Saimaa University of Applied Sciences
Business and Culture, Imatra
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Tourism and Hospitality

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ECOTOURISM PROSPECTS IN IMATRA

Bachelor's Thesis 2013

Abstract

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The aim of the thesis was to find out whether there is a possibility for ecotourism in Imatra, through a quantitative research, based on a survey made for tourists in the area.

The theory part of the thesis was for clarifying important matters, both positive and negative, concerning ecotourism. There is also information about eco tourist types, environmental issues, ecotourism history and future prospects. The theory part also considers the possibility and the potentiality of ecotourism in Finland and especially in Imatra.

The empirical part was carried out by using quantitative research methods. The survey was meant for tourists, both international and domestic, in Imatra area, and it was available in three different languages. The survey also included one open question in order to get more detailed results.

The research results indicated that the tourists are very insightful about environmental issues and think of responsible travelling to be important for them. Tourists have a lot of knowledge and interest towards ecotourism and are willing to even pay for more ecologically friendly stay.

Keywords: Ecotourism, Eco tourist, Environment

Tiivistelmä

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Opinnäytetyön tarkoituksena oli selvittää, voisiko ekomatkailu toimia Imatralla. Tutkimuskysymystä selvitettiin Imatralla matkaileville suunnatun kyselyn avulla.

Opinnäytetyön teoriaosuus käsittelee ekomatkailun historiaa, tyyppejä, ja tulevaisuutta, sekä ajankohtaisia ympäristöongelmia. Teoriaosuudessa pohditaan myös ekomatkailun mahdollisuuksia Suomessa, ja erityisesti Imatralla.

Opinnäytetyön empiirisessä osuudessa käytettiin hyväksi kvantitatiivisia tutkimusmenetelmiä. Kyselylomaketta jaettiin kolmikielisenä ja se sisälsi myös yhden avoimen kysymyksen, jonka avulla tuloksia voitiin pohtia syvemmällä tasolla.

Tutkimuksen tulosten mukaan kyselyyn osallistuneet matkailijat osoittivat hyvää tietämystä ympäristöasioista ja pitivät vastuulliseen matkailuun kuuluvia asioita tärkeinä. Matkailijat olivat kiinnostuneita ekomatkailusta ja jopa valmiita maksamaan ylimääräistä ekologisemmasta yöpymismahdollisuudesta.

Avainsanoja: Ekomatkailu, Ekomatkailija, Ympäristö

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1   INTRODUCTION

The tourism industry is a major contributor to the climate change and other environmental problems, but there are many things that can be done to prevent and slow it down. It is important that all parts involved in tourism, including the tourists, take responsibility and start considering more sustainable forms of tourism. The idea of this thesis is to introduce ecotourism and to find out if there is a demand for this type of tourism in the town of Imatra, with the help of a quantitative research made to tourists in the area. If there is potential for ecotourism in this area, the companies can start acting accordingly and provide better products. If the companies are able to do this there might be new customers interested in accommodating themselves into the area. Hotels can also lower costs by saving energy and water. The eco tourist is not looking for luxury which means that they consume fewer resources.The main focus of the thesis is to help the accommodation companies to meet the expectations of the tourists. Hopefully there are possible eco tourists in the Imatra area and the eco tourist type can be defined. Eco-tourism is something that every tourism company should consider as in the future it will be playing an even bigger role in the tourism industry worldwide. Tourists are becoming more insightful about the issues of tourism and the importance of conservation and preservation of natural areas so there are more people looking for eco-friendly solutions when they are travelling.

The tourism industry has multiple reasons besides the obvious reason of saving the planet to be proactive in preventing the climate change. These reasons are for example cost efficiency, having a marketing advantage, conserving the environment on which the operations focus on, meeting the expectations of the environmentally conscious tourists and to abide by the laws. (Becken & Hay 2007, 281.)

1.1   The objectives of the Thesis

The objectives of the thesis are to collect data from tourists with the help of a quantitative research, and by analysing the results classify the possible eco tourist type in Imatra. One of the objectives is to conclude how eco friendly the tourists act

by comparing research results to the information gathered for the theory part. Another objective is to open up current environmental issues and what the tourism industry could do to prevent further damage.

1.2 The aim and delimitation of the topic

The aims of the thesis are to define ecotourism prospects in Imatra through a definition of eco tourist type in Imatra and to find out the tourists' thoughts on ecologically responsible travelling. A further aim is to inform the local tourism companies about the ecotourism prospects and the tourism industry's responsibility to increase the eco efficiency in order for the companies to react according to the demand and hopefully realise the potential in ecotourism.

The thesis concentrates on ecotourism and restricts to find out tourists' interest towards ecological travelling. The research area is limited to the town of Imatra as it is the right size for this research and has a potential environment for ecotourism.

1.3 Research plan and methods

A quantitative research method is used to gather tourists' opinions about ecotourism potentiality in Imatra. The idea is to contact five accommodation companies to hand out the surveys for their customers. The goal is to get at least 200 surveys back for analysing and for reliable results. The survey is going to be easy to fill in and to analyse.

Holiday activities are a huge part of the tourism experience and they can be divided into different categories. The recreational built activities include a spa day, a visit to the zoo or an amusement park. The cultural- and art activities, like concerts and theater visits, are more passive forms of activities. The active nature-based activities include for example national park visits, skiing, snow mobile safaris and water sports. (Matkailualan vuosikirja 2005, 50-51.) It is sometimes difficult for even an expert to separate or identify the activities that go with ecotourism especially from the nature-based activities so it is not a surprise if tourists mix ecotourism with nature tourism at times or combine different forms of tourism together. This is why it

is important to think thoroughly the ecotourism activities used in the research questions.

1.4 Previous ecotourism research

According to Hunter and Green (1995) and Mieczkowski (1995) there are reasons to why there is so little awareness on tourisms environmental impacts. To begin with, there is too little research done, and multidisciplinary approach has not been developed. The monitoring of changes is not easy, and separation of tourism industry's impacts on the environment from other industries is difficult. It is not always possible to separate tourists' and locals' impacts on nature. (Holden 2008, 73.)

According to a research made by the Association of British Travel Agents' (ABTA), 87 percent of the respondents thought that it was important that their holiday did not damage the environment and 76 percent said that tourism should benefit the locals through job opportunities. (Spenceley 2010, 113.) This research shows that nature conservation, and concern for locals' welfare is already in the minds of the tourists, which means that the tourism industry should respond to it.

A periodic assessment on needs and assets helps to develop the right products and services needed. The assessment should define the needs of the customers, identify segments, ask the right questions, and collect, analyze and interpret the data in order for the developers to report and use the data for planning. (Fennell 2008, 173) A survey can be done when information about the customers is needed and in ever changing tourism industry there is often need for new information. There are three stages in planning a survey: planning of structure for it to be easy and fast to answer, planning of distribution, and planning of analyzing. Surveys gather information on the actual situation which can be used for future improvements.

Differences in customer behavior are compounded by a range of factors; demographics, culture, level of education, beliefs, and attitudes. Because tourists are different, their interaction with the environment of the destination they visit varies. (Holden 2008, 47.) The basis of segmenting come from different factors

such as socio-demographic, geographic, psychographic, buying behavior and the phase of customer relationship. The socio-demographic factors include age, gender, profession, education and the level of income. Geographic factors are for example nationality and the living location. Psychographic factors can be measured by social status, lifestyle, personality, opinions and interests. The buying behavior of a person can be classified for example by the purpose of traveling, price, values and needs. Factors affecting tourist behavior include personal life, level of knowledge, attitudes and beliefs and experiences. The outside factors include global, political, economical and social factors. In addition to these, media influence, tourism industry's marketing solutions and other people's opinions might affect on behavioral patterns. (Suontausta & Tyni 2005, 109-111.)

2 TOURISM AND ENVIRONMENT

In the long run, the tourism industry is dependent on the wellbeing of the surrounding environment, infrastructure, local people and their culture. The environments high quality is a key factor in the success of the tourism industry. If we think of the nature as a product for the tourism industry it is obvious that if the product is low quality or has gone bad, the customers will not buy it anymore. (Borg, Kivi & Partti 2002, 11.) This is why all the parties inside the tourism business need to wake up and understand the importance of preserving the environment and the natural resources.

2.1 Sustainability

Sustainability principles base on the fact that all human activity is dependent on natural resources and the possibility to live on the planet. The actions today must not endanger the future generations living possibilities. The social equality means that one social group does not consume all of the natural resources alone. The usage rate of natural resources is high in the first world countries and growing fast in developing countries. Each country should be responsible in their actions towards the environment and not transfer problems into other countries. The human race does not have the right to endanger or drive other species into distinction. (Borg, Kivi & Partti 2002, 34.)

Some tools of sustainability listed by Mowforth & Munt (2009) should be considered in ecotourism as well. These important techniques include area protection; calculating the carrying capacity of both nature and the society; regulations; impacts assessments; codes of conduct for every group involved; and resource usage minimization. (Mowforth & Munt 2009, 110)

Tourism has positive impacts when it is done correctly and in a sustainable and responsible way. For example restorations of old sights and areas are positive tourism impacts. Also conservation of natural areas is important in especially eco and nature tourism. Tourism can also help the locals by boosting the destinations economy and providing job opportunities. (Holden 2008, 100.) In addition, saving the local culture, traditions and pride is something tourism can affect in a positive way. Tourism also creates possibilities to use unfertile land for tourism purposes, instead of other more harmful industries, and take care of the landscapes. (Borg, Kivi & Partti 2002, 49) The greatest benefits of ecotourism consider conservation, job creation for locals, and rise in environmental awareness. (Lindberg & Hawkins 1993, 15)

There are some rules to remember when trying to travel as responsibly as possible. The first thing to consider is the mode of transportation which should be preferably train or bus, and the last option being flying. Also in the destination one should consider walking, renting a bicycle or using the public transportation system. Other factors to remember are recycling, obeying the laws, and avoiding polluting and littering. It is also important to respect the local culture. Tourists should think about sustainability when picking up the place to eat or sleep in, by for example eating local or organic food and accommodating in green hotels. (Kalmari & Kelola 2009, 22.) There are many environmentally friendly activities to do in a destination such as trekking, horse riding, cycling, canoeing and skating. These activities are also a good way to get to know the natural surroundings. There are some activities that are unsustainable even though they are located in the natural environment such as golf, mountain skiing, diving and snow mobile tours. (Kalmari & Kelola 2009, 151-152.)

2.2 Tourism industry's responsibility

There are five big stages in the human history; hunting, agriculture, industrial era, tourism, and the ongoing era of restoration. The goal of restoration is to preserve and restore ecosystems and habitats, conserve beautiful landscapes, prevent further pollution and return the vanishing diversity of nature. The era of restoration started in the conference held in Rio de Janeiro in 1992 where Agenda 21 was born and *biodiversity* agreement was signed by 156 countries. The usage of fossil fuels is hundreds of thousands times faster than their natural renewal. It is going to be a difficult task to get to the goal of restoration era as it is necessary to get every industry into the process in order for it to work. (Borg, Kivi & Partti 2002, 33)

There is not enough information on the effects that climate change opposes to tourism industry and therefore the actions to slow down the climate change are not efficient enough on the tourism industry's behalf. Tourism industry is a social phenomenon (Becken & Hay 2007, 305) and therefore the responsibility to act sustainably lies also in the hands of the companies, communities and tourists. According to Lindberg & Hawkins (1993) lack of destination's local community's involvement in tourism development leads to more negative social and economic impacts. (Lindberg & Hawkins 1993, 138.)

