



## **Many Flavours, One Rovaniemi – Food Tourism Trail in Rovaniemi Area**

Laura-Mariia Karvo

Haaga-Helia University of Applied Sciences

Bachelor's Thesis

2022

Bachelor of Hospitality, Tourism and Experience Management

## Abstract

<b>Author(s)</b> Laura-Mariia Karvo
<b>Degree</b> Bachelor of Hospitality, Tourism and Experience Management
<b>Report/thesis title</b> Many Flavours, One Rovaniemi – Food Tourism Trail in Rovaniemi Area
<b>Number of pages and appendix pages</b> 55 + 17
<p>The main objective for this product-type thesis was to create a food tourism trail in the Rovaniemi area for millennials and primarily for domestic travelers. The main objective was supported with three sub-objectives: the trail will follow current food trends; visitors can gain new food tourism experiences and lastly, finding development ideas and suggestions to benefit local companies.</p> <p>The commissioner for this thesis was Hungry for Finland project of Haaga-Helia University of Applied Sciences. Encouraging of building the food routes in Finland is one of the main aims of Hungry for Finland. The main purpose of this thesis was to create an example of a food tourism trail that can be utilized further. The actual work for this thesis started in September 2021.</p> <p>The author started by gathering the theoretical framework for sustainable traveling and tourism in Finland. Sustainable ways of living and traveling are continuously growing, and tourism companies should also focus on these aspects. Domestic traveling has been increasing due to the COVID-19 pandemic and visitors who are interested in traveling inside their country of residence are called domestic travelers. Millennials are open-minded, interested in exploring destinations by themselves and experiencing authentic destinations. Food tourism not only includes food- and beverages, but also activities with stories of local culture. Santa Claus is the main attraction in Rovaniemi but with this food tourism trail the author wants to provide tastes of the place and support the local rural economy through current food trends.</p> <p>Construction of the actual route took place from March 2022, and it was finalized in the end of April 2022. The product was supported with help of qualitative study. Non-participant observation was used as data collecting method and content analysis for analysing. The author created observation- and criteria-tables with the theoretical framework as guidance for finding suitable destinations and products for the trail. The trail includes 22 food tourism products and destinations located in Rovaniemi.</p> <p>The trail was created with online creator Canva and the outcome for the trail is a brochure style. The brochure includes instructions, a map with numbered places, information of each place and pictures. The chosen places are cafés, restaurants, nature trails, accommodations, cooking class, brewery visit and other food experiences in Rovaniemi. In the end of the thesis, development ideas are presented for Rovaniemi food tourism. For example, English language could be used more widely on tourism provider's websites. This could attract more people to find all the interesting places available. There are also suggestions to how the trail could be created more detailed and include new destinations in the Rovaniemi area.</p>
<b>Keywords</b> Rovaniemi, food tourism, food tourism trail, domestic traveling, experience

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## 1 Introduction

Food tourism has been always interested me and therefore I decided to create my thesis together with my passion.” To attract ‘foodies’ – people with a passion for food who will travel specifically because of their special interest – requires a much better understanding of their involvement with food, trip motivation, and travel preferences and patterns.” (Getz, Robinson, Andersson & Vujicic 2014, 5.)

During my studies I became familiar with Hungry for Finland project. Hungry for Finland is a project implemented in association with Visit Finland, and several other organizations and entrepreneurs in the hospitality and tourism sector. Hungry for Finland has launched two food tourism strategies since 2012 and is currently coordinating Finland’s Food Tourism Strategy 2020-2028. One purpose of the Food Tourism Strategy of Finland is to create a food tourism network at a national level. Another important objective is to create food tourism trails and other products for the main four tourism areas in Finland: Archipelago, Lakeland, Lapland, and Helsinki Area. All the areas are different so one of the aims is to encourage companies and providers to create different combinations of products and food routes. (Adamsson & Havas 2020, 14-15.)

This thesis is a product-based and the core subject is food tourism subject of it is food tourism. The main idea is to create food tourism trail in Rovaniemi area. This trail includes places of food experiences where visitor can independently choose the desirable places, she/he wants to visit.

I am originally from Rovaniemi and that’s why it was natural for me to build this food tourism trail there. Rovaniemi is often known from Santa Claus but there are so many other destinations and activities to experience during the visit. In addition, I wanted to create the product being sustainable so therefore the chosen places and activities are suitable for all year around. In the end of the thesis there is development ideas regarding food tourism in Rovaniemi area.

Main objective for this product-type thesis is to create food tourism trail in Rovaniemi area for millennial generation. To narrowed down the main target group I decide to have domestic travelers because domestic traveling has been increasing due to the COVID-19 pandemic. Beside the main mentioned objective, I three have sub-objectives:

- The trail will follow the current food trends by emphasizing authenticity, locality and sustainability.
- To create a trail where visitors can learn and gain new experiences through Finnish food tourism.

- To find development ideas and suggestions to how the trail would benefit local companies by growing their economy.

The limitations for the thesis are important to set from the beginning. First limitation is that I explain first tourism industry and then after the focus will be food tourism. Secondly, the geographical location set limits for the chosen destinations on a trail. Distance from Rovaniemi center to chosen destination is approximately 60 kilometers. Third limitation is that destination offers versatile experiences for the visitor, and follow current food trends by emphasizing authenticity, locality and sustainability. The trail is built in the way that visitor has possibility to choose independently the places for the visit. The trail includes 24 products and destinations.

Thesis is divided into theoretical and empirical part. In the end of the thesis development ideas and discussion are dealt. First here will be theoretical part is introducing sustainable traveling and tourism in Finland. The next chapters are including domestic traveling and traveler, and to concluded with the target group, millennials. To be followed with food tourism trends and introducing the commissioning party Hungry for Finland and food tourism strategy. To finish the theoretical part Rovaniemi as destination is presented.

The empirical part familiarizes the process description of the actual trail, the used methods are introduced, and the outcome of the gathered data announced. The next Many Flavours, One Rovaniemi - food tourism trail is presented with more detailed descriptions. The last part of the thesis is left for the evaluation of the product and the process. There are developments ideas for Hungry for Finland, Rovaniemi food tourism providers, Visit Rovaniemi and the last part include my own learning process during the thesis project. In the very end the list of references and appendices are placed.

## 2 Tourism elements and customer profiling

In this chapter, I will introduce sustainable tourism and tourism in Finland, including domestic traveling, - and traveler type. Customer segment millennial is presented in separate chapter with their travel habits and interest of food tourism. The chapter 2.4 is describing experience realms and the experience pyramid, and why experiences are important for food tourism and tourism. The last part is introducing the destination Rovaniemi and describing shortly the tourism and food tourism parts there.

### 2.1 Sustainable traveling and tourism

Sustainability can be divided into three different factors in tourism. Those factors are environmental, economic and socio-cultural. The “environmental” includes securing the natural heritages, biodiversity and controlling pollution. The “economic or financial” sector focuses on long-term operations, profitability and risk management. The “socio-cultural” can be for example keeping the authenticity in communities, valuing traditions and following human rights. (UWNTO s.a. b.) All these mentioned factors cannot be in balance all the time. It rather difficult to grow economic factors and make higher revenue in the destination without having impacts towards environments. Therefore, the travel and tourism business should be economic sustainable, e.g., tourism bring more workforces to the destinations.

According to Sustainable Travel International (2020a) tourism has impacted approximately 8 % of the world's total carbon emissions. These 8 % include transport, goods, food & beverage, agriculture, services, lodging, construction & mining and other parts. The biggest part is transportation and especially traveling by airplane. (Sustainable Travel International 2020a.) There are still options to be more sustainable while traveling and e.g., traveling by railways or ferries instead of airplanes. Many countries and industries have started to act and for example in Sweden 23% of people have been reducing their carbon footprint in their air travel. (Scheer & Moss 2019.) If flying is the only option to reach the destination, one way of being sustainable is also to find an airline that is improving fuel efficiency (Potter 2020).

People have become more conscious about climate change and their carbon footprints. Therefore, destinations should prioritize long-term actions and human impacts. This would generate more local jobs, protect destinations ecosystem, and restore local heritage. Therefore, local decision-makers should be the leaders in taking sustainability into consideration while keeping a balance between local demands and the tourism sector. (Sustainable Travel International 2020b.)

According to experts from the World Food Travel Association (Stone, Migacz, Garibaldi, Stein & Wolf 2020, 36) sustainability should be a goal for food tourism organizations, and companies should focus more on it in their activities and products. Over nine out of ten professionals believe that food tourism companies could inspire visitors and travelers even more towards a sustainable way of living (Stone & al. 2020, 36-38.) Sustainable Travel International (2020a) emphasizes food and beverage as roughly one-quarter of greenhouse emissions in the world. All steps from production to serving food requires energy and each step adds to persons carbon footprint. (Sustainable Travel International 2020a.)

Every human needs to eat during their vacation. Eating local food that is made by using local and seasonal ingredients is part of being supportive towards local sustainability and the local economy. (Potter 2020.) To be a more sustainable traveler it is important to think about what products and services are being used. Trying to avoid eating imported goods in the destinations or going to all-you- can- eat restaurants. All the emissions that are generated while producing food are unnecessary if food or goods end up being wasted. (Sustainable Travel International 2020a.)

Food tourism should support local food and services, and experiences should be authentic. It can be difficult to define the term “authentic” globally, and it should rather be defined within the chosen destination or region (Stone & al. 2020, 36-38). However, authenticity could be a part of meeting local people during visits, getting involved in their daily life, learning how to use new ingredients, or where the best place to visit. These parts are often part of the local's normal life, and they should be remembered while spending time there. (Sustainable Travel International 2020b.)

## **2.2 Tourism in Finland**

To understand the main topic of food tourism it is important to understand what tourism is about. The definition of tourism by the United Nations (2008, 1) is described as a phenomenon of people visiting a place outside their normal environment. A person is required to travel approximately 50 kilometers outside of their normal living area, for it to be considered tourism (Holloway & Humphreys 2016, 5-21). People who are traveling can be called visitors, tourists, or travelers. Often the visit includes overnight stays, visiting some attraction or taking an excursion. These activities impact the economy of the chosen destination, local population and number of visitors. (United Nations 2008, 1.) The purpose of traveling can also be for business or professional reasons (United Nations 2008, 1). Croce and Perri (2011, 46) state that it is a person's own decision to leave and explore new things outside their normal living area.



During spring 2020 the world faced the COVID-19 (coronavirus disease) pandemic, and it quickly affected the tourism sector. World Health Organization recommended putting people's well-being first, which meant countries had to close their borders (World Health Organization 2020). Finland also acted quickly with restrictions, which influenced the tourism sector and continues to follow strict regulations until April 2022.

According to a questionnaire from Finnish Lapland Tourism Board (2020) tourism in Lapland usually starts in the beginning of December and 80 % of the visitors are foreigners. However, the domestic visitors are very important for them despite only bringing 20 % of the income to companies. (LME 2020.) During 2020 the tourism decreased by 70 % of foreign tourist (Valtioneuvosto 2020).

The COVID-19 pandemic shook the tourism industry a lot and the consequences were not only seen in people traveling abroad but also in domestic tourism. There were 4 % fewer overnight stays in Finland from March 2019 to March 2020, yet it increased by 4 % from March 2020 to March 2021 (Statistics Finland 2021b). May to August 2021 was a success regarding leisure domestic trips. During 2021 August was 13.2 million trips, including overnight stays, according to statistics in Finland. Free of charge accommodations had 9.9 million overnight stays, however, it was 30 % less than in the summer of 2020. Free accommodations can be for example people's summer cottages and staying nights with relatives and friends (Honkanen, Sammalkangas, & Satokangas 2021, 12.)

Finnish people's favorite vacation destinations in 2020 were Lapland, Uusimaa and North Ostrobothnia. There was a total of 5.5 million domestic trips during 2020, and 740,000, or 14 %, was to Lapland. 13 % of the trips were to Uusimaa and 10 % to North Ostrobothnia. (Statistics Finland 2021c.)

Haaga-Helia and Tutkimus- ja Analysointikeskus TAK oy made a quantitative research survey in 2020 for Finnish people and there were almost 1000 respondents. Almost 60 % commented that the most important part of accommodation is a good hygiene level, and that the chosen destination is not having severe diseases spreading. It was also mentioned that the destination needs to be easy to return from. Additionally, if the trip is booked from a travel agency, it is important for the respondents to get help in the case of an emergency. (Moilanen & Nurkka 2020.)

