuksio National Park.

Year	Visitor amount
2005	110 000
2006	142 000
2007	170 000
2008	175 500
2009	179 500
2010 (by 20.8.2010)	107 000

Appendix 2: Nuuksio National Park's visitor amounts since 2005

KARTTA 1.
Nuuksion kansallispuisto
Noux nationalpark
Nuukio National Park
Nationalpark Nuuksio



-  Kansallispuisto - Nationalpark
National Park - Nationalpark
-  Linja-auto pysäkki - Bushällplats
Bus stop - Bushaltestelle
-  Tulentekopaikka - Eldplats
Campfire place - Feuerstelle
-  Keittokatos - Koksksjul
Cooking shelter - Überdachte Feuerstelle
-  Telttialue - Tälttningsområde
Tent site - Zeltplats
-  Laavu - Skärmskydd
Lean-to-shelter - Schutzdach
-  Vuokrakämpä - Hyrestuga
Rental cabin - Hütte zum Mieten
-  Merkitty reitti - Markerad led
Marked trail - Bedeuten route



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Appendix 3: Nuuksio National Park (@ Metsähallitus)

Place	Total amount of answered questionnaires	%	Amount of foreigners' answered questionnaires	%
Haukkalampi	387	69.2	32	69.6
Kattila	92	16.5	13	28.3
Eastern areas	35	6.3	0	0.0
Valklampi's parking lot	15	2.7	0	0.0
Mustakorventie	13	2.3	0	0.0
Högbacka	10	1.8	0	0.0
Siikaniemi	5	0.9	1	2.2
Salmentie	2	0.4	0	0.0
Altogether	559	100.0	46	100.0

Appendix 4: The segmentation of answers in Nuksio National Park

The person collecting the form will fill in this field:

number	place	visitor	interviewer	post	initials	date	time of day



METSÄHALLITUS

Nuukso National Park

Visitor Survey 2009–2010

How to fill in this questionnaire:

The information collected by this Visitor Survey will be used in management and planning of the Nuukso National Park. We hope that you answer to all the questions. Please note the following instructions:

1. Read the questions with care.
2. Answer the questions **personally** by ticking the appropriate circle (○). Where it is possible to choose more than one alternative, place your ticks in response squares (□). In some of the questions, you can write your answer in the space reserved for it.
3. The questions are about **your current visit to the Nuukso National Park** (please see the maps 1 & 2).
4. Please return the filled-in form to the person you got the form from, or to the place mentioned in the instructions.
5. For more information, please contact Tiina Niikkonen tel. 0205 64 5934 (tiina.niikkonen@metsa.fi) or Antti Raita tel. 0205 64 4618 (antti.raita@metsa.fi).

THANK YOU IN ADVANCE!

1. When did you arrive at the Nuukso National Park (please see the map 1)?

date _____ and time of day _____

2. How long did you stay or are you going to stay during this visit

a. in the Nuukso National Park? (see map 1)

(answer in days or hours)

About _____ days or _____ hours

b. **altogether** in the Nuukso National Park and in its vicinity, for example in tourist centre (see map 2)?

About _____ days or _____ hours

I live in the vicinity

3. If you stayed overnight or will stay overnight ...

(if not applicable, please move on to question 4)

a. in the Nuukso National Park, how many nights did you spend or will you spend in

reservable hut	_____ nights	shelter / lean-to	_____ nights
your own accommodation (lapp pole tent, tent etc.)	_____ nights	elsewhere, (where)?	_____ nights

b. in the vicinity of Nuukso National Park, for example in tourist centre (see map 2), how many nights did you spend or will you spend in

a hotel	_____ nights	shelter / lean-to	_____ nights
rental cottage	_____ nights	holiday club accommodation	_____ nights
your own cottage	_____ nights	Solvalla sports institute	_____ nights
a campervan or caravan	_____ nights	elsewhere, please specify?	_____ nights
your own accommodation (lapp pole tent, tent etc.)	_____ nights		
I live in the vicinity			<input type="checkbox"/>

4. Which part of the Nuukso National Park did you visit / will you visit this time? (see map 1)

(Select more than one alternative if applicable)

a. in the Nuukso nationalpark

- | | |
|---|---|
| <input type="checkbox"/> Haukkalampi area | <input type="checkbox"/> Holma-Saarijärvi |
| <input type="checkbox"/> Kattila area | <input type="checkbox"/> Iso-Holma |
| <input type="checkbox"/> Siikaniemi, Siikaranta | <input type="checkbox"/> Mustakorpi - Heinässuo |
| <input type="checkbox"/> Högbacka area | <input type="checkbox"/> Takala lean-to shelter |
| <input type="checkbox"/> Elohoivi - Saarilampi area | |
| <input type="checkbox"/> Saarijärvi - Takkula area (next to road Vihdintie) | |
| <input type="checkbox"/> Valkialampi, Valkealampi, Pöksynhaara, Urja, Väärjärvi | |
| <input type="checkbox"/> elsewhere, please specify? _____ | |