One responsible part of tourism industry is the tourism companies and there are some eco principles that the companies can follow in order to act sustainably. The service efficiency of a company can be increased when tangible products are replaced with good service. Minimizing the energy and material usage along with emissions, the company is acting responsibly. Also using renewable natural resources is an important part of acting efficiently. (Borg, Kivi & Partti 2002, 53) Ideal tourism would be more about the services and concentrate on intangible products, to highlight the experience over the physical product. The experience should not pollute or create noise but use peacefulness and serenity as sources. (Borg, Kivi & Partti 2002, 54.)

Many accommodation companies are not interested in collecting data of energy use or do not have the right tools to do it (Becken & Hay 2007, 159). The energy use of an accommodation business usually comes from heating or air conditioning, hot

water supply, lighting and using electrical devices like the fridge. The companies that have the biggest energy usage also have additional services like spa, sauna and pool. According to Becken & Hay (2007) Schendler (2003) claims that the energy use in the form of energy/ unit product is rarely recorded, even though it would be possible to calculate energy use per visitor in night by comparing energy use, fuel mix, maximum capacity, and occupancy rates. (Becken & Hay 2007, 204.) In an accommodation company it is more sensible to be sustainable in resource usage when thinking of cost reductions. When the business uses new electric devices instead of the old ones the energy usage decreases 30 – 50 %. Already one percent reduction in temperature is five percent reduction in energy. Also when the hotel uses local products the energy of transportation is saved. In Finland it is possible to use alternative energy sources such as wood, geothermal, sun, wind, and eco electricity power. (Borg, Kivi & Partti 2002, 56.)

Much of the debate about the contribution of tourism to global warming is centered upon the role of air transport, even though the majority of transport for tourism is based upon the car. However, it is the rapid growth in demand for air transport, combined with its high level of pollution per passenger kilometer compared to other types of transport, which causes the biggest damage. Some climatologists have stated that aviation is the fastest-growing cause of climate change. (Holden 2008, 219.) According to Mowforth & Munt (2009, 116) Hunter and Shaw (2006) comment on *ecological footprint* and air travel, claim that it is possible that on a global scale mass tourism has a less of an impact on the environment than ecotourism when measured in air passenger kilometers. If this statement turns out to be true, it could have a massive effect on sustainability measurements.

Eco tourists are typically Westerners who travel to remote destinations, which indicate that it is necessary for the eco tourists to use long-distance air travel that causes a lot of GHG emissions (Becken & Hay 2007, 112). The tourism industry causes around 5 % of the global emissions of gases released into the atmosphere that contribute to climate change. It is important to create low-carbon transportation systems and the typical Western ecotourism could be replaced with more sustainable options, such as domestic tourism. (Becken & Hay 2007, 115- 116.) According to Becken & Hay (2007, 175) Gössling (2002) claims, that 90% of the

tourism industry's GHG emissions come from transportation whereas accommodation creates 6 % and tourism activities 4%. If the tourism industry does not use the opportunities of reducing GHG gases, the opportunities can change into risks. In order to stop the evolving of the *greenhouse effect*, 60 % reduction of emissions are required. (Becken & Hay 2007, 7-8.) The ultimate solution rests with ethical and economic principles. The ethical debate rests upon the willingness of individuals to forgo the personal pleasures gained from flying for the greater good of the natural environment and future generations. The economic principle rests with the price of airfares reflecting full environmental costs. (Holden 2008, 219.) It is controversial when tourism industry encourages people to fly as frequently as possible and as far as possible with the attempts to reduce carbon emissions and global warming (Mowforth & Munt 2009, 117). Maybe the best ecotourism solution is not to fly at all and either use alternative modes of transportation that pollute less or travel only on a domestic level.

Tourists are another group inside the tourism industry that need to act responsibly while travelling. Tourists often feel less guilty of their actions while on holiday and thus act irresponsibly. It is difficult to persuade all tourists to be sustainable while traveling as some activities might be restricted or affected when turned into being environmental friendly. There is a barrier for countries to set for example a carbon tax for tourists if the competing destinations without extra charges therefore can offer less expensive packages. (Becken & Hay 2007, 283) It is important to raise tourist awareness of environmental issues and to get them to pay taxes for the consumption they perform. According to Fennell (2008) Wilson (2002) and May (1992) state that *biodiversity* can be found in three different places: ecosystems, like swamps and rainforests; plant- and animal species; and genes. According to Fennell (2008) Ehrlich and Ehrlich (1992) claim that people use *biodiversity* on many levels: directly on everyday life through for example food and medicine, indirectly trough ecosystem services such as water purification, aesthetically, and ethically. (Fennell 2008, 121.) It is for the people to decide how much they put value on each level.

The tourism destinations should also take responsibility for environmental issues as they also affect the climate. Climate creates the tourism experience but it can also

create risks for the tourism product. The climate and weather conditions can affect the planned tourism activities of the tourist. (Becken & Hay 2007, 7.) The climate is the most important resource for tourism as it depends on both nature and weather conditions. With the climate changing the tourism industry faces potential losses. Tourism is a huge contributor to the climate change by releasing large quantities of GHG emissions into the atmosphere. There are already some laws and regulations that the tourism industry should abide on to prevent the climate change. (Becken & Hay 2007, 301.) The climate change opposes risks to destinations' aesthetical appeal, customer satisfaction, infrastructure, and resource base (Becken & Hay 2007, 231).

3   ECOTOURISM

Holden (2008) has adapted the work of Waldeback (1995) on ecotourism dimensions accordingly: the ecotourism activities are based upon experiencing nature and culture. The ecotourism philosophy includes a respect for land, nature, people and cultures. The ecotourism strategies used are conservation, economic development and cultural revival.

Ecotourism is used as a marketing device in promoting tourism products with an environmental emphasis. Ecotourism is a convenient umbrella name for tourism-related concepts such as responsible, ethical, low-impact, educational, and green tourism. The goal is to find a symbiotic and sustainable relationship between tourism and the environment. (Holden 2008, 234)

According to Fennell (2008, 21) have six key principles for ecotourism. According to the first principle, ecotourism should minimize any negative impacts on the environment and on local people. The second one reminds that the tourists should be aware of the area's nature and culture and contribute to conservation. The third principle highlights that ecotourism should include the conservation and management of natural areas. The next one handles the participation of local people in tourism related matters. The fifth principle points out that ecotourism should benefit local people in a way which complements traditional livelihoods. The

last principle says that there should be possibilities for local people and ecotourism employees to learn and educate themselves about the environment.

According to Lindberg & Hawkins (1993, 12) there are some key factors that have boosted ecotourism, such as popularity of travel and nature documents, and the growing interest towards conservation and environmental issues.

According to Fennell (2008) Orams (1995) and Hvenegaard (1994) have defined ecotourism as we know it today in the early 1980s, but others, like Thompson (1995) suggest that there is evidence of ecotourism practice long before 1980s. For example Blangy and Nielson (1993) point out that the travel department of the American Museum of Natural History has conducted natural history tours since 1953. (Fennell 2008, 17-18) Questions about the environmental impacts of tourism began to rise during the 1970's, as tourism expanded into new geographical areas and the negative effects of its development became more obvious. (Holden 2008, 67) Green consumerism started in the 1980's and groups such as Tourism Concern and the Ecotourism Society were born. In the 1990's the environmental issues became global and tourists became more environmentally conscious. In the 21st century the tourism industry realizes that tourism is threatened by global warming (e.g. sea and snow dependent destinations) while it also contributes to it (e.g. aviation industry). (Holden 2008, 71-72.)

According to Becken & Hay (2007, 131) UNWTO (2001) says, that the number of international tourists is going to be 1.6 billion by the year 2020. The amount of tourists is so great that it is vital that the tourism conducted is done in the most sustainable matter.

 The tourism industry can create niche markets that are less carbon-intensive and put taxes on the more polluting travelling choices. The future retired individual tourists with plenty of free time that take longer holidays and demand stable weather conditions will push the tourism companies to reduce emissions and create carbon efficiency trips. The tourists increasing awareness of environmental issues, creates a base for ecotourism marketing and a demand for less carbon-intensive solutions. (Becken & Hay 2007, 98-99.)

3.1 Ethics

Ethics are based on moral values and these values can derive a person to be environmentally conscious. There are two aspects in responsible travelling: one is ecology, measured in resource usage, and level of sustainability while travelling; and the other is ethics, meaning that the tourist contributes to local communities in a positive way. (Kalmari & Kelola 2009, 17.)

The ethics of tourists is a huge part of tourism development, as it can create new trends and affect the markets and the supply of tourism products. Ecotourism is just another outcome of expressing human nature (Fennell 2008, 230). It is important to understand the attitudes and values of the tourists in order to meet the expectations. In today's world environmental issues are a part of people's everyday life and there is no reason why it could not be incorporated to holidays as well. According to Fennell (2008) it is the acts based on human nature that can explain but also solve the problems occurring in tourism industry. Maslow's (1954) model brings out the fact that humans often have to decide between universal and personal interests. (Fennell 2008, 206-207.)

The development of ethical codes of conduct by internationally recognized organizations, such as the United Nations World Tourism Organization (UNWTO), suggest that ethics will have a more prominent role in tourism decision-making in the twenty-first century than it did before (Holden 2008, 63.) It is possible that an understanding of environmental attitudes and ethics of tourists is likely to have an important role to play in future destination marketing strategies (Holden 2008, 58).

According to Holden (2008) Iso-Ahola (1980) adapted taxonomy of environmental experiences created by Ittleson *et al.* (1976) to the field of tourism for four different modes. Firstly Iso-Ahola points out that when environment acts as a 'setting for action', it is a place for hedonism, relaxation and recuperation. Environment is used for activities: rivers for rafting, and slopes for downhill skiing. The attitudes towards the environment are disinterest and disregard for environmental codes of conduct. Next Iso-Ahola compares environment to a 'social system' where the scenery is irrelevant and it is seen as a place to interact with friends and family. Thirdly, when environment acts as an 'emotional territory', there are strong feelings towards the

environment. Part of the behavior is a sense of well-being and wonder at being in a different environment. In the final mode, when the environment acts as 'self', the person's spiritual centre is firmly located in this environment. Any harm or damage to the environment is perceived as damage to oneself. There is a feeling of strong attachment to the landscape and culture and the tourist has a vast knowledge of the culture and possibly language in order to communicate with locals. (Holden 2008, 55.)