### **2.2.1 Domestic traveling**

The Finnish Travel Organization Suoma has made a questionnaire and nearly 74% said they are interested in traveling domestically (Suoma Ry 2019). The first trend is about

nature and trekking in the national parks. In Finland, there are 40 different national parks around the country. The second trend is “a staycation”, meaning staying the night in your own hometown and supporting local community. This staycation can be related to sustainability and people are more aware of the carbon footprints. Relaxation and quietness were mentioned as third place, such as enjoying the Midnight Sun in Lapland and going to cottages in Lake Saimaa in Eastern Finland. (Suoma Ry 2019.)

The fourth trend is about food, beverages and experiences with the food. Trending topics are that food is produced nearby, served with carefully chosen wines and maybe having stories behind of making the food. (Suoma Ry 2019.) It seems that domestic traveling has been interesting for Finnish people even before the pandemic, but a few of the age groups have been thinking it is more expensive than going abroad. Suoma Ry’s questionnaires show that 41 % of 46–54-year-old believe it is expensive to travel domestically, while 20 % of 25–34-year-old believe that it is not. This younger generation is describing that domestic traveling is sustainable and interest in local products is growing. One important mentioned part is that Finland is almost the only country in the world where you can combine nature and city on the same trip. (Suoma Ry 2019.) The food tourism trends of 2019 in Finland are largely similar to LAB8’s food tourism trends of 2020, which are slightly updated.

### **2.2.2 Domestic traveler**

A visitor who travels inside of his/her country of residence is called a domestic traveler (UNWTO, s.a). In this thesis domestic traveler is a person who is traveling inside Finland and is a resident in Finland. Ministry of Economic Affairs and Employment of Finland has surveyed domestic traveling and its future potential customer segmentations. The survey got 1000 responses from Finnish people aged between 18–75, and the research includes five expert interviews and previous tourism statistics. After conducting the survey, authors created domestic traveler target groups. Figure 1 is presenting five different groups and all of them are having different needs and expectations. (Honkanen, & al. 2021, 10-25.)

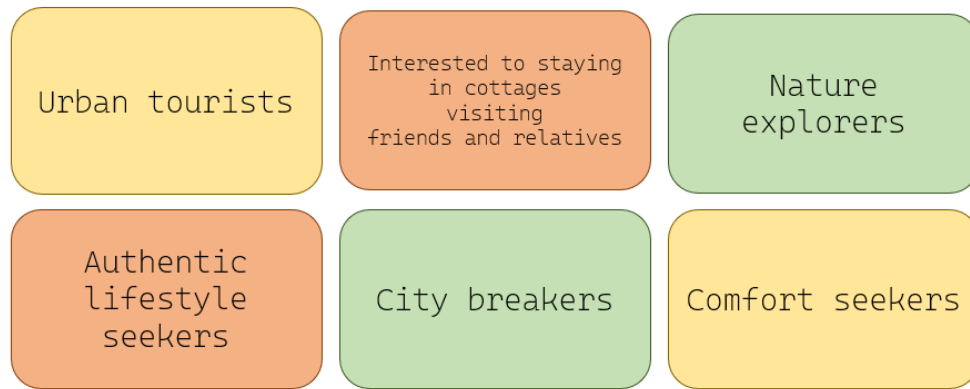


Figure 1. Domestic traveler types (adapted from Honkanen, Sammalkangas & Satokangas 2021, 6)

The first group in the figure 1 is the “urban tourists” who favor mostly day trips, visiting restaurants, theaters, sightseeing, enjoying the culture and going on cruises, but mostly they prefer to stay nights in hotels. Urban tourists want to support local entrepreneurs and be sustainable, but they are not so interested in a sustainable way of traveling. This group mostly wants to go abroad because traveling in Finland seems to be too expensive for them. (Honkanen & al. 2021, 53-59.)

The second group consists of “travelers that are interested in cottages and visiting friends and relatives”. This group is not interested in spending money in the destinations, and it seems that the only purpose of the vacations is to visit their relatives and friends. Values for this segment are convenient traveling and safety in destination. Most of the travelers in this segment are also owning cottages, so they do not even need to look out other accommodation options. (Honkanen & al. 2021, 59-64.)

The third segment is named as “active travelers”. This group is the most interested in different destinations, especially nature destinations. Variety of events, sightseeing and culture are important to active travelers and supporting the local companies is a big consideration when choosing services. Domestic traveling is sustainable, and they see that traveling in Finland is comfortable for them. This customer segment could have high potential of being the target group for domestic traveling. (Honkanen & al. 2021, 64-71.)

The fourth group is “pleasure seekers”, and they value food services, wellbeing and spas. This segment also likes to visit their friends and relatives but also to relax in cottages. The archipelago was mentioned to be one of this group's favorite places as well as theme -or amusement parks. Reasons for their domestic traveling are security and convenient ways of traveling. (Honkanen & al. 2021, 72-77.)

The last segment is titled: “travelers that are interested in culture and nature”. Like the name is labeling, this group is interested in cultural destinations, visiting national parks and trekking in the forest. However, these travelers are interested in visiting friends and families like active travelers and pleasure seekers. Reasons that this group wants to travel domestically are safety, sustainability and to support the local entrepreneurs and companies more than any other mentioned traveler group. This customer segment believes in domestic traveling, and it always has something to offer for them. (Honkanen & al. 2021, 78-83.)

According to Moilanen and Nurkka (2020) the aspects that domestic travelers are valuing in inbound traveling are relaxation, cottage holidays and enjoying nature. Cleanliness, hygienic level and safety are very important parts for domestic travelers. The more accommodations and service providers are keeping the mentioned parts in good care, it will be a competitive advantage for future domestic traveling, and in having travelers return. (Moilanen & Nurkka 2020.)

### 2.3 Millennials as travelers

Ubl, Walden and Debra (2017, chapter 2) are stating that the millennial generation is born between 1980-1995. Millennials are also known as generation Y (Ubl & al. 2017, chapter 2). However, there are not any precise years when millennial age starts, but often it means early 1980s to late 1990s or even to the beginning of 2000. Figure 2 is presenting the cornerstones for millennials' travel interests.

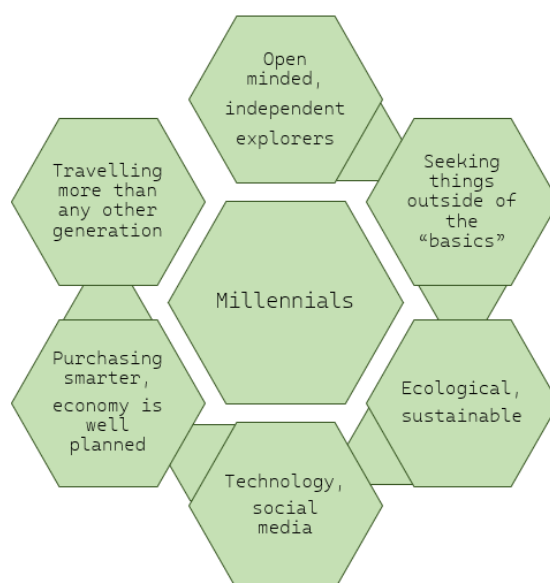


Figure 2. Interests and habits of traveling for Millennials (adapted from Ketter 2021 192-196; The Nielsen Company 2017, 2-4 & Ubl, Walden & Debra 2017, chapter 2)

According to Ketter (2021, 194) millennials are open-minded travelers, they are seeking information and exploring things by themselves. The Nielsen Company (2017, 2-4) and Ketter (2021, 192-196) are describing that millennial generation is traveling more than any generation before. "It is estimated that Millennial travel now accounts for 40 percent of Europe's outbound travel – making them the largest age group for international travel" (Ketter 2021, 192-196). Compared to other generations, for example baby boomers born in 1956-1964, (Ubl & al. 2017, chapter 2) millennials are more likely to plan their itineraries, activities, be more open to unique tourism products and experiences. Travel producers need to adjust millennials' preferences and desires in their products (The Nielsen Company 2017, 2-3).

Figure 2 presents millennials preferences are often regarding to seek adventures outside of the normal "sand and sea vacations". Destinations can be places where fewer visitors are going. Those places are claimed to be more authentic, which is something opposite of their parents, baby boomers. Often destinations are also chosen for sustainability reasons, interactions, supporting the local economy and businesses. Therefore, millennials are maybe more likely to spend more money on the destinations. (Ketter 2021, 194.) However, purchasing is smarter than any other generation since the planning for the travel and expenses are well thought through (The Nielsen Company 2017, 2-3).

As mentioned before millennials grew up in the technology era and they are planning a lot of their vacations digitally via mobile phones or computers. Information is often found from blogs, social media and travel websites. During and after holidays millennials are sharing their experiences on social media which will help other millennials to find new places. (Ketter 2021, 195.) Tourism products and experiences should be "Instagrammable" meaning visual appeal should be giving visitors the feeling of sharing the moment with others and posting it to the Instagram platform. (CBI 2021.) In an article from author Vesa-Pekka Hiltunen (October 2019) he has been interviewing café owner Pekka Makkonen who says that food needs to follow trends, look good on the plate and as well in pictures. With this, he means that served food and portions must be "Instagrammable". The reason for this is purely so visitors will share the pictures on social media and the food will do the marketing itself. (Hiltunen/October 2019.)

Tammie Kaufman (2019, 5) has surveyed the travel preferences of millennials, and it seems that location is the highest priority for millennials in traveling. The second part is food experiences and 83 % of the respondents say that "I like to first decide the vacation destination and then look for local food and restaurants" (Kaufman 2019, 5). There are also differences between genders and therefore, foodservice providers could consider gender preferences while creating the products. Women are more likely to choose places

by their experiences, while men are more likely to find places that have more activities, as the food is not so important. During the holiday, regardless of gender, millennials want to have activities, authentic places and variety in their culinary experiences. (Kaufman 2019, 5-8.)

## **2.4 Experiences in tourism**

According to Stone, Soulard, Migacz & Wolf (2018, 1128) multiple elements can make the food or drink experience memorable. A single element can be just enough to create a memory. However, this moment is often tied together with other elements such as celebrating weddings or great service. In the other words, people often have food or drink moments with experiences that are more likely to be remembered. Often experiences are referred to foods, drinks, locations and settings in the places, however, service is also a memorable part of the products or business. (Stone & al. 2018, 1125-1128.) Nevertheless, a person's age, gender, background, and culture are also part of the experience and how a person would feel or see the experience. All these need to be considered while planning products that should create experiences. In the end, Pine and Gilmore (2020, 39) are claiming that experiences are not just entertaining the customers, it is about engaging them. In the next chapters the dimensions of the experience and experience realms are presented.

### **2.4.1 Dimensions of experiences**

Experiencing can be divided into many distinct levels of engagements, and Pine and Gilmore (2020, 39) have presented the two most important levels. Figure 3 is illustrating the chosen dimensions of experiences. The horizontal dimension is the guest participation, and it has two ends, passive and active. The passive end in figure 3 is when guests are not participating or influencing the service or product performances. Meaning guests are more likely listeners and observers. The active is active participating in the performance, for example, the figure skater is having their own experience while doing the show. However, those who are not ice skating might still be active by visualizing it and listening to audio (Pine & Gilmore 2020, 39-40.)

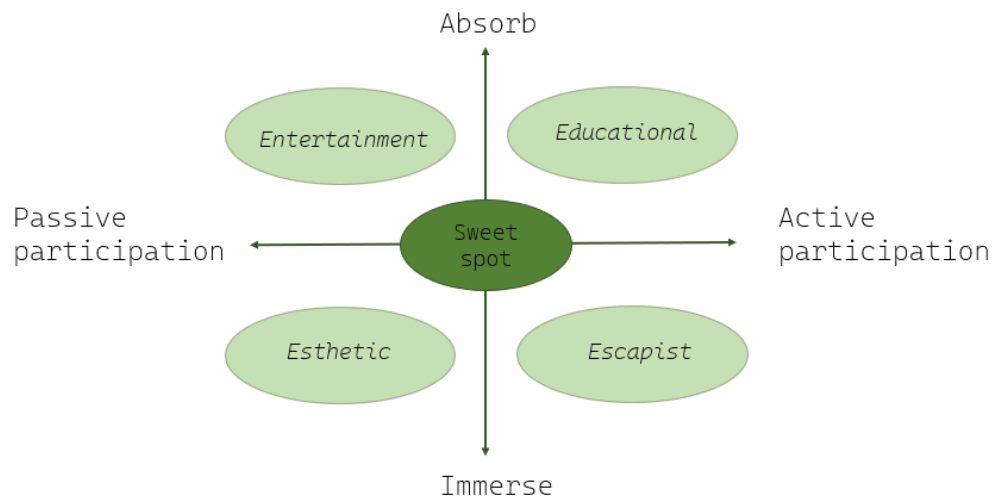


Figure 3. The dimensions of experience and the sweet spot (adapted from Pine & Gilmore 2011, 45-46)

The vertical arrow represents the experience dimensions of “absorb and immerse”. These dimensions are about physical and emotional connections in experiences. Absorbing is experiencing something from a distance, e.g., when a person is watching a movie. The person is absorbing the experience but is not physically a part of the experience. Immersion is when a person is deeply interested and participating in an experience. For example, attending class at campus versus studying online, as the person is a part of the event itself and immersed in the experience. (Pine & Gilmore 2020, 40.)