4. Which part of the Nuuksio National Park did you visit / will you visit this time? (see map 1)
(Select more than one alternative if applicable)
b. in the vicinity of the national park

<input type="checkbox"/> Solvalla area
<input type="checkbox"/> Pirttimäki and Oittaa outdoor recreation areas
<input type="checkbox"/> Luukkaa and Vaakkoi outdoor recreation areas
<input type="checkbox"/> Salmi outdoor recreation area
<input type="checkbox"/> elsewhere, please specify? _____

5a. Which means of transport did you use to travel from your home to the Nuuksio National Park? (please write down all the means of transport you used)

1 <input type="checkbox"/> car	3 <input type="checkbox"/> public transport (bus)
4 <input type="checkbox"/> charter coach (tour group)	5 <input type="checkbox"/> train
6 <input type="checkbox"/> train	7 <input type="checkbox"/> motorcycle
8 <input type="checkbox"/> bike	16 <input type="checkbox"/> on foot
17 <input type="checkbox"/> on skis	18 <input type="checkbox"/> taxi
2 <input type="checkbox"/> car and trailer or camping car	
11 <input type="checkbox"/> canoe, kayak or rowing boat	
99 <input type="checkbox"/> something else _____	

5b. Which of the above means of transport did you use last? Write the number -> _____

6. During this visit to the Nuuksio National Park, what is your group like?

I'm alone → move on to question 8.

The size of the group _____ persons
(including yourself) of which _____ persons
under 15 years of age?

Please give the years of birth under 15 years (If all are almost of the same age, please give the most common year of birth)

Physically disabled? _____ persons

7. During this visit to the Nuuksio National Park your group mainly consists of... (please choose the most appropriate alternative)

- members of own family
- other relatives
- friends
- co-workers
- school class
- kindergarten children
- student group
- senior citizens
- clients of an enterprise offering organised programmes of activities
- club, association, etc.
- others (what?) _____

8. What was or is important to you during this visit to the Nuuksio National Park? (please respond to each alternative) (5 = very important, 4 = fairly important, 3 = neither, 2 = of little importance, 1 = not important at all)

	very important	5	4	3	2	1	not important at all
nature experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
being on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mental well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
getting away from noise and pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
meeting new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
being together with own group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
pleasant old memories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
getting to know the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
learning about nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
improving my own skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
keeping fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
experiencing excitement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
getting to know the cultural heritage of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9a. What did you do or intend to do at the Nuuksio National Park during this visit? (please select all that apply)

1 <input type="checkbox"/> walking	11 <input type="checkbox"/> picking mushrooms	21 <input type="checkbox"/> cross-country skiing
2 <input type="checkbox"/> nordic walking	12 <input type="checkbox"/> studying plants	30 <input type="checkbox"/> skate touring
3 <input type="checkbox"/> jogging	13 <input type="checkbox"/> education-related visit	35 <input type="checkbox"/> horse trekking
4 <input type="checkbox"/> hiking	14 <input type="checkbox"/> visiting Guide Hut Haukanpesä	60 <input type="checkbox"/> swimming
5 <input type="checkbox"/> observing nature	15 <input type="checkbox"/> nature photographing	83 <input type="checkbox"/> walking on the Nahkiaispolku Nature Trail
6 <input type="checkbox"/> picnicking	16 <input type="checkbox"/> scouting	86 <input type="checkbox"/> guided tour
7 <input type="checkbox"/> bicycling	17 <input type="checkbox"/> school camp	88 <input type="checkbox"/> getting to know cultural heritage
8 <input type="checkbox"/> fishing	18 <input type="checkbox"/> walking with a dog	121 <input type="checkbox"/> geocaching or letterboxing
9 <input type="checkbox"/> bird watching	19 <input type="checkbox"/> orienteering	122 <input type="checkbox"/> getting to know geology
10 <input type="checkbox"/> picking wild berries	20 <input type="checkbox"/> hiking (overnight camping in the great outdoors)	999 <input type="checkbox"/> other, please specify? _____

9b. Which of the alternatives that you selected was or is the most important to you during this visit? Number → [_____]

10a. What did you think about the quality and the quantity of the services, facilities and environment during your current visit to the Nuuksio National Park? Please answer each question and estimate the **quality** of the services or facilities that you used during your visit. If you did not use the service or facility this time, just cross the alternative "did not use". Please always evaluate the **quantity** of services and facilities.