Sometimes people's relationship with the environment is affected by religious and cultural beliefs (Holden 2008, 63). In the Western style Judaic-Christian religion, the natural world was created for the benefit of human beings. As the only important creations, humans are above nature and destruction of it cannot be sinful unless it damages other human beings. (Holden 2008, 27.) The difference between anthropocentric (human-centered) and biocentric (harmonius) worldview is clear. The Western anthropocentric paradigm, same as Judaic-Christian religion, suggests that humans can decide over the usage of natural resources as nature is made for the human-society, whereas the biocentric philosophy agrees that every organic or non-organic part has the same right to exist. The anthropocentric exploitation, which is also happening in the tourism industry, is unlimited or abusive use of the nature; whereas the biocentric actions are responsible in the usage of natural resources. (Fennell 2008, 211-212.) According to Holden (2008, 59) Naess (1973) has identified the 'shallow' anthropocentric and the 'deep' ecology. Anthropocentric view of nature, separates nature from humans, and uses nature to satisfy human needs and desires. The anthropocentric view sees conservation of nature important only when it benefits humans. Then again 'deep ecology' does not separate nature from humanity, and believes that all beings are equal. Understanding that the society cannot utilize natural resources endlessly, deep ecologists question necessity of the usage and consider the consequences.

The ecotourist might rely on *the ethical triangulation* created by Fennell and Malloy (1995) and use all approaches in order to get to the right solution or conclusion (Fennell 2008, 218). The beliefs, attitudes and values of people change slowly and only if people are willing to question own actions and notice the possible errors (Borg, Kivi & Partti 2002, 37).

3.2 Different eco tourist types

There is no clear definition of ecotourism and also the opinions of the characteristics of eco tourist vary (Holden 2008, 237). It is difficult to separate eco, nature, alternative, new, culture and heritage tourism because of the fact that tourists often want to combine different forms of tourism as individuals and get original experiences. The important thing is that the destination can offer clean environment, hospitality, beautiful scenery and safety.

Today's eco tourist values the nature and clean environment, but also understands the local people and their culture. The ability to move in the nature is important as well as choosing the right gear. The eco tourist is good at leading a sustainable life style also while travelling. Another characteristic is usage of local transportation systems and products. Energy and natural resource usage of an eco tourist is minimal. (Borg, Kivi & Partti 2002, 73.) Core environmental values for eco tourist include reducing, reusing and recycling. Important factors are harmony, exploration, multiculturalism, preservation of landscapes, *biodiversity* conservation, integrity, service, and knowledge. (Fennell 2008, 172.)

According to Mowforth & Munt (2009) the new bourgeoisie (eco tourist) defined by Bourdieu (1984) is a person normally working in the service sector in a well paid position, who goes to expensive holidays to places such as private, luxury game reserves. In this group the term eco tourist has a double meaning as it stands for not only environmental interests but also economical affordability. Another classification by Bordieu (1984) is the 'petit new bourgeoisie' (ego-tourist). In this group the people most often work in media and advertising, but also in a wide range of service jobs. Their social class status comes from cultural capital as they are not so well endowed economically. The 'ego-tourists' want to be distinguished from the 'mass tourist' and be seen as individuals. Ego-tourists see themselves as individual travelers and therefore divide their actions impacts. (Mowforth & Munt 2009, 128-130)

According to Holden (2008, 238) Mackay (1994) states, that there are three categories of eco tourist; the big E, the little E and the soft adventure type. The little E is the biggest group, where the tourist is satisfied with the knowledge that the

tourism company in question follows acceptable environmental standards. The big E type travels to new, unknown areas and uses local accommodation and services, or camps in the wilderness. The soft adventure type, like the big E, visits undiscovered places, but seeks comfort although without wanting to exploit the culture or nature.

Some classifications of eco tourists can be found in the eco tourist profile work from Panos Institute (1995) which according to Mowforth and Munt (2009) categorizes eco tourist types. One example is a wealthy, healthy older person who comes from a rich industrialized country and is in search of undiscovered and untouched destination. A different kind of example is a liberal, middle class, environmentally conscious person, who uses eco-travel operators and wants to travel in a way that contributes to local welfare without harming the destination's nature. Third example is young students, referred to as 'ego-tourists' because of their habit to take long backpacking trips to third world countries. These so-called 'ego-tourists' are environmentally aware but are in a search of 'alternative' lifestyle and by doing so earn better social status and image. The final example from Panos Institute (1995) is a high positioned southerner, who travels in third world countries because of work, but keeps tight networks with northern environmentalists. This type spends holidays visiting national parks in one's own country or neighboring countries. (Mowforth & Munt 2009, 124.)

According to Holden (2008) Poon (1993) has said that by the beginning of 1990's, a new type of tourism consumer had emerged. Changes in society, including consumer sophistication, heightened levels of environmental awareness, and increased familiarization with travelling, have led to the emergence of 'new tourists'. New tourists are supposedly more experienced, "green", flexible, independent, quality conscious, and "harder to please" than ever before. They are also more spontaneous and unpredictable, not so homogenous as the old tourists. They reflect changing demographic patterns and lifestyles in society. Independent travel is now an established part of the market. (Holden 2008, 54.) The new tourist can be described as understanding, nature and sport orientated, experimental, individual, adventurous, interested in local culture and interested in seeing and feeling without destroying the environment (Mowforth & Munt 2009, 59). New tourism is more

sustainable and individual form of tourism where trips are marketed for individuals according to their wishes and needs. Especially appreciation towards nature and environmental issues are highlighted. (Borg, Kivi & Partti 2002, 52.)

Green tourists are one type of eco tourists. There are different variations of sustainable tourism and a comparison between light and dark green tourists is made in the following way. The darker green the tourist is, the more cautionary towards new products he or she is, and the benefits of the developments must be proved. The light green tourist thinks of the nature as a commodity whereas dark green tourists think that the natural resources must be protected and the tourism impacts must be minimized. The dark green tourist demands legislations and regulations for the industry whereas the lighter green thinker sees that the regulating can work in a voluntary way. (Becken & Hay 2007, 110.) Although it is difficult to define exactly what green consumerism is, and therefore to measure it, consumer surveys of behavior patterns, based upon environmental attitudes, indicate that environmental concern will play an increasing part in consumer behavior in the future. (Holden 2008, 229.)

A similar tourism classification, called the 'shades of green' categorizes different environmental tendencies. Three main factors that can define tourists' environmental commitment include: awareness and knowledge of tourism impacts on environment; general attitudes towards the environment; and the fulfillment of other commitments in one's life. (Fennell 2008, 98.) The totally green tourist does not travel away from home as not to harm the environment in any way (Holden 2008, 240). This raises a question about those who travel to most undiscovered places being the least green travelers, and therefore the least environmentally committed.

A kind of tourism associated with the characteristics of eco tourist is alternative tourism. Alternative tourism is small scale and it has high rates of local ownership. The negative environmental and social impacts are minimal and the development is directed and controlled by local people. (Holden 2008, 233.)

The slow-movement can be incorporated to ecotourism. It is a current term in tourism industry as people are encouraged not only to live, but also to travel slower.

These slow holidays or retreats are popular as people are seeking for relaxation and rest to balance their hectic lifestyles. (Kalmari & Kelola 2009, 18.)

Travelers are also a very potential segment for ecotourism. A postmodern traveler is an experienced, active, quality demanding individual who has money and time to consume. (Borg, Kivi & Partti 2002, 13.)

Ecotourism can offer the mass tourist a chance to break free from the normal patterns, and enjoy the nature (Fennell 2008, 38). Changes have happened in today's tourism between the 'old fordist' (mass) and the 'new post-fordist' (individual). The most important shift has been made from irresponsible recreational packaged tours to more responsible nature based activity tourism. The phenomenon and growth of mass tourism has led to a range of problems, which have become increasingly evident and researched over the recent years. In fact, impact analyses have been one of the major outputs of tourism research. The problems include environmental, social and cultural degradation, unequal distribution of financial benefits, the promotion of paternalistic attitudes, and even spread of disease. (Mowforth & Munt 2009, 94.) Mass packed tours may be just as sustainable as some of the new forms of tourism. There are acknowledgements from such organizations as Tourism Concern and Green Globe that sustainability is also a concern for mass tourism. There is talk about a possible cohesion of mass tourism and new forms of tourism, referred to as mass ecotourism. (Mowforth & Munt 2009, 100.) Fennell (2008) agrees that ecotourism could occur at a grander scale. He notes that softer path eco tourists are more likely to use a small percentage of the park area in sites with bigger carrying capacity, while the hard path eco tourists are penetrating the back regions of the parks. Furthermore, it is the large number of softer path eco tourists that can contribute to conservation financially. (Fennell 2008, 37.) In some ways modern, well organized and environmentally conscious mass tourism can be less harmful to the environment than nature and ecotourism into exotic, undiscovered, and remote locations. Mass tourism is localized in areas that are already planned for tourism activities, and therefore the damage is easier to control whereas eco and nature tourists bring the Western cultural behavior to untouched places. (Borg, Kivi & Partti 2002, 44.)

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There are four different levels of tourists' environmental commitment. On the lowest level are the 'loungers', who place the emphasis on enjoyment and recreation such as sunbathing and nightlife. Level up from the 'loungers' are the 'users' who use environment for activities, like snowboarding and scuba diving. The second most committed group is the 'eco-aware' tourists who are interested in nature for its value, not as a setting for activities. On the highest level is the 'special eco tourists' who want to protect the nature by donations or by doing scientific research while on holiday. (Holden 2008, 239.)

3.3 Negative aspects

Some believe that the impacts of tourism lean more towards negative than positive and that conservation of species is happening on the expense of the locals. Ecotourism is seen as 'green imperialism', where the western culture is ruling over others, which contradicts ecotourism principles. (Mowforth & Munt 2009, 107.) Although the creation of protected areas to conserve nature and wildlife may seem positive, it may result in violations of human rights such as displacement of people from the resources that they rely upon for living, leading to accusations of 'eco-fascism' (Holden 2008, 63). According to Mowforth & Munt (2009, 170) Vidal (2008) is taking part into a discussion on a new wave of eco-colonialism by stating that a lot of people have suffered because their natural habitats have been altered into natural reserves where it is forbidden to practice actions important to surviving like hunting, forestry or building. Holden (2008) points out a concern that those with money and power will have more saying in the development of tourism and stated that ecotourism as term might be sold as just another product. This may harm undisturbed areas as in some cases ecotourism is marketed as Baroness Chalker, then Minister for Overseas Development for the United Kingdom government commented, 'attracting tourists to natural environments which are unique and inaccessible'. Behind ecotourism there are the same market forces that led to the environmental issues caused by mass tourism. (Holden 2008, 242-243.)