Figure 3 is including four other realms of experiences: educational, entertainment, esthetic, and escapist. Educational represents active participation in the event of performance, the person is only absorbing the experience and not being fully immersed. (Pine & Gilmore 2020, 40.)

The second realm is named entertainment. It is being passive in the event or performance, but there can be responses to the event, for example laughing and singing. Authors are stating that entertainment should always be included in the experiences. (Pine & Gilmore 202, 40-41.)

The third realm is called esthetic. This realm is when a customer is immersed in the moment but is not actively participating in the experience (Pine & Gilmore 2020, 46). A common esthetic experience in Lapland is watching Northern Lights, where the customer is deeply immersed in watching the lights but not actively participating in creating them.

The last realm is called escapist. This means that feelings are the biggest part of the experience. All the realms are including feelings, but escapist is more than immersion or

education. This realm is described as getting lost in your mind while participating in the event or performance. Hiking in the forest is requiring active participation and is giving the possibility to empty the mind of all thoughts. The very last of figure 3 is having a “sweet spot”. This is illustrating the part where all four experience realms encompass, and the richest experiences will occur. (Pine & Gilmore 2020, 43.)

Events and services should aim to include all four experience dimensions. Therefore, the offered products should include activities or experiences that are educational and provides possibilities of using the acquired skills. (Pine & Gilmore 2020, 51-52.) Experience is still claimed to be a subjective and extremely sensitive event, which means it is up to the participant to gain from the experience. The waiter or guide can help, but only to a certain point. (Tarssanen 2009, 10.)

#### 2.4.2 Experience pyramid

The Experience pyramid model by Tarssanen (2009) is emphasizing the most important dimensions of memorable experience design. The pyramid in figure 4 is illustrating the point of view from both customers and experience providers. The pyramid is made for companies and producers to create “a perfect product” (Figure 4).

The purpose of the experience pyramid is for companies to generate income, gain attention from visitors and create better products. It also helps companies and producers to find possible issues and apply critical thinking to the products. However, experience is a very personal feeling and moment and therefore experience is impossible to guarantee. (Tarssanen 2009, 10-11.) In the pyramid’s vertical axis are customer experiences: individuality, authenticity, story, multi-sensory perception, contrast and interaction.

**Individuality** is interpreted as uniqueness. This is about being simple and creating customized experiences based on customers’ preferences and needs. **Authenticity** refers to lifestyle and culture of products. Having a cohesive *story* will create engaging experiences for customers. **Multi-sensory perceptions** mean including as many senses as possible in the experiences to support immersion in the moment. Next is **contrast**, which is the differences between a customer’s daily life and an experience, where there should be something new, unusual, or out of the ordinary. The last aspect is **interaction**, which simply means to have successful communication between the experience service provider and the customer. (Tarssanen 2009, 12-14.)



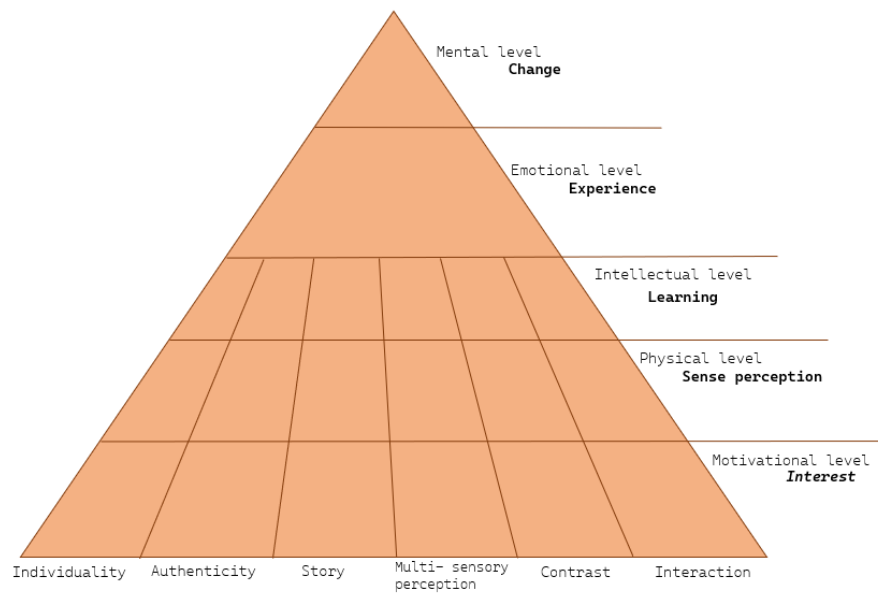


Figure 4. Experience pyramid (adapted from Tarssanen 2009, 11)

The horizontal axis in figure 4 highlights five different levels of customer experience, which are motivational, physical, intellectual, emotional and mental level. The aim of the motivational level is to make the customer interested in the product or service, e.g., marketing. The physical level is where the customer feels the environment through their senses and the product becomes tangible. The product should preferably be tested beforehand, and the sensations shouldn't be too extreme, e.g., the environment being too hot or cold.

The following level, Intellectual, is focused on learning and gaining new knowledge. The product should not only be educational, but also facilitate opportunities for customers to apply the gained knowledge. Then comes the emotional level, which is where the experience is creating memories with joy and excitement. The ultimate level in the pyramid is the mental level, which could result in personal changes for customers, e.g., becoming interest-ed in new hobbies or having new perspectives on their own life. As stated: "In a good and functional experience product, all the basic elements of the experience described above are involved at every level of experience" (Tarssanen 2009, 15-16).

## 2.5 Overview of Rovaniemi

Rovaniemi is the provincial capital of Lapland and its location in Finland is shown in figure 5. Rovaniemi is the largest geographic area in Europe, and the city is surrounded by 30 different villages, total area is 7601 km<sup>2</sup> of land and 415 km<sup>2</sup> of water. There are

approximately 63 000 inhabitants, and it is the 17th largest city in Finland by population 2020. (Visit Rovaniemi 2020.)

Rovaniemi has three cultural centers: Artikum Science Center and Museum, Korundi House of Culture and Science Center Pilke. Arktikum is situated in an iconic building by Alvar Aalto, and the museum gives an overview of Lapland history and culture (Arktikum s.a.). Pilke Science Center is in the neighborhood of Arktikum. It is a forestry museum introducing Lapland's current forest issues regarding climate change and global warming (Pilke Science Center s.a.). The last place is Korundi Culture House, and it is the main theatre of Lapland Chamber Orchestra. It has as a significant number of northern contemporary art exhibitions (Korundi s.a.). The cultural attraction combination characterizes Rovaniemi's destination brand identity as a destination of cultural authenticity and scientific collaboration.

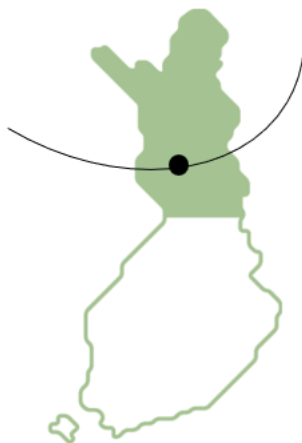


Figure 5. Map of Lapland (adapted from Visit Finland, s.a.)

The history of Rovaniemi has not been easy and the city was almost destroyed after the war in 1944, but in 1945 architecture Alvar Aalto designed a new town plan. Figure 6 is showing the plan of Rovaniemi was designed as the side of a reindeer's head with antlers when seen from above. (Perälä/November 2006.)



Figure 6. Rovaniemi street view, reindeer antlers (adapted from Maanmittauslaitos, s.a)

Due to its geographical location, Rovaniemi has four seasons, but locals would rather say there are eight seasons to explore. Figure 7 is illustrating them in the cycle model. The first season on the left corner is “frosty winter”, a time when New Year is over, and the weather is cold, dark and quiet. Then it continues towards “the spring of crusted snow”, days are getting longer, and nature is starting to prepare for spring. Temperature is below zero during the nights, but the daytime sun is warming and melting the snow. These are the days with optimal conditions for cross-country skiing, and it is possible to walk on top of the crusty snow. “Departure of ice or ice break-up” snow is still covering the ground, but the first plants are beginning to come out and reindeers are giving birth to calves. The departure of ice is starting from the rivers and lakes. (Saari 2019.)

At the bottom of figure 7 summertime starts and “midnight summer” is when the sun will not set during June-July in Rovaniemi. During this time nature is getting greener, birds are signing, and reindeer calves are out in the world. “Harvest season” is when it’s time to collect all the superfoods from the forest. Cloudberries and blueberries are ready to be picked, and mushrooms to be collected. Darkness is returning and leaves in the trees are turning yellow. Autumn is one of the very attractive seasons as the nature is extremely colorful. You can see colors in the trees but in the North of Lapland the blueberry leaves on the ground are also changing color. There is already a possibility to see northern lights since the snow reflection will not take all the light.

“First snow” is when the weather is getting colder, but the sun is still shining partly. Before the first snowfall it is a very dark time, but as soon as it arrives it is a bit brighter outside. Lastly, on top of figure 7 is the Christmas season which is time for darkness, extremely cold weather, and snowfall. The long polar night is coming and in the North of Lapland, it lasts approximately two months. In Rovaniemi, it is just for one day. (Saari 2019.) After this people will start to wait for spring to arrive.

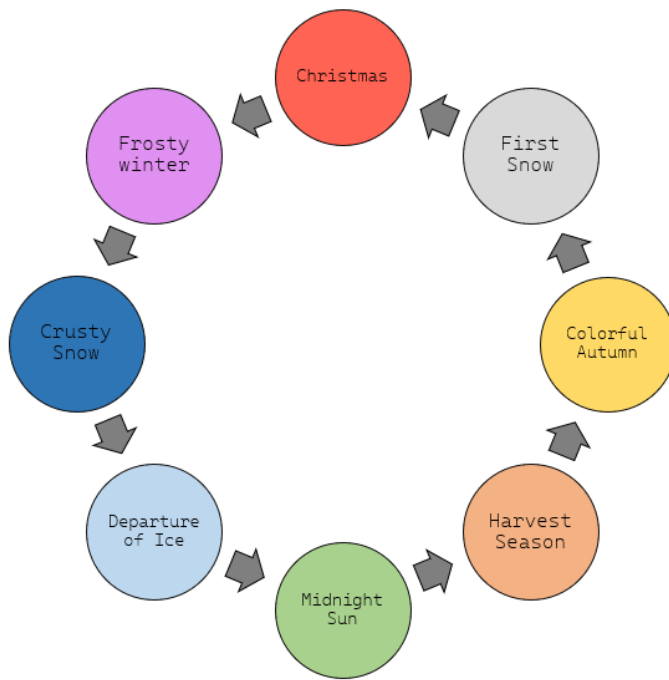


Figure 7. Eight seasons (adapted from City of Rovaniemi s.a. a)

Summertime is for enjoying midnight sun, while Christmas is for darkness and Santa Claus. Seasons are giving great opportunities for visitors to explore and experience Rovaniemi any time of the year. During spring and autumn, there are several sports activities to be explored and many of the nature trails are open all year round. (Saari 2019.)

Rovaniemi is also offering a network of nature trails and fireplaces to visit. The city of Rovaniemi is providing information about the nature trails, and three of them have information points along the way. There are also several bird hunting towers, swimming beaches, playgrounds, and parks. Nature trails are also having fireplaces along the way and recycling is taken into account. Most of the places are accessible for disabled visitors, except one, which is moderate in difficulty level and 27 kilometers long. (Rovaniemi s.a. b.)