Quality assessment scale 5 = very good , 4 = fairly good, 3 = neither, 2 = fairly poor, 1 = very poor

Quantity assessment scale 3 = too many, 2 = suitable, 1 = too few, or no opinion

	Quality of the environment and of the service and facility I used						did not use	The current quantity of services and facilities				no opinion	
	very good	5	4	3	2	1		very poor	too many	3	2		1
parking places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
road network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
signposts on the routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trail and/or skiing track network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
signposts at the trails and/or skiing tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
campfire sites and lean-tos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
firewood in cabins and at maintained campfire places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
public latrines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
realization and guidance of the waste disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
paying attention to special needs (accessibility of routes, safety, signposts/information boards etc..)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
rental huts and reserveble huts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
services in the Guide Hut Haukanpesä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
services provided by enterprises (for example cafes and organised activities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
safety of the routes and structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
general safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
general cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
variability of landscapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other (what?) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10b. How satisfied are you with the quantity of services and facilities in the Nuuksio National Park as a whole?

(5 = very satisfied, 4 = rather satisfied, 3 = neither one nor the other 2= rather unsatisfied, 1= very unsatisfied)

5 4 3 2 1
very satisfied very unsatisfied

11. Did this visit to the Nuuksio National Park come up to your expectations as regards the following?

(5 = very well, 4 = fairly well, 3 = neither, 2 = fairly poorly, 1 = very poorly)

	very well	5	4	3	2	1	very poorly
natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
opportunities for outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
routes and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. On this trip, is the Nuuksio National Park ...

- your trip's only or the most important destination?
- one among other intended destinations? Other destinations are: _____
- a non-planned destination along your route? Main destination(s) is/are: _____

13. Spending

Have you spent/Will you spend money on various activities in the national park or its environs while on this trip (see area on map 2)?

yes (→ please answer the following questions)
 no (→ move on to question 14)

Please tick the box that indicates whether you are estimating

your personal expenses and your share of your group's joint expenses OR
 the total expenses of your family or group.

This is a group trip organised by a travel agency or other travel operator, costing _____ €
 → In addition, please indicate any of your other expenses in the national park or its environs.

Indicate below (points A–G) your total expenses for this trip **in the national park and its environs**. (Write 0 (zero) in the column if you have not spent any money on the activity in question)

A fuel or other purchases from the service station	_____ €
B costs for local transportation (for example local bus or taxi trips)	_____ €
C food and other retail shopping	_____ €
D café and restaurant purchases	_____ €
E accommodation	_____ €
F organised programme and recreational services (eg. guided tours, entry fees and exhibitions)	_____ €
G other expenses (e.g. fishing, hunting or snowmobiling permits, equipment hire, etc.)	_____ €

14a. How often have you visited in the Nuuksio National Park before this visit?
 (Please answer all that apply)

This is my first visit → move on to question 14b

During past 12 months _____ times

When was your first visit? In _____ (year)

When was your last visit? In _____ (year)

14b. What was or is this trip to the Nuuksio National Park like?

Independent hiking trip outside sign posted routes
 Long (over 10 km) trip on sign posted routes
 Short (under 10 km) independent trip on sign posted routes and in familiar terrain
 Participation on a guided tour
 other, (what?) _____

15. Did any of the following disturb you this time during your visit in the Nuuksio National Park? (please respond to each alternative)
 (5 = not at all, 4 = fairly little, 3 = neither, 2 = fairly much, 1 = very much)

	not at all	5	4	3	2	1	very much
erosion of the ground		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
littering		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
treatment of natural environment		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
too many visitors		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
behaviour of other visitors		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
other (what?) _____		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

16. Country of residence?

17. Gender?

male female

18. Year of birth?
 [_ _ _ _]

19. Education? (please indicate your highest level of education)

vocational training
 college-level degree
 university bachelor's degree
 university master's degree (or other)
 no vocational/professional qualification

THANK YOU FOR ANSWERING THIS QUESTIONNAIRE!

If there is anything else you would like to tell us, please use the space below.