There are indeed many problems that ecotourism must tackle. Some possible costs of ecotourism include environmental, economical and socio-cultural aspects. (Lindberg & Hawkins 1993, 15.) The way people use natural resources have many

downsides, one of those being the changes to ecological habitats which lead to loss of flora and fauna, destruction of beaches, coral reefs and forests. Tourist behavior can also bring non-environmental issues in the destinations such as crimes, drugs, prostitution and changes in the local's behavior and culture. Pollution of air, alongside with noise pollution, aesthetic changes, and waste problems are big issues when it comes to attracting tourists. (Holden 2008, 74-75.) Development of infrastructure for tourism purposes can bring problems like loss of landscape and natural habitats, similar outlook of destinations, introduction of foreign architecture and vandalism (Borg, Kivi & Partti 2002, 49). Environmental problems like aesthetical changes, transportation, noise and waste pollution, climate change and water systems are a result of tourism industry constructions. Aesthetical problems caused by tourists can also come from crowding the destinations and behaving badly. Also activities, moving around and consuming can cause harm. (Borg, Kivi, Partti 2002, 45.) Problems occurring to locals because of tourism actions include higher living costs, culture erosion, seasonality in work, evictions from homes, restrictions in living areas, crimes, prostitution, and other things that break human rights (Borg, Kivi & Partti 2002, 49). When the economic success of a destination is dependent upon the tourists and the environment is the key to satisfy their needs, then the destination needs to take care of the environment (Holden 2008, 98).

Some think that ecotourism will have more environmentally strict guidelines while others say that it will inevitably meet with mass tourism. Ecotourism is not guaranteed to be sustainable and it can be just as harmful as any other form of tourism. (Fennell 2008, 226.) According to Mowforth & Munt (2009, 317) Tourism Concern (2001) believes that promoting ecotourism means promoting a niche market that does nothing to change the tourism industry. According to Fennell (2008, 100-101) a study by ARA consultants (1994) reveals, that the usage of the term 'ecotourism' has been wrongly used by the tourism industry to get customers and thereby misrepresenting the whole ecotourism idea. The reputation and the activities of real ecotourism operations are in danger because the term 'ecotourism' is mal used (Spenceley 2010, 50).

According to Mowforth & Munt (2009, 161) Morrison (1995) describes a vicious and scary cycle of ecotourism which starts from the explorers who come to an

undiscovered paradise. They are followed by travelers and finally the tourists. After the tourists, again come the explorers, wanting to form a conservation group where they can criticize the exploitation of a once pristine paradise.

The process of *globalization* explains the growth of tourism with the 'complex nature of social change' but it also sees the problem largely as 'mass tourism' and considers that solutions lie in the development of sustainable alternatives (Mowforth & Munt 2009, 14). It is important that the destinations culture is not harmfully affected by tourist behavior. Mowforth & Munt (2009) talk about cultural sustainability and its purpose in retaining elements of people's culture which distinguish them from others. It is inevitable that cultures mix because of tourism, but it is important that the adaptation of habits and customs is not negative. (Mowforth & Munt 2009, 104) Cultural *globalization* has started the emergence of a single global culture in global consumerism, most usually based on US lifestyles (Mowforth & Munt 2009, 13). If this is true also in the consumer behavior, it is crucial that the 'new tourist' seeks environmentally friendly solutions and that the ever consuming lifestyle can be altered into more environmentally conscious trend globally. Maybe *globalization* can be used in the benefit of nature and again in tourism.

It is not clearly understood how much the tourism industry is affecting the habitats of destinations and contributing to problems in pollution and waste disposal and that the damage caused by tourists is hard to measure. There is a risk of ecotourism being harmful to undiscovered areas. Nature lovers looking for wilderness experiences ruin and abandon the places once the spot loses its image as untouched. Same as the environment, also the local communities must be protected and the conservation of cultures has become an important issue, as ancient cultures are in danger of disappearing due to tourist actions. (Lindberg & Hawkins 1993, 9.)

3.4 Ecotourism as a possibility in Imatra

There is no mass tourism in Finland in its actual sense but it is highly possible that Finland will attract more people in the future as a safe and healthy country. The most natural choice for Finland would be to promote tourism that is concentrated on

nature. The activities must be altered for forest, water and swamp areas. (Borg, Kivi & Partti 2002, 200.) With the help of good planning and organizing Finland can become one of the leading nature, sport, heritage, and health tourism destinations. (Borg, Kivi & Partti 2002, 206) In tourism markets it is a valuable asset to have clean environment in the destination. The customer preferences are changing from traditional beach breaks into active holidays that include individual experiences. Nature destinations are in high demand and Finland has great possibilities to increase tourism as people are seeking space and purity. The fresh water lakes and vast landscapes alongside with fresh air make a great package for nature and ecotourists. Finland is also a clean and safe country with plenty of nature, quiet areas and peace. (Borg, Kivi & Partti 2002, 73) Studies have shown that the Mediterranean area is going to lose its appeal as a touristic destination in the summertime while Northern European countries will be much more preferable for tourists to spend summers. (Becken & Hay 2007, 233)

Possible environmental issues in Finland that can affect tourism are stronger storms and winds, warmer winters and less snow which might influence on winter activities. *Acid rain* can ruin forests and lakes and less diverse *biodiversity* can decrease the interest of tourists. Environment has become an important factor for tourists and especially well educated and experienced travelers value the natural aspect. The pressure for the tourism businesses to meet the expectations of the aware customer is high. Clean, safe, comfortable, and both ecologically and culturally diverse environment is important for tourism businesses survival. (Borg, Kivi & Partti 2002, 42.)

The climate change can possibly enhance the tourism of some regions in higher latitude such as Scandinavia, Canada and Russia. But at the same time these regions will experience the most extreme growth in warming which can put the people, infrastructure and *biodiversity* into risk. (Becken & Hay 2007, 301.) *The ecological footprint* of a Finn is around 7 hectares when the global average is 2.2 hectares. If everyone consumed like an average Finnish person, we would need four planets to cover the resources needed. (Telkänranta 2006, 36-37.)

In Finland there are 3 500 endangered animal, plant and fungus species; due to the forest industry and the vanishing of old forest. The old forest used to cover a huge area of Finland but now the area has shrunk to 4%. One hectare of the old forest is seven times more efficient in preventing the climate change than one hectare of the new industrial forest. (Telkänranta 2006, 61.)

There is emerging focus on ecotourism in urban regions. This phenomenon may be defined as travel and exploration within an urban area offering visitors enjoyment of the city's natural areas and cultural resources. It can be an inspiring, physically active, intellectually stimulating and socially interactive experience. In an urban area walking, cycling, and using public transportation are the best ways to move around. Ecotourism in urban areas is a sustainable solution to local economic and community development and vitality. It can resurrect the local heritage and arts. It is accessible and equitable form of tourism to all. (Fennell 2008, 78.) According to Fennell (2008) a study of Green Tourism Association (1999) observes that 83 percent of the respondents felt that ecotourism could take place in a city. It remains to be seen how effective cities will be in conducting ecotourism. Greening of cities is an urban response to sustainable development. (Fennell 2008, 79.) There is no reason why city tourism could not be ecological.

In order for ecotourism to work in Imatra, there is a need to define what ecotourism stands for the customers. Sometimes tourists cannot tell the difference between for example eco and nature tourism. Ecotourism projects should be developed and managed properly and the locals should be aware of the planned developments. Then finally in order for ecotourism to work, it needs to be marketed to companies, investors and tourists interested in ecotourism. (Spenceley 2010, 62.) It is important to consider ecotourism factors and how they can be applied in Imatra. For example is the culture of Imatra interesting and to whom and are there any advantages. Imatra should act according to the fact that it might not be the first choice for ecotourist in the competing current ecotourism markets as Imatra is quite unknown, especially as an eco destination. The potentiality of ecotourism is also dependent on the Russian 'mass tourists', and their interest towards eco-friendliness. Can eco experiences actually compete with the current tourism patterns of consuming and shopping in Imatra? For companies to go green there is a high risk of failure and

low return if the demand is missing and the marketing is poor. The companies might also face inadequate support from the government and environmental NGO's to invest on development and maintenance of ecotourism.

There might be potentiality for eco companies in Imatra as one of the popular national bicycle routes in Finland goes also through Imatra. The route is approximately 460 kilometers long and goes along the beautiful lake and country side. The Imatra rapids are listed as one of the main attractions alongside this route. (Kalmari & Kelola 2009, 62.) This makes Imatra a perfect pit stop for many travelers, who might be looking for ecological sights and traveling solutions. After all they have already chosen ecological mode of transportation so why not incorporate sustainable accommodation into the trip as well.

As the chairman of Finland's guide association, Seija Sorsavirta thinks, that Imatra and the rapids of river Vuoksi are good examples of some of the very first tourism sights in Finland. This naturally beautiful landscape has been painted and written about by artists since the beginning of the 20th century, and the national love that locals have for these picturesque scenarios makes them want to share it with others as well. (Matkailualan vuosikirja 2005, 43.) This admiration of nature is seen nowadays for example in the form of ecotourism as people are once again seeking to get closer with the nature.

4   RESEARCH RESULTS

From five potential hotels two were able to take the questionnaires to hand out for their customers. Imatra Spa and Cumulus hotel had the questionnaires for three weeks, and in addition, restaurant Vuoksenvahti, located in the city centre, gave out the surveys for two weeks. From the original goal of 200 answers only 30 percent was achieved and this must be taken into consideration when thinking about the credibility of the results. Nevertheless, all 60 answers were from tourists, both native and foreign, and the age distribution was quite even as well, which means that the results can give a good idea of what tourists in this area think of ecotourism and what they value the most. The questionnaires can be found as appendices at the end of the thesis.

4.1 Socio-demographic and geographic factors

Table 1 shows the results of the general questions from the questionnaire as percentages. The gender division of this sample of tourists is quite equal with only 20 percent difference. There are respondents from all age groups but over 70 percent are between the ages of 26 and 60, more precisely put 42 percent of all the respondents belong to the group of 41 to 60 years old. The sample includes people from all kind of educational backgrounds, 33 percent are graduates from upper secondary school and over 40 percent have either graduated from university of applied sciences or university, and the number of uneducated is zero in the group. The results show that the sample group consists of well educated people. A little over 60 percent of the respondents are from Russia and the rest are domestic tourists with the exception of two percent that come elsewhere. From the tourists 88 percent are leisure travellers and ten percent are business people. The results give a good perspective on how holiday makers view ecological travelling. Leisure tourists that have high education, time and money are a good target group for eco tourism marketing.

Gender	Men	40 %	Women	60 %								
Age	Under 18	7 %	18-25	8 %	26-40	32 %	41-60	42 %	Over 60	12 %		
Education	Primary school	12 %	Upper secondary school	33 %	Professional education	12 %	Bachelors Degree	20 %	Master's Degree or higher	23 %	No education	0 %
Nationality	Finnish	37 %	Russian	62 %	Other	2 %						
Purpose of travelling	Leisure	88 %	Education	2 %	Business	10 %	Other	0 %				

Table 1. Respondents' background information as percentages.