During wintertime, visitors can enjoy and learn cross country skiing with a guide or by themselves. Renting is possible from Ounasvaara Ski Resort or Santasport activity place. Most of the tracks are maintained by the City of Rovaniemi and along the tracks, there are places to take a break and enjoy nature. While going to nature is good to keep in mind that there are certain rules to follow, e.g., use marked routes, keep your pet in leash, only camping in the places where it is allowed and do not litter. All these rules are often marked just before the route starts and it is important to follow them, this is how Rovaniemi can keep the nature clean for every visitor. (Visit Rovaniemi s.a, b.)

### 2.5.1 Tourism in Rovaniemi

The first flight with visitors from the United Kingdom arrived to Rovaniemi in 1984 (Pyykkö December 2018) and since then the tourism has been growing in Rovaniemi. In 2019 the British tour operator Thomas Cook faced bankruptcy, and this was a part of the charter flight era's ending. Thomas Cook was bringing 10% of the total passengers to Rovaniemi during the winter season of 2018 and it was a big loss for the tourism in Rovaniemi and the whole of Lapland when they went bankrupt. (Viinikka/September 2019.)

“Rovaniemi combines the northern nature with urban surroundings, self-confident localness and open-minded internationality” (Visit Rovaniemi 2020). Rovaniemi has its specialties, e.g., there is midnight sun between June 6 to July 7, which means the sun will be visible during that time. In mid-winter it is possible to see Northern lights on the sky. These are merely a few of the reasons why Rovaniemi is the third popular destination to foreign visitors after Helsinki and Vantaa. (Visit Rovaniemi 2020.)

Rovaniemi is also well known for Santa Claus and his village. There you can visit Santa's main office, send postcards from the famous post office with a special stamp, and enjoy the Christmas spirit all year round. There is also a possibility to cross the famous Arctic Circle and receive a certification for it. Santa Claus village offers multiple restaurants, cafes, and accommodation places just 15 minutes from the city center or 5 minutes from the airport. (Visit Rovaniemi, s.a. a.)

### 2.5.2 Food tourism in Rovaniemi

According to Hiltunen (October 2019) Rovaniemi has started to flourish in food tourism, and it has not always been like that. This means that restaurants do not need to serve food for everyone, they can have specialties for example for vegans. Locals and tourists like Indians have been giving good feedback about this. However, the income does not come only from visitors. Restaurants and cafés need to listen to the local people too. The key elements that restaurants want to offer are Scandinavian food, easy-going places, and food that can be shared on social media. In the article, few restaurant owners are saying that there is a good spirit between the companies, but marketing could have room for improvement. (Hiltunen/October 2019.)

Food tourism in Rovaniemi still seems to mostly be part of the restaurants and cafes, and likewise Hungry for Finland has given many ideas and thoughts about what food tourism can be. In Visit Rovaniemi's website there are listed many restaurants with activities to participate in. For example, “mökkiterassi” in Hostel Café Koti has launched a cocktail course, where you will learn about their history and how to make them from scratch.

Lapland's brewery is offering tours weekly. Restaurants are having various themes such as Mexican, street bistro, classic summer terrace and sauna thematic restaurant. (Silvennoinnen May 2021.) To conclude, Rovaniemi needs more ideas to create more food tourism places and products, and hopefully, this thesis will give some tools to different companies and entrepreneurs to develop all year round.

### 3 Food tourism

Although food tourism has roots in agriculture, combined with tourism and culture. These combinations offer visitors different things e.g., agritourism is offering the food product, tourism offers an infrastructure to the place and lastly, culture offers history and authenticity. Tourism services that are provided in the agricultural atmosphere are held on the entrepreneur's own farm. Visitors can take part directly or indirectly in the activities, they can do meal provision, farm tours, or learn how to process agricultural goods. (Ammirato, Felicetti, Raso, Pansera, & Violi 2020, 3-4.)

The World Tourism Organization (s.a. a) is describing gastronomy tourism as "a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while traveling." Gastronomy is also linked to the culture and heritage of a certain region. It also can be very intimate contact with locals and culture. (Dixit 2019, 37.)

Food tourism is having many approaches. World Food Travel Association by Eric Wolf (2021, 7) is defining food tourism as: "Food tourism is the act of traveling for a taste of place in order to get a sense of place ". Nevertheless, it is also about getting away from home, and learning the culture in that specific area, enjoying the spirit, and getting awareness about the local community. (Wolf, Bussell, Campbell, Lange-Faria & McAree 2014, 14-15.) To narrow it down, it could simply be "food and drink motivated travel", which means going somewhere from home to enjoy different places and tastes (Everett 2016, 11).

Hungry for Finland has launched two food tourism strategies since 2012 and is currently coordinating Finland's Food Tourism Strategy 2020-2028. The strategy includes a definition of Finnish food tourism and includes an extensive list of products or services that can be a part of food tourism. The project is made in association with Visit Finland, and many other companies from the food and tourism sector.

Hungry for Finland is describing food tourism the following way: learning to cook the Finnish way, experiencing tasty restaurant meals, or enjoying food outside in the nature. Food products are supporting sustainability and heritage, ingredients are collected directly from the nature. It can be street food at festivals, old-fashioned indoor markets, specialized shops e.g., wineries or ice cream factory visits.

Food tourism is including stories, local flavours and making food with a creative attitude. The important factor of food tourism is that it invites visitors to be a part of unique experiences and learn new tastes. (Adamsson & Havas 2020.)

The World Food Travel Association have done a survey amongst food tourism professionals, and 96 % of the respondents are expecting growth in the food travel industry within the next two years (Stone, & al. 2020, 6). 96 % of advisor responders have a positive mindset about the growth of the food travel industry within the next two years. Positive factors will have an impact on the growth, and two of the most important are regarding consumer behavior. One of the factor is that visitors can find more information about food and drink places before they go on their trip. The other part is that millennials with generation Z are seeking food experiences more than ever. Social media and tv programs can affect the mentioned factors. (Stone & al. 2020, 6.)

Food tourism can be defined as an umbrella term as illustrated by figure 8. It includes a large scale of activities, organizations, facilities and events. This cluster includes three different segments. The first of the segments is “travel and hospitality” and it includes different operators that are a part of the tourism industry, from Destination Management Company to tour operators to accommodations and transportations. The second sector “food and beverages” is about farms, cooking classes and markets. The last part is called “others” which includes the companies and organizations that are affecting the tourism industry such as the government, suppliers, schools and media. (Stone & al. 2020, 7)

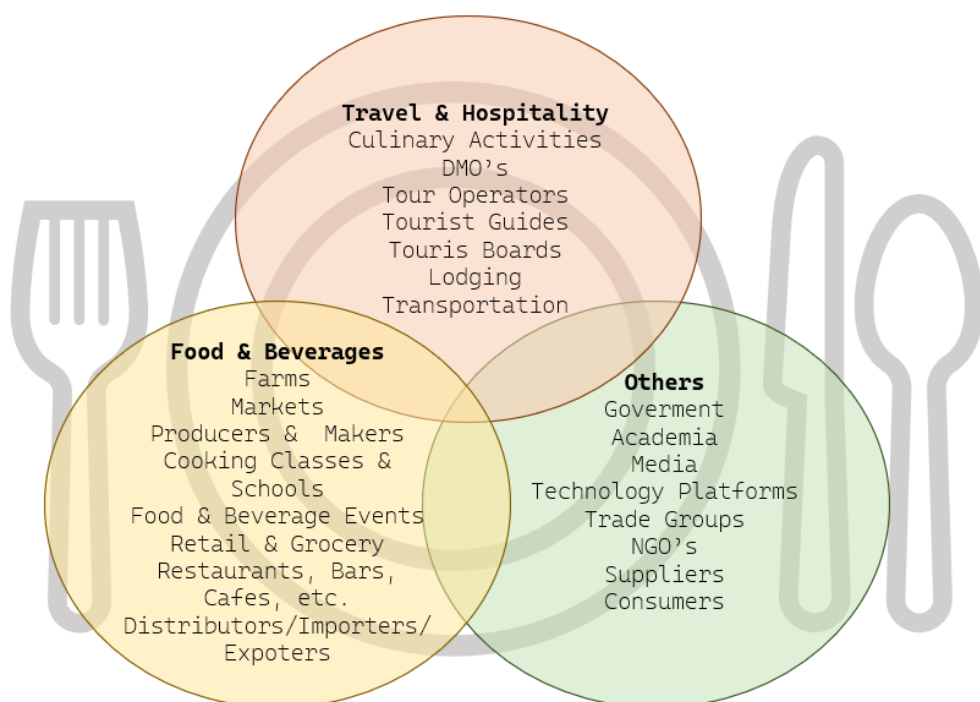


Figure 8. Food Tourism Industry Cluster (adapted Wolf 2021, 8)



Food is an important part of culture and becomes a part of us. It is something that we have been growing up with and it brings us to great memories. On a bigger scale, food is an important part of culture and traditional foods, and cuisines will be passed on to future generations. (Le 2017.) Combining new food tourism products with experiences will be memorable for the visitor. (Adamsson & Havas 2020.) Nevertheless, experts have agreed that food tourism can provide benefits to visitors but also to residents. It can provide extraordinary experiences to travelers and strengthen the local society. However, these should be taken into consideration as objectives in the goals and action plans for tourism. (Stone & al. 2020, 12.)

### **3.1 Food tourism trails**

The roots of food tourism trails are deep in history. From 1584 Ortensio Lado gave recommendations in his itinerary tour of Italy for places to enjoy local specialties. A similar case was in France where Jean Florimond Boudon de Saint-Amants wrote about food places that he discovered in the Pyrénées in 1789. However, while food has often been seen as “fuel” it has also been a part of experiences, expressing personal identities and adding quality of life. (Dixit 2019, 25-26.)

One of the most known food tourism products is wine and food trails. Shortly explained wine routes are held typically at the wine yards or wineries. In this way, visitors can explore and learn about the area, cuisine, territory and wines. The routes often include history, culinary experiences and storytelling. This will give the visitor the most realistic feeling of the place and expectations of the food and wine product would be fulfilled. (Mason & O'Mahony 2007, 505-507.)

Food tourism trails should be beyond basic food products (Khairuman, Hasrul, Daim, Akmal, & Zamzuri 2020, 14). Anderson & Law (2012) are writing that trails should provide visitors with a taste of the place, and it should also support the local rural economy along the decided route. There are several local producers, restaurants, hotels, breweries, and many other companies working together to create trails for visitors.

Food tourism trails are bringing together visitors, producers and destinations. This will increase the brand of the place, and visitors will also understand the visited place better. Stories can be about the chosen places, and it can be possible to purchase the product with them. (Andersson, Mossberg, & Therkelsen, 2017.) Figure 9 is presenting all the crucial parts for food tourism trails. However, it can include more points if needed.

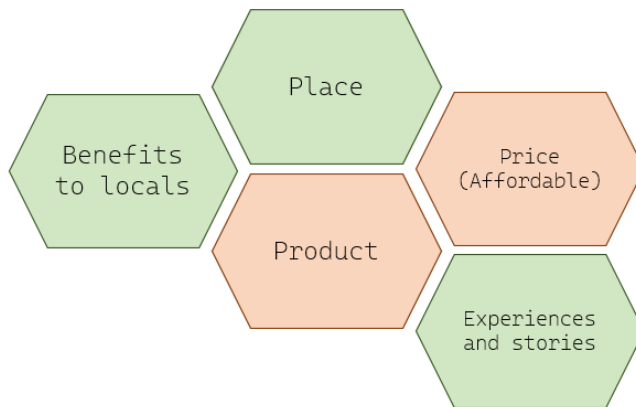


Figure 9. A cornerstones of food trail (adapted from Anderson & Law, 2012 277-278)

Food tourism trails are made for certain areas to have the opportunity to grow their economy and develop their rural diversity. This should be considered in a way that fits the image of the place and the targeted markets. (OECD 2012, 51.) Local products or ideas would support the attractions and increase the competitive advantages over other places. (Figure 9.) Food tourism routes should be different from other locations, and in that way, it will leave a memory after the event. Therefore, visitors might come back, or at least tell their relatives about it. (Andersson & al, 2017.) The price for food tourism trails should be affordable for the visitor, but at the same time it should make economic growth for the provider and create more visibility for the location (Anderson & Law 2012.) Chapter 2.8. is describing more about experiences and its levels.