April - May 2009

Day	Wed 15th April	Sat 18 th April	Fri 24 th April	Sun 26 th April	Wed 6 th May	Thu 7 th May	Fri 15 th May
Place	Haukka	Kattila	Mylly	Haukka	Haukka	Mylly	Siika
Time	a.m.	p.m.	p.m.	a.m.	p.m.	a.m.	a.m.
Objective	10	10	10	10	10	10	10
Realization	6	40	2	17	9	0	5
Altogether answered questionnaires							79

May - June 2009

Day	Sat 16th May	Sun 17th May	Mon 18th May	Thu 28th May	Fri 12th June	Tue 16th June	Wed 17th June
Place	Itä	Haukka	Haukka	Kattila	Haukka	Kattila	Haukka
Time		p.m.	p.m.	a.m.	p.m.	a.m.	a.m.
Objective	10	10	10	10	10	10	10
Realization	21	27	9	5	10	6	7
Altogether answered questionnaires							85

June - July 2009

Day	Thu 25th June	Tue 30th June	Fri 3th July	Sat 11th July	Sun 19th July	Mon 20th July	Sat 25th July
Place	Haukka	Elo	Haukka	Haukka	Kattila	Haukka	Itä
Time	p.m.	a.m.	a.m.	p.m.	a.m.	p.m.	
Objective	10	10	10	10	10	10	10
Realization	16	7	12	25	17	10	2
Altogether answered questionnaires							89

July - August 2009

Day	Sun 26th July	Wed 29th July	Tue 4th August	Fri 7th August	Sat 8th August	Mon 10th August	Fri 14th August
Place	Musta	Haukka	Musta	Haukka	Itä	Kattila	Haukka
Time	a.m.	p.m.	p.m.	a.m.		p.m.	a.m.
Objective	10	10	10	10	10	10	10
Realization	10	16	2	16	12	1 + 1 Högbacka=2	8
Altogether answered questionnaires							66

August - September 2009

Day	Mon 17th August	Sun 30th August	Wed 2nd September	Thu 3rd September	Sun 6th September	Sat 12th September	Thu 17th September
Place	Haukka	Haukka	Haukka	Kattila	Mylly	Haukka	Haukka
Time	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.	p.m.
Objective	10	10	10	10	10	10	10
Realization	8	14	7	7 + 3 Högbacka=1 0	0 + 2 Högbacka =2	20 + 3 Högbacka = 23	10
Altogether answered questionnaires							74

September - October 2009

Day	Sat 19th September	Fri 25th September	Mon 28th September	Thu 8th October	Sun 11th October	Sat 17th October	Sun 25th October
Place	Haukka	Elo	Siika	Haukka	Kattila	Haukka	Elo
Time	a.m.	a.m.	p.m.	a.m.	p.m.	a.m.	a.m.
Objective	10	10	10	10	10	10	10
Realization	16 + 1 Högbacka = 17	2	0	9	39	35	6
Altogether answered questionnaires							108

November 2009 - January

Day	Sun 8th November	Tue 24th November	Tue 8th December	Sat 19th December	Fri 8th January	Sun 24th January	Sat 30th January
Place	Haukka	Haukka	Haukka	Haukka	Haukka	Haukka	Haukka
Time	10-15	10-15	10-15	10-15	10-15	10-15	10-15
Objective	10	10	10	10	10	10	10
Realization	7	1	3	3	3	11	5
Altogether answered questionnaires							33

February - March 2010

Day	Fri 19th February	Tue 23th February	Sat 27th February	Tue 16th March	Sun 21th March	Thu 25th March	
Place	Haukka	Haukka	Musta	Haukka	Haukka	Haukka	
Time	10-15	10-15	10-15	10-15	10-15	10-15	
Objective	10	10	10	10	10	10	
Realization	1	1	1	3	16	3	
Altogether answered questionnaires							25

Appendix 6: Data collection timetable (came true)

		Country of residence		Total
		Other countries	Finland	
male	Count	29	260	289
	% within Country of residence	63,0%	51,8%	52,7%
female	Count	17	242	259
	% within Country of residence	37,0%	48,2%	47,3%
Total	Count	46	502	548
	% within Country of residence	100,0%	100,0%	100,0%

Appendix 7: Genders of visitors

Age of foreign visitors		
N	Valid	45
	Missing	1
Mean		32.0
Median		29.0
Std.Deviation		10.8
Minimum		21.0
Maximum		64.0

Appendix 8: Age of foreign visitors

Education	Foreign visitors	
	Amount	%
Vocational training	3	6.7
College-level degree	7	15.2
University bachelor's degree	13	28.3
University master's degree (or other)	14	30.4
No vocational/professional qualification	8	17.4
Altogether	45	100.0

Appendix 9: Education of foreign visitors

Native country	Amount of visitors	%
Finland	513	91.8
French	7	1.3
Germany	6	1.1
Switzerland	5	0.9
Czech Republic	4	0.7
Belgium	4	0.7
India	3	0.5
Spain	3	0.5
Netherlands	3	0.5
Poland	2	0.4
United Kingdom	2	0.4
Israel	2	0.4
Belarus	1	0.2
Canada	1	0.2
China	1	0.2
Russia	1	0.2
Slovakia	1	0.2
Altogether	559	100.0