4.2 Psychographic factors

The psychographic factors evaluated based on the surveys reveal some interesting information on what the tourists in this area value. The first question of this section is about how important for the respondents as tourists it is that the hotel has one or more *eco labels*. The scale of measurement is from one to five, one being unimportant and five being very important. Most of the people (28%) evaluate *eco labels* as quite important factor but for only 12 percent it is a very important factor. *Eco labels* do not seem that important of a factor to this sample group with 36 percent stating it to be unimportant or a little bit important to them. *Eco labels* have the least amount of interest in comparison with the other factors in the survey. As stated before in the definition of *eco label*, a responsible tourist makes sure that the hotels possible *eco labels* are not just for marketing purposes but have actual value.

The next question is about the importance of hotel's actions when it comes to being ecologically responsible. More than 60 percent thought that it was important or even very important and only four percent put no value to this factor. It seems that tourists in Imatra area are insightful about environmental issues and looking for ecologically friendly places to stay in and care about the actions that the accommodation company takes.

On the third question, whether it is important that the hotel uses local products, it seems that people see it as an important factor with over 70 percent stating it to be either important or very important to them, and zero percent see it as unimportant for them. It is a good base for ecotourism marketing when the customers already think about sustainability for example when choosing the hotel which uses local products.

The welfare of the local people is then again not as important when compared to the other factors; most of the tourists (36 percent) see it as average in importance. What is positive is that zero percent see it as totally unimportant and approximately 50 percent feel it to be more than quite important. The welfare of local people should be important as tourism in this area can have an influence on the prices of different products and also have an impact on job opportunities. It is clear that the

Russian language is getting a much firmer status in the Imatra area and tourism is also one variable in the seasonality of jobs. The economic structure of Imatra is changing from industrial to tourism and it is important that the locals are considered and included in this change.

Something that seems to interest the tourists is the local cultural history, with more than 70 percent on the verge of important and very important. Another beneficial side about ecotourism for the local people is tourists' interest towards the local cultural history which can result in the revival of local heritage. This is something that the local tourist companies might want to consider developing, as for example the history of Imatra rapids is in a close connection with the Russian tourism history.

The sixth question on *Table 2* deals with the importance of purchasing local products and using local services. This is not that important for a lot of people in this particular sample group compared to other factors but nevertheless it is above average in importance for more than 50 percent. Something that might affect locals' welfare is tourists' willingness to buy and use local products and services. The results indicate that the base for locals' welfare is in a good state and the possibility of selling for example local handmade souvenirs could be beneficial. A big part of ecotourism is job creation for locals, and in this case many of the tourists see the importance of supporting local goods and services.

The last question seen on *Table 2* handles the importance of destination's clean environment. A staggering amount of 78 percent of all people thought of it to be very important and no one sees it as unimportant or even only little important. This question got the highest score by far on the scale of being important. The tourists put the biggest value on destination's clean environment. It is clear that everyone enjoys a clean environment more, but a different story is if the tourists contribute to keeping the environment clean. Something that eco tourists search is a clean, untouched environment and natural beauty. There is a lot of nature that can be found in Imatra and the surrounding areas, and also the water in the lake Saimaa is for the most parts good or excellent (Ymparisto). It is very positive to notice that a clean environment is a very important factor for so many tourists as it might spark

the industry to work for the behalf of the environment in order to attract more customers. In order for ecotourism to be possible in Imatra, tourists, companies and the destination itself need to remember to act for the environment, support a clean destination and help keeping up the environment.

	The hotel has ecolabel/s	The hotel acts ecologically responsibly	The hotel uses local products	Welfare of the local people	Local cultural history	Purchasing local products/ services	Destinations clean environment
1 Not important	*10 %*	*4%*	*0%*	*0%*	*2%*	*2%*	*0%*
2	*26%*	*5%*	*9%*	*13%*	*5%*	*5%*	*0%*
3 Quite important	***28%***	*25%*	*17%*	***36%***	*19%*	*35%*	*3%*
4	*24%*	*31%*	***41%***	*21%*	***39%***	***40%***	*19%*
5 Very important	*12%*	***35%***	*33%*	*30%*	*35%*	*18%*	***78%***

Table 2. Research question results as percentages.

4.3 Buying behaviour

For this thesis the question about people's willingness to pay more for ecologically friendly stay is an important one as it measures not only tourists' commitment to ecotourism but also the possibility for hotels to charge more when being more ecologically responsible in their actions. This question is therefore more thoroughly evaluated in different ways with the help of graphics and charts.

Table 3 shows the division between tourists willingness to pay extra for ecologically friendly hotel per night. Most people interviewed would pay something between five to ten Euros, and the rest are quite equally scattered. The positive thing to see here is that most of the people are willing to pay more for ecologically friendly hotel stay, 70 percent more than five Euros and 38 percent of those would pay more than 10 Euros per night. The results are positive and show that the people want to act ecologically responsibly and are ready to pay more in order to do so. The hotels in Imatra area would be wise to consider using more ecologically responsible solutions and understand that it is necessary in the future for the success. When 82

percent of the group are willing to pay more for eco-hotels, it is very possible that an eco-hotel would succeed in Imatra. When the tourists grow to be more insightful with environmental matters, as they seem to be, they are more interested in environmentally friendly solutions while travelling. It is also wise for the accommodation companies to act ecologically as they can save on energy costs, and be more attractive and meet the expectations of the environmentally conscious travellers.
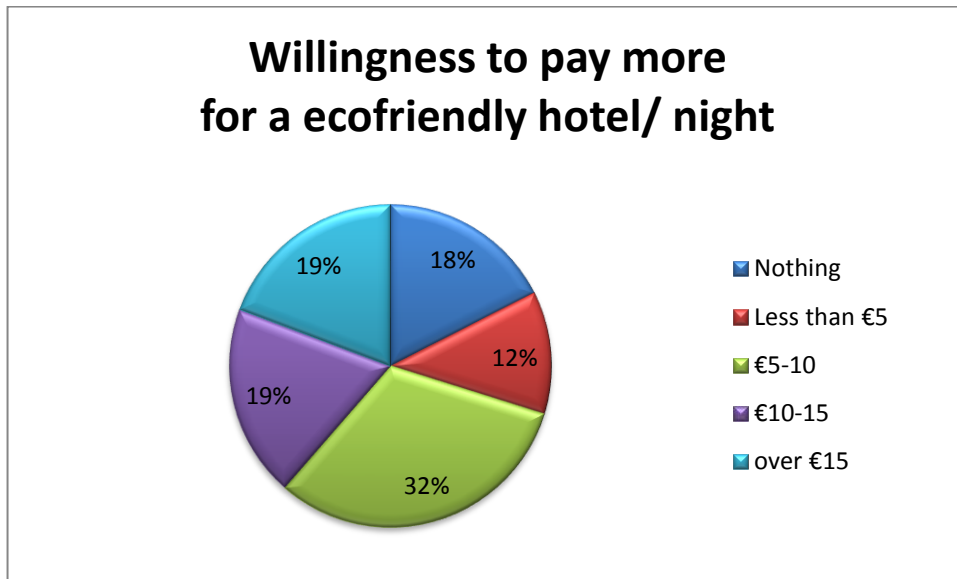

Table 3. Tourists' willingness to pay more for ecologically friendly hotel.

In order to see if those who in the survey claim to be very concerned about the climate change are also willing to pay for ecologically friendly stay, a comparison was made and *table 4* shows that it is in fact so. It can easily be seen in *Table 4* that those who are very concerned over the climate change are also willing to pay the most. The trend can be seen also in those who would pay 5 to 10 or 10 to 15 Euros, both groups progressively grow towards more concerned. Then there is the group willing to pay less than five Euros but seem to be quite concerned over the climate change, having the biggest score in being above average concerned. The ones willing to pay the most are those who are also very concerned about the climate change, and those who would not pay any extra are the ones least concerned over the climate change.
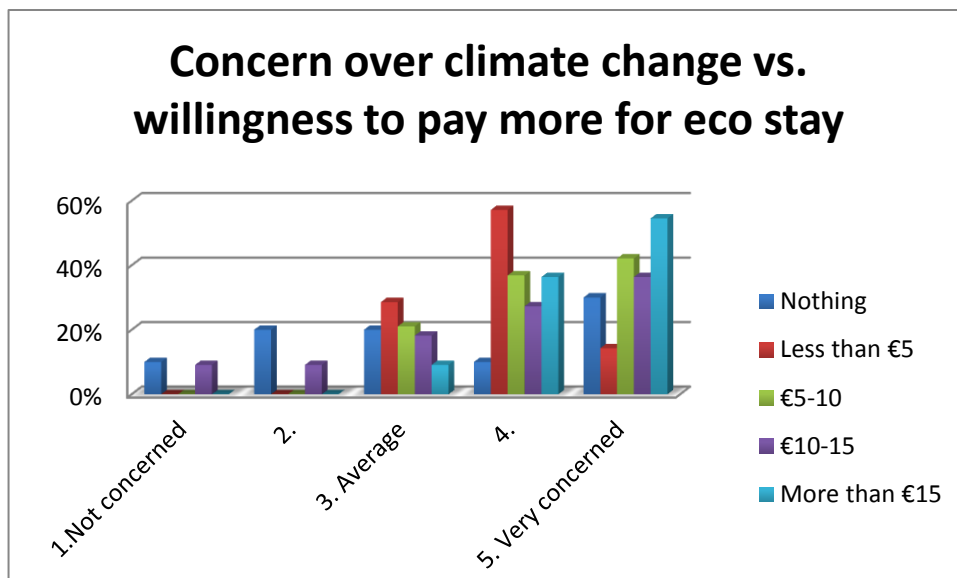
Concern over climate change vs. willingness to pay more for eco stay

Table 4. Comparing concern for climate change and willingness to pay more for ecologically friendly hotel.

Because the sample group is quite small it is not a wise idea to go really deep with categorizing them such as by education or age. This is why the next comparison made with the willingness to pay is to gender. Table 5 demonstrates that the willingness to pay more for ecologically friendly hotel is divided almost in the same way when it comes to male and female. The male tourists are slightly more willing to pay extra for eco-friendly accommodation. Of course this result does not automatically say that male tourists would be more ecologically aware than female tourists.
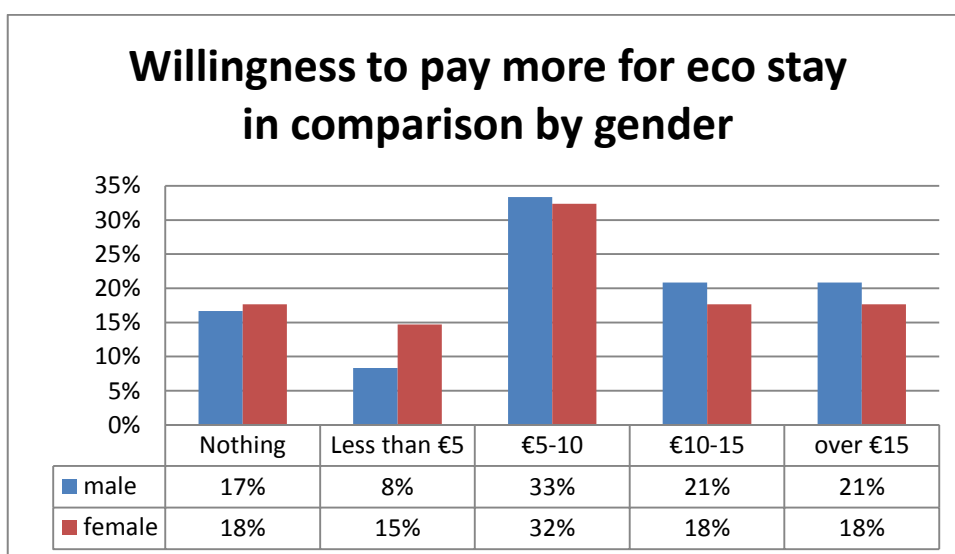

Willingness to pay more for eco stay in comparison by gender

	Nothing	Less than €5	€5-10	€10-15	over €15
male	17%	8%	33%	21%	21%
female	18%	15%	32%	18%	18%

Table 5. Comparing willingness to pay gender wise.