The main aim is to familiarize visitors with authentic places and to enjoy new experiences. The food tourism route is including pull factors that would make travelers come back in the future. However, the main idea is to get people to know about the local way of eating the food and to try new food. A part of it is also to learn about local history, culture and ways of living. At the same time the food trail would be beneficial for the chosen place as a marketing point. (Khairuman al. 2020, 14.)

### 3.2 Food tourism trends

According to Haaga-Helia LAB8 Service Experience Laboratory there were eight different food trends as of 2020. Table 1 is an illustration of them.

Table 1. Food travel trends 2020 (adapted from LAB8 2020)

1. Conscious traveling and sustainability
2. Locality
3. Storytelling
4. Authenticity
5. Micro holidays
6. Technology

**Conscious thinking** is increasing more and more. For travelers, it means that they are interested in choosing more **sustainable** options in their private life. However, people are increasingly choosing destinations for eco- friendly reasons. Visitors are also interested in leaving positive impacts of their own visits to destination. This means that visitors are keener on ethical options before the trip and are respectful towards the local community during the trip. Locals and producers are also increasingly interested in the impact of their own travel choices. Travelers are more aware of their impact on climate change, and therefore they are seeking more sustainable options for traveling and supporting locals. This seems more important than ever.

The second trend is **locality**, and it means, for example, supporting the local traditions, culture and food ingredients. According to Boniface (2003, 31) food and drinks are considered local when they are delivered from nearby places and stored for minimum time before being served. Furthermore, Kristiina Hietasaari (Visit Finland, s.a. a) is writing that the trends in traveling to Finland are about “living like a local.” This means that themes in traveling to Finland are about seeing the local lifestyle and experiencing the culture. These should be highlighted when promoting Finland as a tourist destination and we have already succeeded in being different compared to other Nordic countries.

The third trend is **storytelling**. This is claimed to have roots in the ancient traditions, and it was about bringing people together. Connections were about today and yesterday, sharing knowledge and creating myths. Storytelling is a way to add a little bit of magic and authenticity to experiences. (EHL Insights 2020.) Stories are an important part of the food tourism product, for example, the origin of ingredients, authenticity, creativity, locality, and traditions. (Adamsson, Havas & Hook 2020.)

Food tours hosted by locals naturally include storytelling in their products. The trip itself does not need to be far out, it can just be a short trip to a neighbor city to learn their history and traditions. In the future, there might be even more demand for storytelling, so customers can have experiences and hear the story behind the products and services. The story is adding authenticity to the experiences. (EHL Insights 2020.) It is also about

understanding the local places and history and it can be added to food events or even festivals. People tend to go to festivals for music and entertainment, but nowadays the food is a very important part of the whole experience (LAB8 2020).

After storytelling comes **authenticity**, which has multiple definitions. It could be described as “real”, “genuine” and “true.” (Taylor 2001, 9-15.) Authenticity is about things that are legitimate and true. (Vocabulary.com s.a.) Authenticity in food tourism is leaning towards the place, culture, and history, with these elements the story begins. (Adamsson, Havas & Hook 2020.) Global Data’s article from 2018 has already highlighted that destinations should focus more on localism than globalism, in other words they should focus on promoting unique and authentic things in regional cuisines instead of trying to copy foreign ideas. (GlobalData Plc 2018.)

The fifth part in table 1 is about **micro-holidays**, city breaks, with friends and family, long weekends. The length of vacation is maximum three to four days in the destination. These types of holidays are constantly increasing in popularity. (LAB8 2020.) Staycations can also be included in this trend. The definition of staycation is: “a holiday that you take at home or near your home rather than traveling to another place” (Cambridge dictionary s.a). Nevertheless, solo traveling is also growing more. Solo travelers prefer to explore cities by themselves, but they also enjoy evenings, activities or food in a group. It also seems that people are more interested in traveling for a shorter time, but experiencing things is remaining high. (LAB8 2020.)

The last topic is about **technology** growth. It is not always possible to travel in places to get the authentic feeling but using virtual reality has become easier. A person can be diverted in to e.g., Greece and enjoy authentic food while sitting at home. (LAB8 2020.) The technology trend is supporting millennials' attitudes and was also an important factor when the author was researching methods for the thesis.

### 3.3 Food tourism in Finland

CNN Travel by Lastoe (2018) was stating that “Finland is Europe’s hottest new food destination”. Finland might not be known for gastronomic tourism compared to other European destinations but there is certainly something to offer (Lastoe 2018). Food Tourism Strategy 2020-2028 by Hungry for Finland describes Finnish food tourism the following way: it is based on a variety of experiences, locality and stories, tasty meals in restaurants, but also guided cooking classes, enjoying meals in authentic surroundings, food tourism trails, events, festivals, local markets, special shops,

and breweries. (Adamsson & Havas 2020, 8.) Certainly, it seems that we have a lot to offer here in Finland.

Everyman's rights are offering great possibilities of having a wide range of food tourism products directly from the nature. It means that everyman's rights allow people to move in forests, pick berries or mushrooms and stay nights there. However, it is not allowed to disturb the domestic areas where someone might live, make open fire on another's land, or cut down trees. (Tuunanen, Tarasti & Rautiainen 2012, 11.) This helps companies and producers finding clean ingredients in the nature for food products.

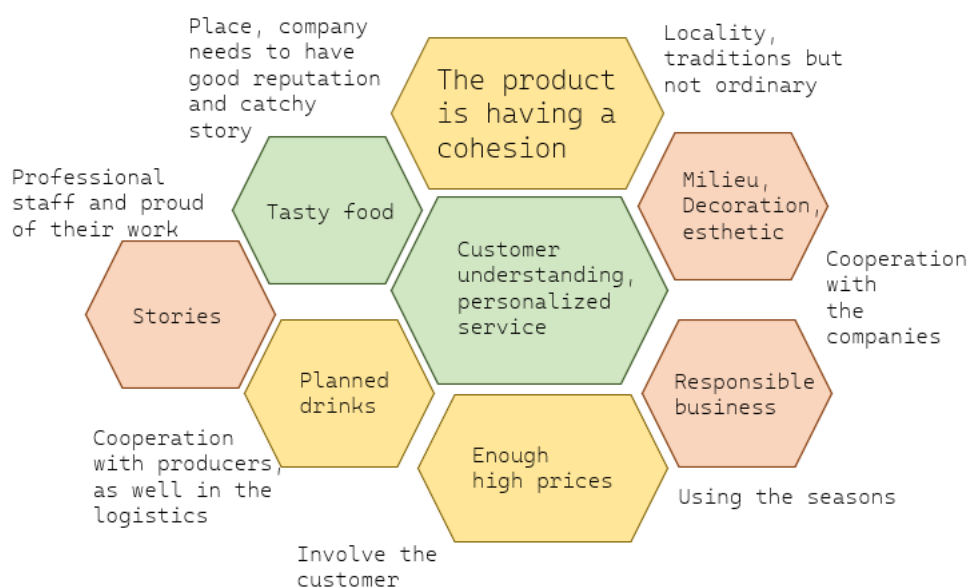


Figure 10. Corner stones of Food Tourism (adapted from Adamsson & Havas 2020, 7)

Figure 10 is presenting cornerstones about Finnish food tourism, and these are things that help companies and producers to provide products that are unique and carefully thought through. Finnish food tourism is needed to evolve stories and cultural heritages. A big role in the products is locality, clean nature, and natural ingredients. The product should have a story behind it, be personalized and create a memorable experience; all these aspects need to work well together. Another important factor is employees. They need to be motivated and interested in the products they are offering. (Adamsson & Havas 2020, 7.)

### 3.4 Commissioner Hungry for Finland and food tourism strategy 2020-2028

Hungry for Finland is a project made in association with Visit Finland, and many other companies from the food and tourism sector. They have launched two food tourism strategies since 2012 and is currently coordinating Finland's Food Tourism Strategy 2020-2028.

The Food Tourism Strategy's purpose is to create a food tourism network at a national level. The important objective is to create food tourism trails and other products in the four main areas: Archipelago, Lakeland, Lapland, and Helsinki Area. All the areas are different so one of the aims is to encourage companies and tourism providers to create different combinations of products and food routes. These food tourism dishes and products should have visible components of Finnish traditions, serve ingredients directly from the nature, create partnership and support sustainability goals. (Adamsson & Havas 2020, 14-15.)

The strategy is also advising food tourism services to be available all year round and with this ideology companies and providers can have employees all around the year. Therefore, it will reduce their costs of hiring new staff too often. The cross-section theme is to have a partnership with as many companies and entrepreneurs as possible, therefore food tourism is having possibilities for sustainable growth and renewal in the tourism sector. (Adamsson & Havas 2020, 8.)

The Food Tourism Strategy 2020-2028 has three main product themes and messages and figure 11 is an illustration of them. These core messages are made for companies and producers to strengthen the marketing of their products but also to be able to create a story. Hungry for Finland is mentioning if the product or service has a story behind it. Stories are affecting visitors' minds and will leave a memories which are likely to be shared further. (Adamsson & Havas 2020, 27.)



Figure 11. Product themes and core messages of Finnish food tourism (adapted from Adamsson & Havas 2020, 27)

The first core message means that visitors want to taste local products and to be a part of the culture (Figure 11). This message is also giving tools to mix the east and west side of Finland and show a local way of living. The second message is referring to eating clean food that makes you feel good. Ingredients are directly from the nature and support

sustainability. The last message is about creating food adventures and making everyday products as new experiences for the traveler. It can show caring towards sustainability and courage to bravely try new ideas. (Adamsson & Havas 2020, 27.)

## 4 Process description

In this chapter I am introducing the methodology part of my thesis and timeline of the observation for the product creation. The data collection method for the food tourism trail is non-participant observation and content analysis is used as data analysing method. I also present the observation- and criteria table for choosing the food tourism products and destinations. The product creation from the beginning to end is presented in figure 12.

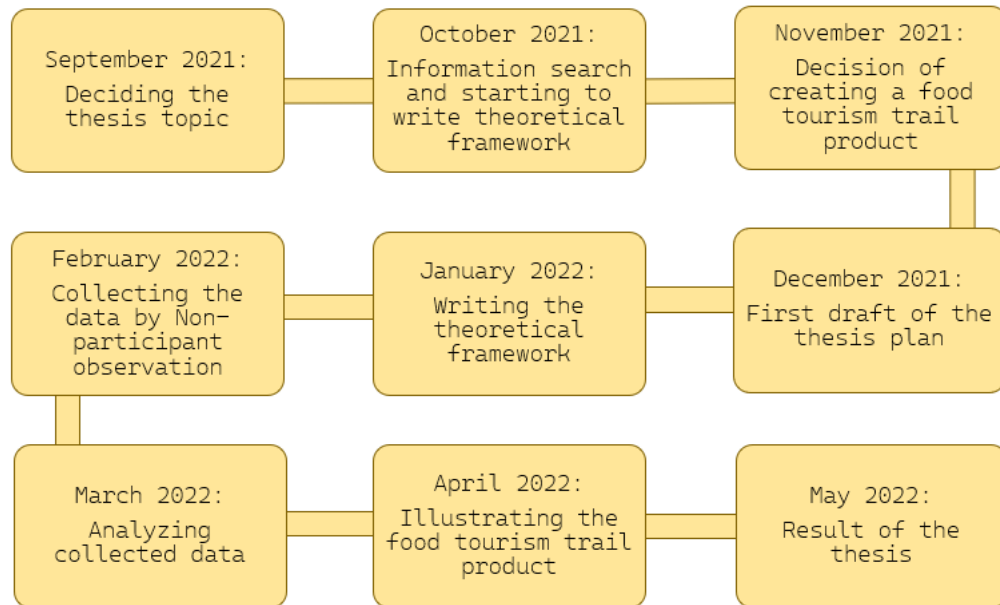


Figure 12. The description of creating the food tourism trail for Rovaniemi area

Figure 12 is presenting the milestones of creating the thesis step by step. Firstly, I needed to decide what my thesis would be about. It was natural for me to construct it for my hometown, Rovaniemi. As well it was quite clear for me to write product-type thesis, since I have produced and planned many new innovative ideas and products in my studies. During the studies I got familiar with the project Hungry for Finland as well as the Food Tourism Strategy 2020-2028 for Finland, and it was easy to connect my main topic of food tourism with their projects. In October 2021 I made the final decision to make my thesis for Rovaniemi and include food tourism products and destinations into my thesis.