Appendix 10: Native countries of visitors

	Foreign visitors	
	n	n
Only or the most important destination	19	41.3
One among other intended destinations	21	45.7
A non-planned destination along route	6	13.0
Total	46	100.0

Appendix 11: Importance of Nuuksio National Park as a travel destination

Area	Foreign visitors	
	n	%
Haukkalampi	41	44,6
Kattila	14	15,2
Siikaniemi - Siikaranta	10	10,9
Högbacka	6	6,5
Elohovi - Saarilampi	4	4,3
Holma - Saarijärvi	11	12,0
Iso-Holma	4	4,3
Takala Lean-to shelter	2	2,2
Total	92	100,0

Appendix 12: The regional segmentation of the visits of foreign visitors

Duration of the visit in Nuuksio National Park and in its' vicinity					
	N	Minimum	Maximum	Mean	Std. Deviation
Staying days	15	1	10	4,97	2,608
Staying hours	14	2	12	5,21	3,068

Appendix 13: The amount of days and hours the foreign visitors spent altogether in Nuuksio National Park and in its' vicinity.

Duration of the visit in Nuuksio National Park					
	N	Minimum	Maximum	Mean	Std.Deviation
Staying days	18	1	4	1,69	0,877
Staying hours	27	2	6	3,91	1,532

Appendix 14: The amount of days and hours the foreign visitors spent in Nuuksio National Park

Statistics

		3.a.1. Reservable HutNights	3.a.2.Owan Accommodati onNights	3.a.3. Shelter/Lean- ToNights	3.a.4.Elswher eNights
N	Valid	4	14	3	0
	Missing	42	32	43	46
Mean		1,00	1,43	1,00	
Median		1,00	1,00	1,00	
Mode		1	1	1	
Std. Deviation		,000	,646	,000	
Minimum		1	1	1	
Maximum		1	3	1	

Appendix 15: The nights spent in the Nuksio National Park by foreign visitors

Statistics

		3.b.1. HotelInThe VicinityNights	3.b.2.Rental CottageInThe VicinityNights	3.b.3. OwnCottageIn TheVicinity Nights	3.b.4. CampervanOr CaravanInThe VicinityNights	3.b.5.Own Accommodati onInThe VicinityNights	3.b.6. Shelter/Lean- ToInThe VicinityNights	3.b.7. HolidayClubIn TheVicinity Nights	3.b.8.Solvalla SportsInstitut eNights	3.b.8. ElsewhereIn TheVicinity Nights
N	Valid	1	0	0	2	4	0	0	0	4
	Missing	45	46	46	44	42	46	46	46	42
	Mean	10,00			3,00	2,00				5,50
	Median	10,00			3,00	1,50				5,00
	Minimum	10			3	1				5
	Maximum	10			3	4				7

Appendix 16: The night spent in the vicinity of Nuuksio National Park by foreign visitors

The amount of nights	In the area foreign visitors		In the vicinity foreign visitors	
	n	%	n	%
1	16	76.2	2	18.2
2	4	19.0	1	9.1
3	1	4.8	2	18.2
4	0	0.0	1	9.1
5	0	0.0	3	27.3
6	0	0.0	0	0.0
7	0	0.0	1	9.1
10	0	0.0	1	9.1
Altogether	21	100.0	11	100.0

Appendix 17: The amount of nights spent in Nuuksio and in its' vicinity of foreign visitors.

The frequency of the visits	Foreign visitors	
	n	%
This is the first visit	28	60.9
Has visited before	18	39.1
Altogether	46	100.0

Appendix 18: The repetitiveness of the visits of foreign visitors in Nuuksio National Park

FirstVisitInYear

		Frequency	Valid Percent
Valid	1986	1	11,1
	2002	3	33,3
	2004	2	22,2
	2008	1	11,1
	2009	2	22,2
	Total	9	100,0
Missing	System	37	
Total		46	

Appendix 19: Years of first visits of foreign visitors

Visits during last 12 months

		Frequency
Valid	0	3
	1	2
	2	1
	4	1
	Total	7
Missing	System	39
Total		46

LastVisitBeforeThisYear

		Frequency	Valid Percent
Valid	2002	2	22,2
	2003	1	11,1
	2004	2	22,2
	2008	1	11,1
	2009	3	33,3
	Total	9	100,0
Missing	System	37	
Total		46	

Appendix 20: Foreign visitors' visits to Nuuksio National Park during last 12 months and years of last visit before this visit.