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The last comparison made with willingness to pay is to nationality. In this case only Finnish and Russian are considered as other nationalities were only two percent of the sample group. As in the previous comparison to gender, also nationalities seem to be divided in almost the same way, except that Russian tourists are more willing to pay over 10 Euros whereas the domestic tourists would for the most part pay 5 to 10 Euros or less. With only one percentage difference the same amount of Russians and Finns would pay nothing and almost the same number of both nationalities would pay more than 15 Euros.
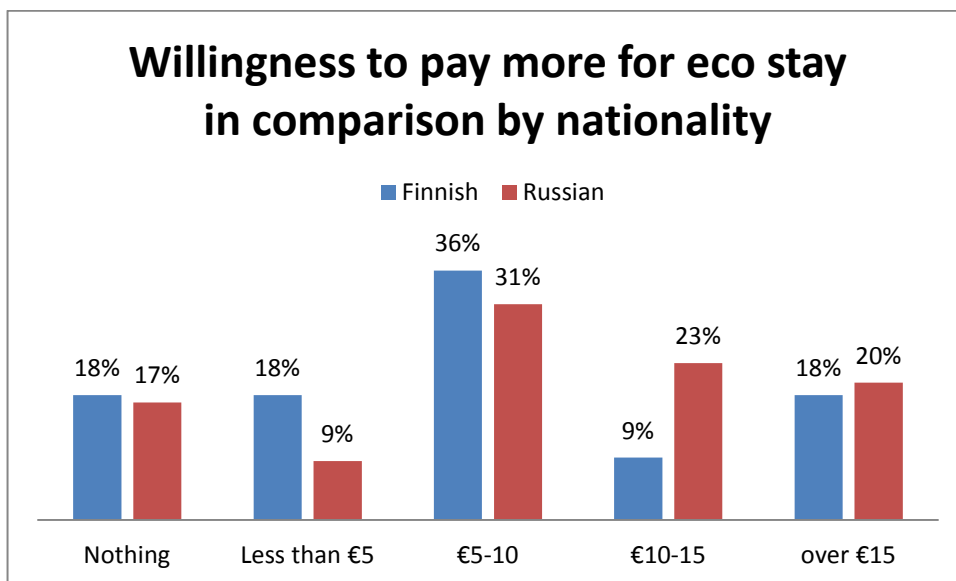
Willingness to pay more for eco stay in comparison by nationality

■ Finnish   ■ Russian

	Nothing	Less than €5	€5-10	€10-15	over €15
Finnish	18%	18%	36%	9%	18%
Russian	17%	9%	31%	23%	20%

Table 6. Comparison between willingness to pay and nationality.

4.4 Tourist interests

In research questions 10 a) and 10 b) the idea for the tourists was to place three most important factors in order, one being the most important. Unfortunately too many had understood the grading system wrong and so the evaluation of the questions had to be changed. The only possible way to get any valuable information from these two questions is to only place value on the three most important factors for people and ignore the rest even if placed on the scale as two or three. There are no charts or tables of these questions as they are not considered as important for the thesis because of the fact that they are not as reliable due to unclear answers.

In question 10 a), the people were asked which activities they find the most interesting while travelling. The possible choices were; cultural activities, nature activities, spa treatments, outdoor activities, shopping, nightlife, sports or business activities. According to the results the most interesting activities by 23 percent for this group are found in the nature. If nature activities truly are the most interesting for the tourists in Imatra, there is definitely potential for ecotourism. If the activities done in the nature do not harm the environment it can be seen as ecotourism. The second most interesting choice is outdoor activities by 18 percent. Outdoor activities can vary a lot but usually people who enjoy them also enjoy fresh air and clean environment. Nature and outdoor activities such as trekking, cycling and skating are environmentally friendly whereas golfing, downhill skiing and motor sports are incredibly harmful outdoor activities placed in the nature. Ecotourism encourages people to preserve natural areas and keep the environment clean. The third most interesting activities are cultural, which is also a potential part of ecotourism. Cultural activities can include museum visits, sight-seeing, history of the destination and getting to know the local culture. The protection of local culture is important and the affects of tourism activities should be positive. All three most important activities belong to ecotourism when done having the best interest of the nature and the local people in mind. The ecotourism potential in Imatra according to the questionnaire results is quite high, bearing in mind that the questions might be interpreted differently by different people.

In question number 10 b), what do people value while travelling, the tourists had to choose from; purchasing local products and services, local cultural history, luxury hotel and products, a good experience, local nature, company of friends and family, or something else.

The first place goes to having a good experience by 25 percent, in a second place is being with friends and family and third one is local nature. Most people in the group, as typical leisure travellers do, value positive experiences and need the company of familiar people. According to Holden (2008, 55) these types of tourists see the environment as a 'social-system', merely a place to spend time with friends and family. Eco tourists can travel alone and see the experience as good without having the most comfortable surroundings and conditions. It is good to see that the

local nature came in third, and alternatives such as luxury items and hotel (6%) or shopping (9%) were least valued or important. As stated already in the introduction part of the thesis, eco-tourists do not seek luxury while travelling. The tourists were also able to add something else if they felt it to be very important for them but could not be found from the alternatives. Important factors affecting the experience are; feeling secure during the trip, shopping, good location on a business trip, good food and good restaurants. None of these factors are usually important ones for eco tourist as eco tourist are not that concerned about their own well-being or comfort when travelling.

4.5 How ecologically responsibly tourists act

The tourists were asked how ecologically friendly they act while travelling and when they are at home. A comparison between the answers to these questions can be seen in *Table 7*. Again the tourists were asked to choose the right alternative on a scale from one to five, one being unimportant and five being very important. Firstly this chart tells that almost 60 percent of the whole sample group is very ecologically responsible when at home and zero percent act in a totally irresponsible way. When comparing home and away, it is clear that people still act more responsibly at home. The results support the statement made earlier in chapter *Tourism industry's responsibility* by Becken & Hay (2007) about tourists feeling less guilty about their actions while travelling and therefore act less responsibly than at home. *Table 7* demonstrates that even though people see ecological responsibility as important for them while travelling, it is easier to be responsible at home. The positive side is that 48 percent of the people think that being ecologically responsible while travelling is very important and no one thinks of it to be totally unimportant. It is not always easy to act responsibly in a different environment, the conditions might not be favourable for the tourist to do so, and the alternatives or possibilities to act eco-friendly might be poor. Still it is good to remember that preventing environmental issues is possible also on holiday. Everyone can do at least something, whether it is in the hotel, in the nature or for the locals' welfare. With the results showing high tourist ethics, it could affect on the supply of tourism products in Imatra, as tourists ethics are known to have the power to create new trends.
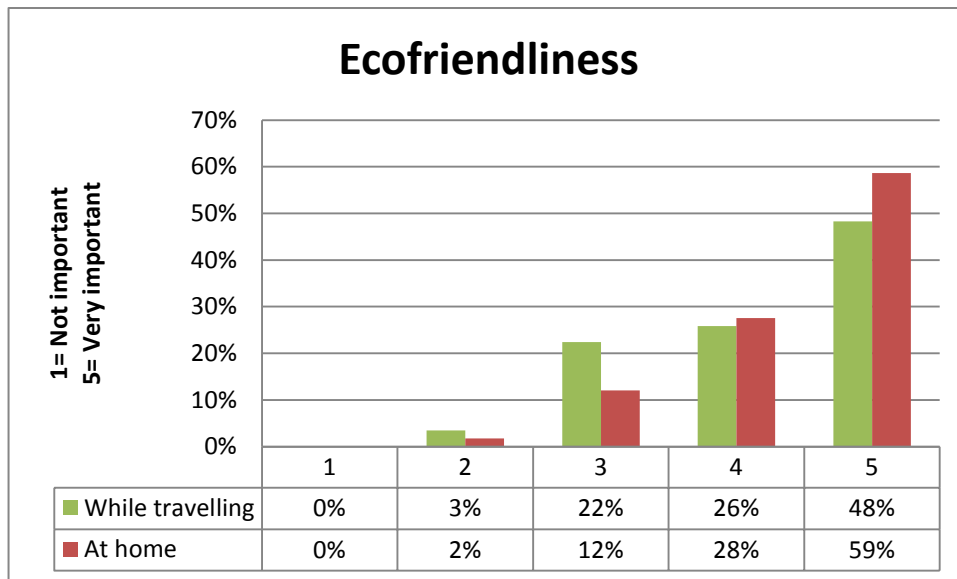
Ecofriendliness

1= Not important 5= Very important	1	2	3	4	5
■ While travelling	0%	3%	22%	26%	48%
■ At home	0%	2%	12%	28%	59%

Table 7. Comparing eco friendliness at home and while travelling.