I started building the theoretical framework and meanwhile I got a suggestion from Hungry for Finland that the thesis could be a food tourism trail in the Rovaniemi area. I was looking for information regarding tourism, food tourism both locally but also in globally. I needed to decide my target group, and I decided to target millennials since I am part of that age group. I had to narrow it down further, and due to the COVID-19 pandemic I decided domestic visitors would be relevant to target. After gathering the theoretical framework in end of the March 2022, I started to do non-participant observation from



online websites and Google search. At the same time, I started to create a draft of the food tourism trail in Canva. During April 2022 all data was collected and analysed, and this was maybe the most intensive part of my thesis because it was about the details in the outcome. After finalizing the trail, I only had presentation and the last conclusions and discussion left.

#### **4.1 Data collecting for the trail: non-participant observation**

In this thesis I followed qualitative research method and used non-participating observation as data collecting method. There are two types of observation: participant and non-participant. According to Marshall and Rossman (2011, 497-500) observation methods are about using all five senses and providing a “written photograph” of the situation. This enable researchers to learn for example about activities from people who are in the professional settings natural setting of their study field and then observe their tasks. (Marshall & Rossman 2011, 497-500.) Non-participant observation means that the researcher is not involved in the situation but instead being neutral and not having opinions about activities, places, or participants (Wood & Kinser- Traut 2017, 5).

The non-participant observation method is giving me, as an author the possibility to collect all data independently from open sources and partially also to rely on my knowledge of Rovaniemi. Finding information by doing non-participant observation is relatable in millennials' behavior. Millennials are more likely to use social media for planning their holidays and finding information online. Also sharing moments during and after a holiday is typical behavior of millennial travelers. (Ketter 2021, 195.) Furthermore, the reason for choosing non-participant observation as a data collection method is that the limitation of financial resources and time constraints would have made participant observation impossible.

Qualitative research is focused on specific research questions (Vilkkä 2021, 11). Furthermore, it analyses pictures, texts, and deals with words and meanings (Streefkerk 2019). This research process is a conversation between you and your thoughts, research materials, and the main theories. (Vilkkä 2021, 11-13). As the opposite quantitative research is focusing on already known phenomena and questions in the forms are in specific orders to get the wanted results. Quantitative research is also focusing more on numbers and statistics. (Vilkkä 2021, 17-19.)

I did all my observations online, and I relied on companies own websites, social media sites and Visit Rovaniemi's webpages. This gave me the possibility of finding information both in Finnish and in English. I found out that a lot of information was missing in English

on the websites. Rovaniemi has a lot of visitors from abroad and it would be beneficial for companies and producers to have information in English.

#### **4.2 Analysing method: Content analysis**

Content analysis is a method for understanding and analysing material and the aim is to find similarities and differences in the content. This analysis method can be used to analyse for example written texts, interviews or pictures. The goal of the qualitative content analysis is to create distinct and written comprehensive texts about the researched topic. (Tuomi & Sarajärvi 2018, 117-119.)

Content analysis can be carried out from empirical data based, theory based or theory guided point of views (Leinonen 2018). In this thesis I followed the theory-based form by utilizing and analysing the online material. Theory-based analysis is used to connect the theory and observed topic together. I made an observation table (Appendix 1.) to collect and analyse the chosen data. With this table I found similarities and differences in observed destinations or products for the food tourism trail. (Luo 2019.) In the end of the project content analysis helped to create a summarized and general description on the studied phenomenon (Tuomi & Sarajärvi 2018, 117-119).

#### **4.3 Building the observation table and deciding the criteria for the products**

The observation table (Appendix 1) and its topics I created with guidance from the theoretical part (Appendix 1). The aim was to make sure to find suitable options for food tourism products by following the main objectives of this thesis. Organizing and picking the key topics to the observation table helped me to read and view the important parts of the product or destination. The main objective for this thesis is:

- To create a food tourism trail for millennials in Rovaniemi area.

The main objective is supported with sub-objectives:

- The trail will follow the current food trends by emphasizing authenticity, locality and sustainability.
- To create a trail where visitors can learn and gain new experiences through Finnish food tourism.
- To find development ideas and suggestions to how the trail would benefit local companies by growing their economy.

The main objective and sub-objectives gave me guidelines for the important things to observe from the places and destinations. Appendix 1 is showing that firstly, I looked the product name, description, price, and duration information and those were listed in the first

column. Secondly, the location factor was measured from Visit Rovaniemi's address and this detail helped to stay in approximately 60 kilometers distance.

Third column in the observation table was stated as a target group. Therefore, I needed to consider that millennials are more likely to plan their itineraries and activities. They are also more open to unique tourism products and experiences. (The Nielsen Company 2017, 2-3.)

As the focus in the product was food tourism trends, those were included in the table. I highlighted the texts if there included authenticity and locality. Time to time it was difficult to keep in mind since I already knew many of the places and I needed to see it from the visitor's perspective. Along these I also had experience part in the observation table because I want people to have new experiences with food tourism products. According to Stone, & al (2018, 1128) a single element can be enough to create a memory. Often experiences are referred to foods, drinks, locations and settings in the places. In the end, Pine and Gilmore (2020, 39) are claiming that experiences are not just about entertaining the customers, it is about engaging them.

Last section in the observation table was sustainability because people have become more conscious about climate change and their carbon footprints (Sustainable Travel International 2020, a). In the end of the document, I left an empty column in the file, so I could add some extra details that I considered to be good to remember for the trail. There were links to websites or social media pages.

It is essential to have criteria to choose food tourism destinations and products among hundred options. Therefore, I built the criteria table for choosing the products before I started the actual observation (Table 2). The focus of this thesis was to create a new food tourism trail for domestic travelers in the Rovaniemi area. The trail should also include food tourism trends by emphasizing authenticity, locality and sustainability. The criteria worked as a guideline for choosing the products and destinations.

Table 2. Criteria for choosing the food tourism products and destinations

Location	Definition	Experiences	Food trends	Sustainability
<ul style="list-style-type: none"> <li>Rovaniemi area, max 60km from city center.</li> </ul>	<ul style="list-style-type: none"> <li>Fits into definition of the food tourism product</li> </ul>	<ul style="list-style-type: none"> <li>Learn and get experiences outside of their normal daily life.</li> <li>Full fill parts of the experience realms and levels.</li> </ul>	<ul style="list-style-type: none"> <li>Authentic that place is real and true Finnish.</li> <li>Locality, the place is owned by local, destination is used by locals too or product is made by locals.</li> </ul>	<ul style="list-style-type: none"> <li>Follows sustainability goals, and supporting local raw materials, make visitor to understand the destination more.</li> </ul>

Since I am originally from Rovaniemi I am familiar with several places, but I wanted to start researching as a visitor. The very first part I investigated was Google maps, where I typed in Rovaniemi and discovered the size of the area. Therefore, **Location** was one of the first factors I selected in the criteria table of food tourism products and destinations. The distance can be a maximum of 60 kilometers in any direction from Visit Rovaniemi's office. I decided to stay within this distance for the convenience of visitors, since it can be difficult to drive for long distances in a new environment.

The second criteria were that the product or destination needed to fit in the definition of **food tourism**. World Food Travel Association is giving the following definition: "Food tourism is the act of traveling for a taste of place to get a sense of place" (World Food Travel Association s.a. a). I found many great places that included either food or activities but not a combination of both. However, in the end I managed to find suitable options and it was rather difficult to select only a few places.

The third criteria were about **experiences** and customers should learn something new outside of their daily life. I wanted to make people engage with the food tourism products, not just to be entertained by them. This might be difficult because experiences are very subjective events. (Tarssanen 2009, 11-14.)

The fourth criteria (table 2) were that the chosen products needed to full fill present **food tourism trends**. The most focused trends are authenticity and locality. I wanted the locality to be as visible as possible, and I hoped to find places that have e.g., local owners and their products or services would be from local producers. Authenticity is when places have history or a story behind the place or product, and it should be presented in companies' websites or social media.

According to professionals from The World Food Travel Association (2020, 36-38) Over nine out of ten professionals believe that food tourism companies could inspire visitors and travelers even more towards a sustainable way of living Therefore, I chose my last criteria to be **sustainability**. Eating local food made by using local and seasonal ingredients is supportive towards local sustainability and the local economy. (Potter 2020.) Also, sustainability is a growing food tourism trend (LAB8 2020) therefore, I needed to include this topic in the criteria table.

#### 4.4 Searching, choosing and describing the food tourism products

I did my observations for approximately 30 hours between 24<sup>th</sup> of February and 7<sup>th</sup> of March 2022. I did observations with the help of Google search, Google maps and Instagram. Most of the websites of the places and products were informative, but to get a deeper understanding of the places I investigated Instagram accounts and Facebook pages. A part of the search I needed to do only in Finnish. Table 3 is presenting words that I used in my search for food tourism products and destinations.

Table 3. Words for searching food tourism product and destinations

Experiences in Rovaniemi	Rovaniemi Shopping centers	Markets in Rovaniemi	Majoitusta Rovaniemellä	Majoituspaikkoja Rovaniemellä
Cooking courses in Rovaniemi	Nature trails in Rovaniemi	Luontopolut Rovaniemi	Markkinat Rovaniemellä	Oikarainen
Culinary experiences in Rovaniemi	Breakfast places in Rovaniemi	Food events in Rovaniemi	Ruokaelämys Rovaniemellä	Retkipaikka

##### 4.4.1 Food experiences, restaurants and cafés

I decided to do the search for food experiences, restaurants and cafés in English only. Knowing there are several options to go through, this part took the longest time of the whole observation process. I typed in Google search “experiences in Rovaniemi” and the first link took me to Visit Rovaniemi’s website. I was clicking around to get familiar with how the website is built. To me it seemed easy to use and to go around and there was a lot of information. Many pages were updated within the last days.

I decided to start looking by categories and went to a category called “see and do”, the first I started to look topic eat and drink- section. Like the name of the site tells, there were plenty of restaurants and cafes, and you could filter the different categories. Most of the places I already knew but, I tried to look through them as if I would not know anything concerning those in advance. I looked every single one of them and I selected the following places from the center: Café & Bar 21, Gustav Kitchen & Bar, Kesärafla Sauna, Restaurant Nabo and Hostel Café Koti. I looked Café & Bar 21’s and Gustav Kitchen & Bar’s Instagram accounts and those places seemed popular, and their pictures were having clear content. Both places are owned by local couple. Gustav’s menu is changing throughout the seasons, and they have made great story about Mr. Gustav the wonderer who has brought all the flavours to their restaurant. Kesärafla Sauna is restaurant by Kemijoki River and they are serving tasty looking burgers. Like the restaurant name is referring to sauna, they are having sauna for restaurant customers. Restaurant Nabo is

local owned as well, and they are mainly serving vegetarian food. The restaurant is rather small, but cozy in their Instagram pictures. They are serving two different menus and both of them are very carefully chosen, also they are mentioning in their Instagram accounts where they get all the ingredients. And last place of the restaurant I chosen to be Hostel Café Koti. It is the only hostel in Rovaniemi, and this would be good option to stay a night in town. They also serve lunch in weekdays. Summertime they have their rooftop bar “Mökkiterassi” open as well.

#### **4.4.2 Activities with food experiences**

I continued with Visit Rovaniemi’s webpage because it was very clear and easy to use, and I went to the page “activities”. Most of the options in this part is purely activities with guides and almost all the activities included the activity itself, guiding and snacks. The unique activities were only possible to book privately with prices varying from 250 to 650 euros on top of the activity prices. I decided not to continue with this section, as most of the domestic travelers are not yet interested in paying for the private tours. However, one activity caught my eyes, and it was provided by Lapland Safaris. The activity was a three-hour floating activity and campfire on a small island in the middle of the river. I decided to include this one on the trail because as a local it would be a great experience to enjoy Finnish summer and the midnight sun (Appendix 2).

While searching for different activity options for this trail, I also realized that product descriptions often inform that “snacks” are included in the price. Sometimes it is written: “sausages, biscuits, berry juice and tea or coffee”. In my opinion this is very outdated, because if visitors are going for several activities, they will be served the same snacks repeatedly. Then it is not an experience anymore.

The last activities I discovered from Visit Rovaniemi were Lapland Brewery and Santamus. Lapland Brewery (Appendix 2) is having brewery tours every Friday and after the tour you can also purchase beer or other related things they sell. Santamus is an experience destination where you can book e.g., a getaway to the Arctic Circle with your colleagues. They have sauna and spa areas, catering services and storytelling activities. The website is mentioned their own late breakfasts held during spring. If Santamus would keep this throughout the year it could be added in the trail, but the activity does not seem to continue after May, which is why I will not include it in the trail.