Month	Foreign visitors			
	Arriving date		Answering date	
	n	%	n	%
January	1	2.2	1	2.2
February	0	0.0	0	0.0
March	0	0.0	0	0.0
April	1	2.2	1	2.2
May	4	8.7	4	8.7
June	8	17.4	8	17.4
July	10	21.7	10	21.7
August	13	28.3	13	28.3
September	2	4.3	2	4.3
October	7	15.2	7	15.2
November	0	0.0	0	0.0
December	0	0.0	0	0.0
Altogether	46	100.0	46	100.0

Appendix 21: Arriving to Nuksio National Park and answering to the questionnaire by months

Day of the week	Foreign visitors			
	Arriving date		Answering date	
	n	%	n	%
Monday	11	23.9	11	23.9
Tuesday	0	0.0	2	4.3
Wednesday	2	4.3	2	4.3
Thursday	11	23.9	7	15.2
Friday	6	13.0	8	17.4
Saturday	6	13.0	5	10.9
Sunday	10	21.7	11	23.9
Altogether	46	100.0	46	100.0

Appendix 22: Arriving to Nuuksio National Park and answering to the questionnaire by days of week

Time	Foreign visitors			
	Arriving date		Answering date	
	n	%	n	%
8:00 - 9:59	2	4.5	0	0.0
10:00 - 11:59	11	25.0	7	17.5
12:00 - 13:59	12	27.3	5	12.5
14:00 - 15:59	10	22.7	15	37.5
16:00 - 17:59	4	9.1	11	27.5
18:00 - 19:59	2	4.5	2	5.0
20:00 - 21:59	3	6.8	0	0.0
22:00 - 7:59	0	0.0	0	0.0
Altogether	44	100.0	40	100.0

Appendix 23: Arriving to Nuuksio National Park and answering to the questionnaire by arriving and answering dates.

Means of transport	N	%
Car	17	25.0
Car and trailer or camping car	2	2.9
Public transportation (bus)	26	38.2
Train	20	29.4
Bike	1	1.5
Taxi	1	1.5
Other	1	1.5
Total	68	100.0

		Frequency	Valid Percent
Valid	car	15	33,3
	car and trailer or camping car	2	4,4
	public transport (bus)	24	53,3
	bike	1	2,2
	on foot	2	4,4
	taxi	1	2,2
	Total	45	100,0
Missing	System	1	
Total		46	

Appendix 24: Means of transport to the Nuuksio National Park (One might have used many means of transport during the journey) and the latest means of transport

		GroupTrip	FuelOrOther Purchases FromThe ServiceStation	Local Transportatio n	FoodAnd OtherRetail Shopping	CaféAnd Restaurant Purchases	Accommodati on	Organised Programme& Recreational Services	OtherExpense s
N	Valid	0	7	11	8	9	8	8	9
	Missing	46	39	35	38	37	38	38	37
	Mean		15,71	5,00	31,50	8,78	25,00	12,00	9,00
	Median		10,00	4,00	16,00	,00	,00	,00	,00
	Sum		110	55	252	79	200	96	81

Appendix 25: Foreign visitors' money spending related to the visit in question in different expenditure types.

Test Statistics^a

	8.1.ImportanceOfNatureExperiences	8.2.ImportanceOfScenery	8.3.ImportanceOfBeingOnMyOwn	8.4.ImportanceOfMentalWell-being	8.5.ImportanceOfGettingAwayFromNoiseAndPollution	8.6.ImportanceOfRelaxation	8.7.ImportanceMeetingNewPeople	8.8.ImportanceOfBeingTogetherWithOwnGroup	8.9.ImportanceOfPeacefulOldMemories	8.10.ImportanceOfGettingToKnowTheArea	8.11.ImportanceOfLeavingNature	8.12.ImportanceOfImprovingMyOwnSkills	8.13.ImportanceOfKeepingFit	8.14.ImportanceOfExperiencingExcitement	8.15.ImportanceOfGettingToKnowCulturalHeritageTheA
Mann-Whitney U	9750,500	9648,500	8867,500	7343,500	8984,500	8794,500	8096,000	6600,500	5951,000	8681,000	7528,000	8563,500	7261,000	6444,500	5908,500
Wilcoxon W	123753,500	122223,500	9687,500	8204,500	120140,500	9740,500	113666,000	7420,500	6692,000	114711,000	113558,000	9383,500	8041,000	112474,500	1133,500
Z	-,741	-,088	-,274	-2,800	-1,112	-1,676	-1,348	-3,270	-3,317	-,347	-2,222	-,725	-2,382	-3,017	-3,68
Asymp. Sig. (2-tailed)	,459	,930	,784	,005	,266	,094	,178	,001	,001	,729	,026	,468	,017	,003	,000