The information seen in Table 8 is dealing with two different factors side by side. Concern for climate change and ecological friendliness while travelling look quite similar, both grow towards and peak in the number 5 which represents very concerned and very ecologically friendly. Even though both areas have a similar pattern on the chart, they cannot be compared as those who claim to be very concerned over the climate change are not automatically very ecologically friendly. These two separate results in one chart could have something to do with each other and therefore a more thorough research would have to be made in order to prove that there is a relation between these two statements seen on the chart. From the whole sample group 38 percent are very concerned about the climate change and from this 38 percent, 90 percent act very environmentally friendly while travelling. This goes to show that those very concerned over the climate change also act very ecologically friendly while travelling. The climate change can affect the destinations infrastructure, resources, and appeal. The tourism industry is also one contributor to the climate change and tourists are a big part of the industry. It is important that the tourists understand that they can act ecologically responsibly also away from home and that all negative actions affect the destinations. There are already some climate change related laws for tourist companies, but there could also be regulations for tourists.
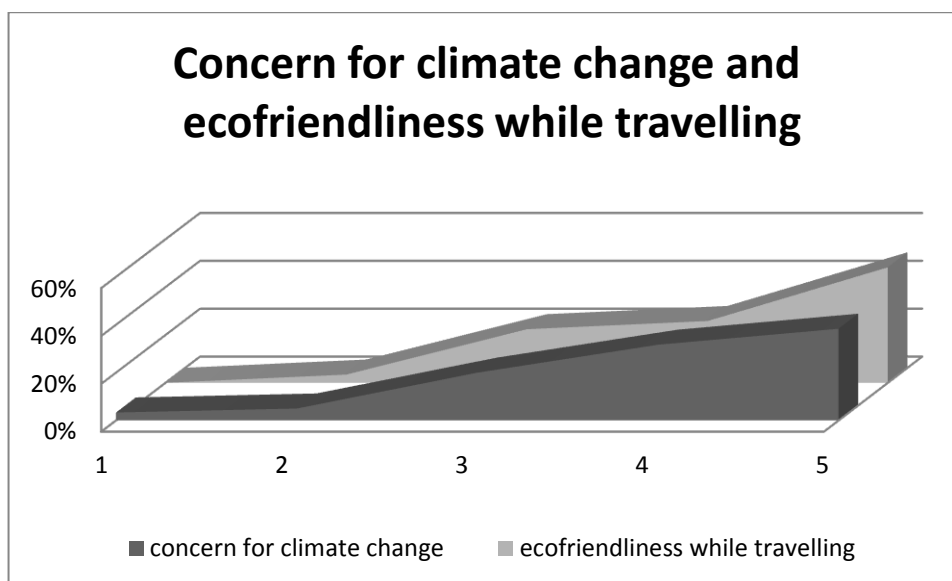
Table 8. Concern over climate change and eco friendliness while travelling.

4.6 Open question: Define ecotourism

In order to define the potentiality for ecotourism in Imatra, it is good to let the people tell in their own words how they see ecotourism. In the survey the people had the possibility to define ecotourism shortly in own words. Many answers were the same or closely similar.

The results of the open question show that a lot of Russians mentioned the word *resting* when thinking about ecotourism. This might be related to the slow-movement trend discussed earlier in the chapter 5.5, as people have the idea of travelling slower, taking their time and relaxing in order to balance busy life styles at home. As already mentioned it is sometimes hard for the tourists to separate ecotourism from other forms of tourism. It seems that for many Russians ecotourism has to do with enjoying and understanding the nature. Things like harmony, safety, fresh air, clean water and quality are listed as a part of ecotourism. Nature is an important part of ecotourism, but sometimes tourists mix ecotourism to nature tourism. One good ecotourism definition mentioned is enjoying without harming the nature while travelling, this goes in the line with ecotourism. Other nature related answers have to do with activities like hiking, camping and

biking, also good ecotourism activities, though maybe not precisely defining ecotourism. One person mentioned that Russia does not have ecotourism enough even though it is very important. This demonstrates that people know ecotourism to be important but maybe do not yet have the right tools to act accordingly.

The domestic tourists have quite similar view of ecotourism, many feel that ecotourism is travelling with low carbon footprint and as ecofriendly as possible. Also such matters as preserving the nature and environment are mentioned, which are something very important in ecotourism. One person defines ecotourism by a concrete example, suggesting that for example happenings close to home are a part of ecotourism. This is true in the sense that the closer to home one travels, less polluting it usually is. Other important things mentioned are polluting as little as possible, consuming less, and taking into consideration energy consumption while travelling. Important factors like no trashing, clean environment and using local products are also listed to be a part of ecotourism. Activities such as biking and hiking are found also in the domestic tourists' definitions. All above mentioned are good guidelines for tourists to remember, because as one person interviewed put it; gas is burning and the road is melting.

5   CONCLUSIONS AND EVALUATION

The objectives of the thesis have been reached as the quantitative research has been successfully made and the analysis has made it possible to consider the eco tourist type found in Imatra. Current environmental issues are discussed throughout the thesis and one big issue, climate change, is incorporated into the research. Hopefully the research results and the theory behind it can bring some perspective on ecotourism to the local tourism related companies in Imatra, and help in deciding to increase their eco efficiency and meet the expectations of the environmentally conscious tourists coming to Imatra.

5.1 Possible eco tourist type in Imatra

The possibility for ecotourism in Imatra is favourable as far as the tourists are concerned. The biggest aim of this thesis was to be able to assess the possible eco tourist type found in Imatra combining the knowledge gained from theory and research analysis. When looking at the results of the research, it seems that the people visiting Imatra are well aware of the importance of ecological responsibility. In this thesis when referred to ecotourism the meaning is close to definitions made by The International Ecotourism Society (TIES) (Spenceley 2010, 63) and Shackley(1996) (Holden 2008, 235) that can be found in the definitions appendix of the thesis. The research questions are made having these definitions of ecotourism in mind.

The results of the research help to define the eco tourist type found in the Imatra area. The tourists that answered to the survey claim to act quite responsibly while travelling, are concerned for the climate change, and are rather interested in the nature and local people's welfare. The tourists would stay in ecologically friendly accommodation and have insight on environmental issues. A clean environment is the most important factor for the tourists interviewed. This is a typical thing for an eco-tourist to value. The people also claim to be very interested in the local nature, also a factor valued greatly by eco-tourists. Another thing that shows this groups' potentiality to ecotourism, is the fact that they are interested in the local cultural history and purchasing local products and services. If ordinary mass tourists or holiday makers are interested in the same things as the green eco tourist, then it is clear that the changes in society are affecting tourism as environmental awareness has reached the masses and made them harder to please in a sense. There should be a response from the tourism companies to this in order to meet the expectations of these so-called 'new tourists' that are greener and more experienced than before. Some characteristics of the 'new tourist' fit well to the tourists interviewed for this thesis. They are understanding, nature oriented and interested in the local cultural history. It is possible that there is some form of mass eco tourism found in Imatra. In a way it is more sensible and more ecologically responsible to bring the ecotourism to the urban cities and to the mass tourists, and leave the pristine

untouched nature alone, as the damages in already touristic areas are easier to manage.

Some of the results show that there is also hope for improvement from the tourists' part. Eco tourist is leading the same sustainable life style at home and also while travelling. In this case it seems that the responsible actions are not always following to holidays. If the sample group were situated in the scale of environmental commitment (Holden 2008, 239) they would most likely fall into the category of 'users', which is the second lowest level of commitment. This is because when asked about interests towards activities and values, the people put nature first when listed as an activity and only third when listed as a value. A level up from the 'users' are the 'eco-aware' who value nature as nature, not as a playground for activities.

The research results show that tourists in Imatra area are ready to pay for more ecologically friendly hotels, value factors that are essential in ecotourism and also act quite responsibly while travelling. The open question results in addition indicate that tourists have real knowledge about ecotourism and for the most part know how to act while travelling. Most of the group have great potential to be eco tourists and the level of understanding ecotourism principles and effort towards responsible travelling is high. The eco tourist type in Imatra is something between eco tourist and mass tourist; nature oriented, environmentally conscious leisure travellers who would pay for more ecological accommodation alternative, buy local products and have interest towards the local cultural history.

5.2 Evaluation

I chose the topic of ecotourism for my thesis because it is a current topic and it interests me personally. As a student studying tourism I believe that I have a responsibility to understand how the tourism industry contributes to environmental issues and what can be done to prevent more damage done in the future.

The theory part of my thesis is based on several different books about ecotourism and related issues. It took a lot of effort and time to pick out the right facts for my topic. The theory part lays out the basis for the quantitative research by explaining

what ecotourism is, who eco tourists are and what the possible environmental threats facing tourism industry are.

The research part was made to find out the potentiality of ecotourism in Imatra by surveying the tourists in this area. I am happy with the survey itself, the results and the conclusions I was able to make. The best part of making the thesis was to find out the answer to the question about ecotourism potentiality in Imatra.

I can say that I learned a lot about ecotourism in theory but also how to make a research from the beginning to the end. It was a hard task and a lot of planning, thinking and writing were required, but all in all it was a good learning experience. I was also positively surprised by the survey results and can only hope that the trend continues. I hope that my thesis is going to benefit the local tourism companies and help in evaluating how to meet the expectations of the tourists coming to Imatra.

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Quantitative research questions in English

This is a survey made by a student of Saimaa University of Applied Sciences for a final year thesis. The purpose of this survey is to find out the level of interest towards ecotourism among the tourists in Imatra. Please answer to every question.

1. **Gender?**
   Male ☐   Female ☐

2. **Age?**
   Under 18 ☐   18-25 ☐   26-40 ☐   41-60 ☐   over 60 ☐

3. **Level of education? Choose Your highest.**
   Primary school ☐   Upper secondary school ☐
   Professional degree ☐   Bachelor's degree ☐
   Master's degree or higher ☐   No education ☐

4. **Nationality?** _____

5. **Purpose of travel?**
   Leisure ☐   Education ☐
   Business ☐ Something else, what?_____

6. **How would You define *Ecotourism*?**
   _____
   _____

7. **How important the following things are to You while choosing a hotel?**
   Evaluate by placing the tick on to the scale of 1-5.
   1 = *Not important* .... 2 .... 3 = *Quite important* .... 4 .... 5 = *Very important*
   a) The hotel has ecolabel/s
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   b) The hotel acts in a ecologically responsible way
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   c) The hotel uses local products
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

8. **How important are the following things to You while travelling in Imatra?**
   a) Welfare of the local people
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   b) Local cultural history
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   c) Purchasing local products and services
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   d) Destinations clean enviroment
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

9. **How much more would You be willing to pay for a environmentally friendly hotel / night?**
   Nothing ☐   Less than 5€ ☐   5-10€ ☐   10-15€ ☐   over 15€ ☐

Please, fill in both sides of the survey!

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10. **What are the most important factors to you while travelling?**

a) Activities
Choose in order of importance from one to three (1-3).

Culture ☐   Nature ☐   Spa ☐   Outdoors ☐

Shopping ☐   Nightlife ☐   Sports ☐   Business ☐

b) Interests
Choose in order of importance from one to three (1-3).

Local products and services ☐

Local culture ☐

Luxury hotel and products ☐

A nice holiday experience ☐

Local nature ☐

Being with family/friends ☐

Something else, what?_____

Evaluate the following by placing the tick on to the scale of 1-5.
1 = Not at all .... 2 .... 3 = Average .... 4 .... 5 = Very

11. How concerned are You about the climate change?

1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

12. How environmentally friendly are You while travelling?

1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

13. How environmentally friendly are You at home?

1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

Thank You for answering!

Unit of Tourism
Saimaa Univeristy of Applied Sciences
2013

Quantitative research questions in Finnish

Tämä on Saimaan Ammattikorkeakoulusta valmistuvan matkailun opiskelijan opinnäytetyöhön liittyvä kysely, jonka avulla kerätään tietoja Imatralla matkustavien henkilöiden kiinnostuksesta ekomatkailua kohtaan. Täytättehän jokaisen kohdan, kiitos.