After I discovered that Santamus is offering late breakfasts, I started to think that it could be very nice for visitors to have breakfast to start the day. I simply typed “breakfast places at Rovaniemi” in Google and the 3<sup>rd</sup> webpage took me to “Arctic Light Hotel’s” website. I

have visited there a few years ago and this is one of the best places to have breakfast while visiting Rovaniemi. Arctic light hotel's website did not give so much information, therefore I googled "Sara La Fountain and Artic Light Hotel breakfast" and I found her own homepage telling more about the concept. Sara La Fountain is a food columnist, and she is the creator of the hotel breakfast. I decided to include this place in the trail due to its colors and specialties.

Since Rovaniemi is famous for Santa Claus I thought he could be good to include, but not as a main part. At the Arctic Circle in Santa Claus Village visitors can send postcards with special stamps. You can do this all year around and I think it is a nice little detail that visitors could do as a small activity.

#### **4.4.3 Good to know places and souvenirs to bring home**

In the trail I wanted to have ideas for "good to know" -places. I typed "Rovaniemi shopping centers" and found three of them. I went through their websites and Rinteenkulma shopping center has a place called café Chocodeli. I looked their own websites, which stated that they are the most northern chocolate and cake shop. Their products include quality artisan chocolate, cakes, breads, gelato ice cream and season products. These are easy to take home as souvenirs. They are also providing chocolate courses, and this could be fun for a group or family to try out.

I continued in Google by searching for 'Leipomo Rovaniemi, which translates to "bakery in Rovaniemi". When I was a child, we often visited bakeries in Rovaniemi and for that reason I wanted to search for current bakeries to visit. I found a website called "Likiliike" and there was bakery called: Lapin Leipomo. This is one of the places that I remember from my childhood. I was thinking that it could be a place to go in the morning with bike and get snacks for the day.

After trying to google alternative places I went back one more time to Visit Rovaniemi's website and clicked on "shopping". Most of the places were stores selling clothes and goods. Then I found "Lauri Handcraft Atelier and Factory Shop" and I know that they are catering at many private events, e.g., weddings and graduation parties. I went to their website and there was the only cooking course that I have found, "Cooking class + delicious dinner." which is arranged by Food Tours Rovaniemi. It seemed to be the only cooking course or similar what I could find can find in Rovaniemi and therefore, I added this to the trail.

Next, I decided to look around the small towns and I searched for Oikarainen, which is a place 20 kilometers southeast from Rovaniemi. In the village I found “Kaamos Coffee Roasting Factory.” There you can buy coffee and ready coffee sets, but they also have had coffee tastings there. This will be a part of the trail since I as a local have not even known about the place.

After looking into Kaamos Roastery’s Instagram site, I looked through their followers and I found a company called “Arctic Ice Cream Factory.” This company I knew before because they are ice cream truck during the summer where they serve ice cream. Their location by Ounasjoki River is very pretty.

Then I decided to investigate Arctic Ice Cream Company’s Instagram and started to go through their followers. My eyes caught the company name “Bee Bike Rovaniemi”. In their description it says that they are doing business with bike services and selling locally produced honey. I went to their own website, and it looks that they are selling, fixing and renting bikes. This is a great place to rent a bike for a day during the summer.

#### **4.4.4 Food markets and events**

Then I looked to Google search, and I wrote “markets in Rovaniemi” but there was very little variety and information in English. I typed the same in Finnish, “Markkinat Rovaniemellä”, and I found City of Rovaniemi’s website. There I looked the event section and found “Rovaniemen Vanhat Markkinat”, which translates to “Old-fashioned market of Rovaniemi”. Their homepage explained that Rovaniemi has been the northernmost marketplace for people to meet and sell their products. This market event is organized by volunteers, and it brings Rovaniemi back to the old times or younger generation. According to the website they are selling old-fashioned goods and serving traditional Finnish snacks.

After the “Old-fashioned markets of Rovaniemi” I found from City of Rovaniemi website an event that was called “Sadonkorjuu markkinat” which translates to “The Harvesting Market”. In their website it is stated that the first markets were held over 140 years ago and they are a part of Rovaniemi-week in September. This marketplace is located Rovaniemi Heritage Museum’s field which is approximately four kilometers to South from Rovaniemi center, place called Pöykkölä. This market is about handcrafts and old school local ways of living with food experiences, and they also have sauna to use for a fee. Their slogan welcomes everyone to enjoy local food from the local producers and experience the local handcrafts with local entertainment.



#### 4.4.5 Nature trails and destinations

Almost every time I visit home, I go to nature places to fry marshmallows and have coffee with my friends. Therefore, I wanted to include nature places in this trail. As earlier mentioned in chapter 2.5., Rovaniemi have a location which is a great mixture of city and nature. There are multiple websites to look for nature places and I started with a webpage called "Retkipaikka". I looked around on the website and there was information about all the national parks in Finland and different kinds of nature sightseeing locations. I went through the website quickly, but there was not much information about Rovaniemi. Instead, I typed "Rovaniemi" in the website's search bar. I scrolled through all the topics, and there were articles about various places in Rovaniemi sorted by date. I decided to look in one of the articles for a famous place called "Kuninkaanlaavu", which translates to: "King's Lean to fireplace." I have visited the place many times during winter and summer, and it is quite easy to get there. It is in a place called "Santavaara" which is about 10 minutes by car from the city center. Cars can be parked by the road and there is a about 1,5 kilometers walk up hill. The scenery is amazing from the top.

The next place I discovered by searching for "nature trails Rovaniemi" in Google, where there was a file called "Rovaniemi nature trails" made by Etiäinen. All the places were described by its terrain and distances from Rovaniemi center. From the file I found a trail called "Koivusaari", which is only 2.5 kilometers north of the city. There you can explore different birds and sheep during the summer. On this trail there are multiple places to have a break and enjoy the nature. The third route I found from the file is "Ounasvaara nature trail", which is located on top of Ounasvaara Hill. This is very nice route during both winter and summer, the route is intermediate level, and it is about six kilometers long.

#### 4.4.6 Accommodation with food experiences

Then I typed in Google "majoitusta Rovaniemellä" which in English means accommodation in Rovaniemi. This was my first thought on how to search for places, since anyone who needs a place to stay, also needs a place to eat. I started to look around in Google Maps and I wanted to find a location near the Artic Circle, where Santa Claus is having his office. I found an accommodation called "Glass Resort". This place seemed very exclusive. However, they are having spring offers with lower prices, but towards winter season the prices are higher. One very different detail was that on their website is written their story how they have built the whole accommodation business. It also gave the impression that they are offering different activities and using only few local companies. On the website is also available their menus for restaurant and the whole concept seems to be an experience even for me.

I decided to continue with Google Maps, and I looked more towards northwest and found a place called “Arctic Snow Hotel”. They are offering a great variety of sauna experiences, serving food in the Lappish hut or in the snow hotel and both are with set menu. In the webpage they mentioned that meat products are from Finland and the menus include a variety of seasonal ingredients. You can also have drinks from the ice bar with real ice glass. You may also just purchase a visit and get a tour in the ice hotel. Arctic Snow Hotel is promoting sustainability on their website, and they are actively improving sustainability in their operations, such as hiring local staff with relevant knowledge for visitors. After looking around in the map’s different locations, I decided to have these two for accommodation options, despite the main idea of the thesis being to find food tourism products on a trail.

#### **4.4.7 Brief result and creating the product**

In the end I collected 25 places, including 6 places as “good to know” suggestions. There were three accommodations with food experiences, three nature destinations including suggestions of making food by open fire, and rest of them were food tourism products or services. Appendix 2 is showing the websites and Instagram accounts that I visited during the observation.

I decided that the trail brochure background is having light pink as the main color. I used an online tool Canva to create it. I have never used it before, but it was helpful and had so many options to find all the suitable parts. I decided to have to have “Montserrat” as the main font and the headings were with “Brittany”. I wanted suggestions and “good to know” topics to follow same theme. I tried to make picture frames similar to each other and not to mix too much. In the trail I also included a map, therefore it gives a perspective for the visitor to understand the distances of the different locations.

## 5 Many Flavours, One Rovaniemi – Food tourism trail

In this chapter I describe the ready product – food tourism trail for domestic visitors in Rovaniemi area named “Many flavours, One Rovaniemi” (Appendix 3). The trail is written in English; therefore, it will be beneficial for both domestic and international visitors. Sub-objectives for the trail were:

- The trail will follow the current food trends by emphasizing authenticity, locality and sustainability.
- To create a trail where visitors can learn and gain new experiences through Finnish food tourism.
- To find development ideas and suggestions to how the trail would benefit local companies by growing their economy.

This food tourism trail is following the theme Pure and Natural, which is one of the main messages and food tourism product themes in Food Tourism Strategy of Finland 2020-2028. All the companies and destinations in the trail are chosen carefully. Many of the companies are following sustainability aspects, finding the ingredients from the nature and they want to offer new food tourism experiences for their visitors.

In the beginning of the brochure there is welcoming words for the visitor followed by the topic: “Hungry for Rovaniemi” which is listing the headings of the brochure including page numbers. The brochure also includes a black and white themed map. All the locations are marked in the larger map. Few of the places are having a longer distance from the center of Rovaniemi and there is written approximately kilometer distance for them. The smaller map is “zoomed in” on the center of Rovaniemi with a detailed view of the central location. All the places are having a number and those numbers visitor can find from the brochure and by clicking the names of the places will lead to online websites of the destinations and producers.

The heading “Hyvää Ruokahalua – Enjoy your meal” on the first page of the brochure and covers restaurants and cafes. **Gustav Kitchen & Bar and Café & Bar 21** are owned by a local couple. The main products in Café & Bar 21 are their famous waffles, salads, self-made gelato ice cream and handmade cocktails/mocktails. The restaurant Gustav Kitchen & Bar restaurant has created a great story with Mr. Gustav. All the dishes in the menu are made with the intention of sharing. The menu is changing according to the season, which means that next time you come, there will be new flavours waiting for you. **Restaurant Nabo** is mainly a vegetarian restaurant, but you can get local produced meat and fish options if you wish. This restaurant is rather small, so during weekends it is recommended to make table reservation. Their cocktails are named after the wildest storms in Sweden:

Freda, Tyra, and Hilda. An additional suggestion on this page is **Hostel Café Koti** which is next to Restaurant Nabo. It is the only one hostel in Rovaniemi. Their rooftop bar “Mökkiterassi” is open during summer.

“Taste of the day: Rovaniemi” heading is introducing first **Arctic Light Hotel’s breakfast** and they are serving the most colorful and healthy breakfast that you can find in Rovaniemi. The hotel is a four- and half-star hotel, so if you wish to have a bit of luxury in your stay, book a room here! The next place is **Kesärafla Sauna**, which offers food and sauna experiences, and it is located by Ounasvaara Hill approximately four kilometers from downtown of Rovaniemi. You will arrive to the most beautiful scenery by Kemijoki River. After eating delicious homemade burgers, you can go and try Finnish Sauna.

The first accommodation facility is in this page, and it is located in the Arctic Circle. **Glass Resort** is a family-owned resort, and they will welcome you with great hospitality to relaxation in the Finnish nature. Every apartment is having a private sauna and a hot tub. Dinner is made with a big heart and includes Reindeer and Elk meat, and berries are handpicked from the Arctic Wilderness. Their tasty breakfast offers for example, reindeer sausages, overnight oat porridge and arctic char fish. The bonus suggestion on this page is leading towards Santa Claus and his post office. The post office has made a special stamp which is a nice detail in the post card.

The brochure then proceeds with three different destinations located in the nature, which is introduced with the heading: “With the right clothing it’s always a great weather!” All of them are reachable by car or bike. Firstly, there is an island called **Koivusaari island** where you can find sheep grazing on the island during the summer. The route is made of duckboards and the difficulty level is easy. You can visit for example Lapin Leipomo Bakery (spot number 16 in the map) and get local treats and goodies. Suggestion to try out: white bread “Rieska” or dark rye bread “Ruisleipä”. Koivusaari is located two kilometers north of the center of Rovaniemi, and you can either bike or walk over the bridge where the rivers Ounasjoki and Kemijoki meet. On the left side is a sign and stairs down to the track.