Grouping Variable: Country of residence

Appendix 26: Mann-Whitney U -test's results concerning question number 8

Test Statistics^b

	10.a.1. 1.Qualit yOfThe Parking Places, 1-5	10.a.1. 2.Qualit yOfThe RoadN etwork, 1-5	10.a.1. 3.Qualit yOfThe Signpo stsOnT heRout es,1-5	10.a.1. 4.Qualit yOfThe TrailAn dOrSki ngTrac kNetwo rk,1-5	10.a.1. 5.Qualit yOfThe Signpo stsAtTh eTrails And/Or SkiingT racks	10.a.1. 6.Qualit yOfThe Campfi reSites AndLea n-tos,1- 5	10.a.1. 7.Qualit yOfThe Firewo odInCa ndAtMai ntained Campfi rePlace s,1-5	10.a.1. 8.Qualit yOfThe PublicL atrines, 1-5	10.a.1. 9.Qualit yOfThe Realiza tionAnd Guidan ceOfTh eWaste Dispos al,1-5	10.a.1. 10.Qua lityOfTh ePayin gAttenti onToS pecialN eeds	10.a.1. 11.Qua lityOfR entalHu tsAndR eserve bleHuts	10.a.1. 12.Qua lityOfS ervicesl nTheG uideHut Haukan pesä	10.a.1. 13.Qua lityOfS ervices Provide dByEnt erprise s	10.a.1. 14.Qua lity/Saf etyOfT heRout esAnd Structu res	10.a.1. 15.Gen eralSaf ety,1-5	10.a.1. 16.Gen eralCle anlines s,1-5	10.a.1. 17.Vari abilityO fLands capes, 1-5	10.a.1. 18.1.Q ualityOf Other,1 -5
Mann-Whitney U	5035,000	5935,500	7737,000	4811,000	4033,000	4094,000	3797,000	4392,500	4702,000	4830,000	393,500	1360,000	445,500	8838,000	7971,000	9921,500	8989,500	11,000
Wilcoxon W	98131,000	118985,500	111477,000	100952,000	89938,000	79172,000	64175,000	4857,500	5137,000	5391,000	459,500	1496,000	6223,500	110313,000	113541,000	128262,500	9935,500	17,000
Z	-,942	-3,239	-2,181	-2,092	-2,617	-,703	-1,126	-1,408	-,487	-1,354	-1,129	-,123	-,913	-,480	-1,791	-,879	-1,479	-,215
Asymp. Sig. (2-tailed)	,346	,001	,029	,036	,009	,482	,260	,159	,626	,176	,259	,902	,361	,631	,073	,380	,139	,830
Exact Sig. [2*(1-tailed Sig.)]																		,921 ^a

a. Not corrected for ties.

b. Grouping Variable: Country of residence 16

Rotated Component Matrix^a

	Component			
	1	2	3	4
8.1.ImportanceOfNature Experiences		,256	,724	
8.2.ImportanceOfScenery			,775	
8.3. ImportanceOfBeingOnMy Own		,485		-,551
8.4. ImportanceOfMentalWell-being		,794		
8.5. ImportanceOfGettingAway FromNoiseAndPollution		,657	,333	
8.6. ImportanceOfRelaxation		,714	,253	
8.7.ImportanceMeetingNewPeople	,592			
8.8.ImportanceOfBeing TogetherWithOwnGroup				,829
8.9. ImportanceOfPleasantOld Memories	,394	,417		
8.10. ImportanceOfGettingTo KnowTheArea	,528		,484	
8.11. ImportanceOfLearning AboutNature	,710		,370	
8.12. ImportanceOfImprovingMy OwnSkills	,783			
8.13. ImportanceOfKeepingFit	,434	,373		
8.14.ImportanceOf ExperiencingExcitement	,726			
8.15. ImportanceOfGettingTo KnowTheCulturalHeritage OfTheArea	,696		,348	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Question	Country of residence			
	Other countries		Finland	
	Missing	%	Missing	%
1. Answering date & time	0	0.0	0	0.0
2.a.1. Stayed days or hours	1	2.2	7	1.4
2.b.1. Altogether stayed days or hours	17	37.0	442	86.2
3.a. Stayed overnight in the park	29	63.0	424	82.7
3.b. Stayed overnight in the vicinity	35	76.1	484	94.3
4. Visited parts of the park	0	0.0	14	2.7
5.a. Means of transport	0	0.0	9	1.8
5.b. Latest means of transport	1	2.2	23	4.5
6. Size of the group	0	0.0	12	2.3
7. Composition of the group	3	6.5	91	17.7
8.1. Importance of nature experiences	3	6.5	36	7.0
8.2. Importance of scenery	5	10.9	39	7.6
8.3. Importance of being on my own	6	13.0	58	11.3
8.4. Importance of mental well-being	5	10.9	40	7.8
8.5. Importance of getting away from noise and pollution	4	8.7	42	8.2
8.6. Importance of relaxation	3	6.5	42	8.2
8.7. Importance of meeting new people	6	13.0	54	10.5
8.8. Importance of being together with own group	6	13.0	52	10.1
8.9. Importance of pleasant old memories	8	17.4	55	10.7
8.10 Importance of getting	7	15.2	53	10.3