1. **Sukupuoli?**
   Mies ☐   Nainen ☐

2. **Ikä?**
   Alle 18 ☐   18-25 ☐   26-40 ☐   41-60 ☐   yli 60 ☐

3. **Koulutustaso? Valitse korkein.**
   Peruskoulu ☐   Lukio ☐
   Ammatillinentutkinto ☐   Ammattikorkeakoulututkinto ☐
   Yliopisto tutkinto ☐   Ei koulutusta ☐

4. **Kansalaisuus?** _____

5. **Matkan syy?**
   Lomamatka ☐   Koulutusmatka ☐
   Liikematka ☐   Muu syy, mikä? _____

6. **Kuinka käsitätte sanan *ekomatkailu*?**
   _____
   _____

7. **Miten tärkeitä Teille ovat seuraavat asiat kun valitsette hotellia?**
   Arvioikaa asettamalla rasti asteikolle 1-5.
   1 = Ei lainkaan tärkeä .... 2 .... 3 = Melko tärkeä .... 4 .... 5 = Erittäin tärkeä
   a) Hotellilla on ekomerkki
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   b) Hotelli toimii ekologisesti vastuullisella tavalla
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   c) Hotelli käyttää paikallisia tuotteita
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

8. **Miten tärkeitä Teille ovat seuraavat asiat matkustaessanne Imatralla?**
   a) Paikallisten asukkaiden hyvinvointi
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   b) Paikallinen kulttuurihistoria
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   c) Paikallisten tuotteiden ja palveluiden ostaminen
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
   d) Matkakohteen puhdas ympäristö
   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

9. **Kuinka paljon enemmän Olisitte valmis maksamaan ympäristöystävällisestä hotellista / yö?**
   En yhtään ☐   Alle 5€ ☐   5-10€ ☐   10-15€ ☐   yli 15€ ☐

Vastaathan myös lomakkeen toiselle puolelle

10. Mistä Olette kiinnostunut matkustaessanne?

a) Aktiviteetit
Valitkaa seuraavista kolme tärkeintä (1-3).

Kulttuuri ☐   Luonto ☐   Kylpylähoidot ☐   Ulkoilu ☐

Ostokset ☐   Yöelämä ☐   Liikunta ☐   Työasiat ☐

b) Kiinnostuksen kohteet
Valitkaa seuraavista kolme tärkeintä (1-3).

Paikallisten tuotteiden ja palveluiden käyttö ☐

Tutustuminen paikalliseen kulttuuriin ☐

Ylellinen hotelli ja merkkituotteet ☐

Mukava lomakokemus ☐

Perheen ja/tai ystävien seura ☐

Paikallinen luonto ☐

Muu, Mikä? _____

Arvioikaa seuraavia omalta kohdaltanne asettamalla rasti asteikolle 1-5.
1 = En lainkaan …. 2 …. 3 = Keskimäärin …. 4 …. 5 = Erittäin
11. Kuinka huolissanne Olette ilmastonmuutoksesta?
1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
12. Kuinka ympäristöystävällinen Olette matkustaessanne?
1. ☐   2. ☐   3. ☐   4. ☐   5. ☐
13. Kuinka ympäristöystävällinen Olette kotona?
1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

Kiitos vastauksistanne!

Цель этой анкеты - выявить интерес туристов к эко-туризму в Иматре. Анкета является частью дипломной работы студентки Саймeнского Университета Прикладных Наук. Пожалуйста, ответьте на все вопросы.

1. **Пол?**

   М ☐   Ж ☐

2. **Возраст?**

   До 18 ☐   18-25 ☐   26-40 ☐   41-60 ☐   от 60 ☐

3. **Образование?**

   Школа ☐

   Степень специалист ☐   Степень бакалавра ☐

   Степень магистра ☐   Нет образования ☐

4. **Национальность?** _____

5. **Цель поездки?**

   Отдых ☐   Образование ☐

   Бизнес ☐   Другое _____

6. **Что для вас *эко-туризм*?**

   _____

7. Насколько сильно перечисленные ниже факторы влияют на Ваш выбор отеля.

   Оцените по шкале от 1 до 5.
   1 = Не важно .... 2 .... 3 = Средне .... 4 .... 5 = Очень важно

   a) Эко-лейбл отеля

   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

   b) Отель заботится об окружающей среде

   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

   c) Отель использует натуральные продукты

   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

8. **Насколько важны для вас нижеперечисленные факторы?**

   a) Уровень жизни местного населения

   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

   b) Местная культура/история

   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

   c) Местные товары и услуги

   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

   d) Чистая окружающая среда

   1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

9. **Сколько Вы готовы переплатить за экологически чистый отель?**

   Нисколько ☐   Меньше 5€ ☐   5-10€ ☐   10-15€ ☐   Больше 15€ ☐

Пожалуйста, заполните обе стороны анкеты!

10. Что может заинтересовать Вас во время вашей поездки?

a) Цель поездки

Оцените по шкале от 1 до 3   *(1 = самый важный)*

Культура ☐	Природа ☐	Спа ☐	на открытом воздухе ☐
Шоппинг ☐	Клубы, ночная жизнь ☐	Спорт ☐	Бизнесс ☐

b) Интересы   *(1 = самый важный)*
Оцените по шкале от 1 до 3.

Местные продукты и услуги ☐

Местная культура ☐

Отели, товары и услуги класса люкс ☐

Хорошое впечатление от поездки ☐

Местная природа ☐

Времяпрепровождение с семьей/друзьями ☐

Другое _____

Оцените по шкале от 1 до 5
1 = Не важно .... 2 .... 3 = Средне .... 4 .... 5 = Очень

11. Беспокоит ли вас измениние климата в будущем?
1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

12. Заботитесь ли вы о природе, когда путешествуете?
1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

13. Заботитесь ли вы о природе дома?
1. ☐   2. ☐   3. ☐   4. ☐   5. ☐

Спасибо за ваши ответы!

Факультет Туризма
Сайменский Университет Прикладных Наук
2013

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DEFINITIONS

Defining ecotourism is hard and it is used as a generic term when talking about tourism conservation and preservation of natural and cultural areas and resources (Holden 2008, 234). Even though ecotourism is a global phenomenon, as a concept, it is surrounded by confusion. Over 30 different definitions of ecotourism were created already between the years 1993 and 1994. In most of these definitions ecotourism is seen as nature-based tourism, with educational aspect, that promotes conservation, and socioeconomic welfare of the local people. (Spenceley 2010, 205.)

Acid rain

*Acid rain*s are created when the amount of acid increases in the water or soil ecosystems due to sulfur and nitrogen emissions. The damage can be seen in plant, as soil and water toxicity, as malfunctions in the microbes on the soil, erosion and in the ecosystem of waters. (Borg, Kivi & Partti 2002, 43.)

Biodiversity

Biodiversity is the diversity and differences of creatures and their natural habitats (Borg, Kivi, Partti 2002 & 38).

Climate change

Climate change is shift in overall weather patterns. Some claim that climate change is caused by natural events but some think it is a result of human activities that increase the level of greenhouse gases in the atmosphere. (Ecolife.) The climate change opposes risks to destination's aesthetical appeal, customer satisfaction, infrastructure, and resource base (Becken & Hay 2007, 231).

Eco efficiency

Eco efficiency is a strategic plan to increase the productivity of natural resources by creating more products and services from less resources and energy. Eco efficiency is a way to lighten *the ecological backpack* and to be efficient means to

decrease pollution and waste amounts. New technological innovations are needed to increase eco efficiency alongside with global change in thinking and action models of people. (Borg, Kivi & Partti 2002, 39.)

Eco-label

Honey and Rome (2001) define *eco-label* as an award for a product or service on its acceptable level of environmental impact. The level of impact may be determined by an evaluation of a single environmental obstacle or overall impact assessment. (Fennell 2008, 196) There are two *eco label*s granted in Finland, one is the Nordic Swan and the other is the EU flower. The responsible traveler checks the *eco label*s and their credibility before booking the stay as there are some unreliable '*eco label*s' used for marketing purposes only. (Kalmari & Kelola 2009, 80)

Ecological backpack

The ecological backpack includes all the organic and inorganic materials used or transported for the production of a product, but it also considers water, air and soil degradation. It is counted by the amount of natural resources in kilograms needed during the products life cycle. (Borg, Kivi & Partti 2002, 36.)

Ecological footprint

The term ecological footprint measures the producing land area needed to cover the consumption, and to take care of the produced waste of a one person (Borg, Kivi & Partti 2002, 35).

Ecotourism

According to David Western (1993) ecotourism in its right form to some extremists is low volume and environmentally conscious (Lindberg & Hawkins 1993, 10).

Holden and Kealy(1996) define ecotourism, leaning towards the cultural aspect of it, as a form of tourism that is non-damaging and offers financial contributions for the protection of indigenous cultures and environments (Holden 2008, 235).

Many definitions seem to view ecotourism as a developed form of nature tourism. Laarman and Durst (1987) define ecotourism as nature tourism where the visit combines education, recreation, and often adventure, and the tourist is interested in the natural history of the destination (Fennell 2008, 19). Goodwin (1996) thinks of ecotourism as a low impact nature tourism which maintains contribution either by direct donations or enough revenue to local people for them to protect the environment (Holden 2008, 235).

Ziffer(1989) sees that ecotourism is inspired primarily by the natural history of an area, including its indigenous people. Ecotourism concentrates into undeveloped areas and is driven by enjoyment, participation and sensitivity. Ecotourism should protect the wildlife, and natural resources, as well as the local residents. Wallace and Pierce (1996) see ecotourism in a similar way as Ziffer(1989), but add the aspect of studying, while travelling, into the definition. (Fennell 2008, 21.)

Ecotourism defined by The International Ecotourism Society (TIES) is "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (Spenceley 2010, 63). According to Shackley(1996), ecotourism projects should be sustainable, by meeting the present needs without compromising the ability to meet the future needs, and give the visitor a unique and outstanding experience, while maintaining the quality of the environment (Holden 2008, 235). The definition of ecotourism by TIES, along with the definition by Shackley(1996), are the closest to describing the view to ecotourism of this thesis.

Environmental degradation

The biggest threat to Finland's nature is the decrease in *biodiversity* caused by forest industry (Borg, Kivi & Partti 2002, 43).

Ethical triangulation

The ethical triangulation by Fennell and Malloy (1995) consists out of ideontology, teleology and existentialism. Ideontology believes in sense of duty and following cultural and ecological norms because the right behavior follows universal principles. Teleology highlights the greatest good for the greatest number or

individual, and believes that good behavior seeks to develop virtues. Existentialism is for freedom of choice and responsibility of actions, as authentic behavior is self-determined. (Fennell 2008, 218.)

Globalization

According to Mowfort & Munt (2009, 12) Hall (1992) claims that globalization refers to the ever-tightening network of connections which cut across the national boundaries. Allen and Massey (1995) describe it as a feeling that the world is a single interconnected whole, a shrinking world where local differences are steadily eroded in a homogenous mass. (Mowforth & Munt 2009, 12.)

Greenhouse effect

The Greenhouse effect warms the earth's climate. The usage and production of the fossil fuels contributes to it, as greenhouse gasses released to the atmosphere unable the earth's capability to guide the excess warmth back into space. (Borg, Kivi & Partti 2002, 43)