to know the area				
8.11 Importance of learning about nature	5	10.9	53	10.3
8.12 Importance of improving my own skills	6	13.0	54	10.5
8.13 Importance of keeping fit	7	15.2	36	7.0
8.14 Importance of experiencing excitement	7	15.2	53	10.3
8.15 Importance of getting to know the cultural heritage of the area	7	15.2	50	9.7
9.a. Activities	6	13.0	5	1.0
9.b. The most important activity	20	43.5	127	24.8
10.a.1.1 The quality of the parking places	0	0.0	15	2.9
10.a.1.2 The quality of the road network	0	0.0	14	2.7
10.a.1.3 The quality of the signposts on the routes	1	2.2	22	4.2
10.a.1.4 The quality of the trail and/or skiing track network	2	4.3	25	4.9
10.a.1.5 The quality of the signposts at the trails and/or skiing tracks	3	6.5	33	6.4
10.a.1.6. The quality of the campfire sites and lean-tos	3	6.5	26	5.1
10.a.1.7. The quality of the firewood in cabins and at maintained campfire places	1	2.2	27	5.3
10.a.1.8. The quality of the public latrines	1	2.2	23	4.5
10.a.1.9. The quality of the realization and guidance of waste disposal	1	2.2	26	5.1
10.a.1.10. The quality of the	1	2.2	41	8.0

paying attention to special needs				
10.a.1.11. The quality of the rental and reservable huts	0	0.0	37	7.2
10.a.1.12. The quality of the services provided by guide hut Haukanpesä	2	4.3	40	7.8
10.a.1.13. The quality of the services provided by enterprises	4	8.7	35	6.8
10.a.1.14. The quality of the safety of the routes and structures	2	4.3	24	4.7
10.a.1.15. The quality of the general safety	2	4.3	27	5.3
10.a.1.16. The quality of the general cleanliness	1	2.2	20	3.9
10.a.1.17. The quality of the variability of landscapes	1	2.2	27	5.3
10.a.1.18. The quality of other	43	93.5	500	97.5
10.a.2.1. The quantity of parking places	10	21.7	105	20.5
10.a.2.2. The quantity of road network	11	23.9	116	22.6
10.a.2.3. The quantity of signposts on the routes	12	26.1	123	24.0
10.a.2.4. The quantity of trail and/or skiing track network	12	26.1	131	25.5
10.a.2.5. The quantity of signposts at the trails and/or skiing tracks	13	28.3	132	25.7
10.a.2.6. The quantity of campfire sites and lean-tos	13	28.3	128	25.0
10.a.2.7. The quantity of firewood in cabins and at maintained campfire sites	14	30.4	128	25.0
10.a.2.8. The quantity of public latrines	11	23.9	127	24.8

10.a.2.9. The quantity of realization and guidance of waste disposal	14	30.4	132	25.7
10.a.2.10. The quantity of paying attention to special needs	14	30.4	135	26.3
10.a.2.11. The quantity of rental and reservable huts	15	32.6	145	28.3
10.a.2.12. The quantity of services in the Guide Hut Haukanpesä	17	37.0	146	28.5
10.a.2.13. The quantity of services provided by enterprises	14	30.4	156	30.4
10.a.2.14. The quantity of other	43	93.5	510	99.4
10.b. Satisfaction to the quantity of services as a whole	0	0.0	33	6.4
11.1. Expectation met on natural environment	0	0.0	13	2.5
11.2. Expectation met on opportunities for outdoor activities	2	4.3	33	6.4
11.3. Expectation met on routes and facilities	1	2.2	20	3.9
12. Importance of the destination	0	0.0	9	1.8
13. Total expenses for the trip	34	73.9	346	67.4
14. Frequency of the visits	8	17.4	66	12.9
15.1. Disturbance of erosion of the ground	6	13.0	13	2.5
15.2. Disturbance of littering	6	13.0	15	2.9
15.3. Disturbance of treatment of natural environment	5	10.9	23	4.5
15.4. Disturbance of too many visitors	5	10.9	16	3.1

15.5. Disturbance of behavior of other visitors	5	10.9	21	4.1
15.6. Disturbance of other	41	89.1	493	96.1
16. Country of residence	0	0.0	0	0.0
17. Gender	0	0.0	11	2.1
18. Year of birth	1	2.2	11	2.1
19. Education	1	2.2	12	2.3

Appendix 29: The amount of missing responses in each question