The second nature location is: “**Kuninkaanlaavu - Kings Lean to fireplace**”. The lean-to offers amazing views over the Ounasjoki River, and the villages Ylikylä and Nivankylä. The best way of reaching the location in winter is with snowshoes, but during summer you can just walk. Kuninkaanlaavu is having two small fireplaces, and you may bring your own sausages and campfire breads with you. There is no running water. It is possible to park car next to the road, but please make sure that you are not blocking the passing traffic.

Distance from the main road is approximately three kilometers. The end of this page is including tips how to enjoy food in the nature.

“Food tastes better when you eat it outside” (Appendix 3) is introducing the third nature destination: **Ounasvaara nature trails**. All the trails are marked with information boards, and it is possible to have several breaks. Trails are good during both winter- and summer seasons. During the summer you may see animals in the forest, pick berries and try to count all the mosquitos. If you are coming during the winter season, I recommend you rent snowshoes and walk in the deep snow, but not directly on the tracks. Seems easy but it's truly heavy workout! The distance from the center of Rovaniemi to Ounasvaara Hill is approximately four km and you will arrive in completely silent and peaceful surroundings. Here the bonus suggestion for the visitor is “Tikkupulla - Campfire bread”. Instructions are following:

- You buy the dough from the freezer section in any local supermarket.
- Take the dough out of the freezer a few hours before the trip.
- Purchase also a small bag of flour, this helps you to handle the dough.
- By the fireplace you need to find a long but thick stick.
- Then you wrap the dough around the stick like a spiral.
- Once the dough is wrapped around the stick, you can bake it by the bonfire - but not in the flames!
- Serve it with jam and whipped cream!

The suggestion for the reader is regarding the risk of “poor weather”. You can purchase a cultural pass to Rovaniemi's cultural attractions: Pilke, Korundi and Artikum. All of them are located in the center of Rovaniemi.

After the nature places brochure is giving recommendations for a cooking course and food markets with the heading: “Taste of place, find activities with pure flavours”. The first is **“Sadonkorjuumarkkinat - The Harvesting market”** and these markets were held over 140 years ago. In Finnish Folklore Sadonkorjuumarkkinat is celebration of delicious food and drinks. From the harvesting market you can find handcrafts and experience the old school way of living. Local producers are selling regional produced treats for example, tasty juices from strawberries, dried herbs, and “leipäjuusto” squeaky cheese. Bring your towel, the sauna will be heated during the event.

The second event is **“Wanhat Markkinat – Old Heritage Market of Rovaniemi”** and this event will show you Rovaniemi in an old-fashioned style. The markets have limited access to electricity, so it is good to bring cash with you. You can find old-fashioned goods, products, and food trucks to discover tastes from the old days. For example, “lätty” Finnish pancakes, “savustettu ja muikkuja perunoilla” smoked vendaces with potatoes and roasted almonds. The event is organized by volunteers in August. The last experience is provided in LAURI Handicraft Atelier & Factory Shop facilities, and it is a cooking course named:

“**Eat like a local! - Syö paikallisia herkkuja**”. Lauri Atelier is the oldest handcraft business in Finnish Lapland. They are inviting the traveler for cooking classes with a private chef and there you will learn how to make a tasty three course menu with authentic sautéed reindeer. Courses are organized by Food Tours Rovaniemi, but bookings must be done in advance from Lauri Atelier’s website.

In the brochure is the heading “...Or something totally different?” which is taking the visitor for more exclusive experiences. The first is **Santamus** and this is truly a magical place for trying different kinds of sauna- & spa treatments. It is also possible to include catering services with the treatments. If the visitor is traveling with friends or family, this is an ideal place to visit together for relaxation in a unique atmosphere. The second location of “Or something totally different” is an activity provided by Lapland Safaris. The activity is called “**Floating under the Northern Sky**” is organized from June to August. This activity is a guided cruise on a catamaran boat to Kotisaari Island. After sailing you may dip in the water in a floating dry suit, which will keep you warm in the chilly river water. After the swim you can relax by the campfire frying sausages and enjoying the silence of the summer night.

**Arctic Snow Hotel and Glass Igloos** is an accommodation facility which is carved from snow and ice each year, and the design is different every time. They also have igloos with glass roofs. If you get hungry, the restaurant is serving tasty meals throughout your stay. The menu includes for example: forest mushroom soup, Arctic Ocean salmon with cauliflower purée or fried cold smoked tofu and white bean pure. Dessert options are blueberry pie, caramelized blueberries, and white chocolate sauce. The snow hotel has 30 unique rooms, an ice chapel, an ice restaurant, and an ice bar. Lastly, you have the opportunity to book the ice sauna, which is made from snow. The humidity in the ice sauna is an incredible experience. It is also possible only to purchase an entrance ticket to the Snow Hotel. On this page of the brochure (Appendix 3) there is an extra suggestion to read more about events from Visit Rovaniemi’s website. Lastly here is a recommendation to rent a bike from Bee Bike. They also sell homemade honey.

The last pages (Appendix 3) of the trail provides information about smaller companies and possibilities to buy souvenirs. The first heading is “Hope you have room for dessert!” and including **Lapin Leipomo** bakery, where the visitor buys local treats for example a bike trip. The next place is **Kaamos Coffee Roastery** which is located in the town called Oikarainen. Nature is a major inspiration of their products and there is a story behind many of the coffee names. You can buy the coffee from their roastery or in K-supermarket Rinteenkulma in the center of Rovaniemi. The next and last page is with heading “What is the point of having “a sweet tooth” if you do not even use it?” is first taking the traveler to

**Chocodeli café**, a chocolate café that sells artisan chocolates in the shopping center. You can also book a chocolate course from them. There is also included a **Lapland Brewery** which offers beer tours every Friday and they are located just five kilometers from the center of Rovaniemi. In the end of this page is introduced for the visitor to taste local ice cream from **Arctic Ice Cream Factory** and you can find their kiosk from beautiful scenery of Ounasjoki River and taste local ice creams. The last page of the trail is including last words for the reader and encourages to ask from local people to find other interesting food tourism places.

## **6 Evaluation of the process and own learning**

In this chapter I am going to assess the process of creating the product and evaluate my own learning. The chapter also includes improvement suggestions for food tourism providers in Rovaniemi, Visit Rovaniemi and for my commissioner company Hungry for Finland. The last part is about my own learning process during the thesis project.

### **6.1 Thesis process and product assessment**

The first step of the thesis project was to choose the topic. I have always been interested in food and therefore it was easy to connect with my tourism studies. I am satisfied with the topic decision and throughout the process I gained even more interest in food tourism and food tourism trails. In the beginning it was rather difficult for me to visualize the trail and understand what to include in the route.

The most difficult part of the whole thesis process was to write the theoretical part. Food tourism is still a rather unknown concept in Finland and the only available sources were provided by Hungry for Finland. During the process I discovered relevant books and online sources, where I also gathered related information. Then I realized that food tourism is well developed and has long histories in other countries. Finding recent theoretical articles was challenging, but I managed to find a few useful sources.

I included the most important topics in my theory, but it could also have been an option to include more theory regarding the food tourism trails and connect it better with experience- theory. Millennials as customer segment was easy to connect with the topic. However, the domestic travelers were difficult initially because I created my whole thesis and the product in English. Maybe I could have chosen international visitors but due to COVID-19 pandemic I feel that domestic traveling needs new ideas.

Food trends were important factors for creating the food tourism trail and I wanted to emphasize authenticity, locality and sustainability. In my opinion, I included authenticity and locality well in the product since most of the places are owned by locals. During my observation I realized that authenticity is difficult to measure without visiting chosen place. It is also difficult to find and define from online sources. Authenticity is something that the visitor will feel and experience while being in the place. Sustainability was also challenging to include. Many of the companies write that they are sustainable, but they do not mention how they are sustainable for example concrete actions. I tried to include sustainability in the theory with tips in the nature, descriptions of the variety of seasonal ingredients and introduce activities that are possible to do throughout the year.



The data collection and data analysis methods were difficult for me to understand. First my plan was to visit Rovaniemi and do participant observation. Due to time-limitations it was more convenient to do non-participant observation through online websites and social media. However, it surprised me how much time it took for me in the end. I replaced a few locations during the process, and finally I ended up with the best combination of locations for the trail.

I started my thesis in September and the thesis outline took approximately two months to do. While it took a lot of time, I also read a lot of theory to understand the topic well. The outline was accepted by my thesis supervisor in December, and in January I started to collect all the theory. In the end of February, I started to do non-participant observation for the trail. It was time taking even though I knew most of the places in Rovaniemi. The objectives were to find authentic, local, sustainable places providing new experiences for visitors. I needed to view it from a visitor's perspective while looking for the places.

In the end I managed to find 22 places and some of them I have even never visited myself. I created the product in online creator Canva, and it took for me almost two months to complete it. This part I enjoyed the most, even though I am not the most creative person. During the whole thesis process I worked part time employee, which made the process challenging. In the end I managed to complete everything by the deadline.

As previously mentioned, I am pleased with this food tourism trail product despite the short time frame to create it. The main objective of the thesis was to create a food tourism trail in Rovaniemi area for millennials and more specifically for domestic travelers. In my opinion the trail is targeting millennials as customer segment. For instance, the chosen destinations and activities can be explored independently and non-participant observation method supported their technology focus. If I would have had more time, I could have included more nature destinations or included better descriptions of the chosen destinations and add more storytelling. Also, one page could suggest a smaller day trip following how locals are spending their free time and what are their favorite destinations.

After my thesis presentation is done and the whole process is evaluated by the thesis coordinator, I will send this product to Visit Rovaniemi. I hope they will find it useful, and that it would provide an inspiration to create similar trails in Rovaniemi area.

## 6.2 Improvements for the future

In this chapter I will introduce improvements that Visit Rovaniemi, or any other company could use in their food tourism products. A few suggestions are also provided for Hungry for Finland.

Firstly, in my opinion many of the companies should provide their websites and social media in English. Rovaniemi is an international city and especially during the winter seasons the visitors are mostly from abroad. Today social media is a very important marketing tool, and it is important to have updated website with good quality pictures and informative texts. Companies and entrepreneurs could for example include stories of “behind the scenes” and introduce the staff. Not everything needs to be in English, but variety is benefit that could encourage more engagement from visitors on social media channels.

Secondly, companies and food tourism providers should use more authentic storytelling in their products. Storytelling is a memorable way of introducing the products from the beginning, e.g., Gustav Kitchen & Bar has created a story behind their whole restaurant concept. It does not need to be dramatic or exclusive stories, but it could simply be telling where the products are and why they are using certain ingredients. In storytelling it is quite easy to describe flavours and show sustainability aspects.

Thirdly, they could use more active participation with the customers and not just provide the service for them. This active participation would create a stronger memory and visitors would tell it further when they go back home. I found only one cooking course in Rovaniemi and one hand craft course, both offered by Lauri Atelier. This would be very interesting for visitors from abroad, but also domestic visitors could learn flavours of Rovaniemi.

Lastly the companies and service providers should update the “snacks” that are included in the various activities. Many of the destination management companies that offered activities with “snacks” were very outdated. Most of the “snacks” were sausages, cookies, gingerbreads, hot berry juice, and coffee or tea. Those were even mentioned in private tours, which are already more expensive than regular weekly activities. These mentioned snacks could be an experience for visitors from abroad, but if you have booked several activities including the same snacks, it gets boring. Also, this is not an experience for domestic visitors who are used to those snacks. Instead, they could be including traditional Finnish treats, for example flat bread with cheese and cucumber pieces.

Hungry for Finland has done a great work supporting and encouraging the companies to improve food tourism in Finland. However, I would like to see their materials in English. This could help travel agencies from abroad marketing Finnish food tourism for their customers. Regarding the trail I have created, I would recommend Hungry for Finland to examine it and consider whether they can benefit from it. Rovaniemi is offering an excellent variety of small entrepreneurs and local companies that could be easily emphasized in future food tourism trails.

I hope that Visit Rovaniemi would see the idea of food tourism trails in Rovaniemi and that they would try to implement them. It would be also beneficial to connect with locals and ask what they are thinking about food tourism in Rovaniemi, and possibly get inspiration for locations that could be included in the trail. For example, online surveys could reach many people and interviews could include a variety of different age groups. I have had a limitation to the distance from Rovaniemi, but this trail could be expanded and include cities or towns outside of Rovaniemi.

Another thing that Rovaniemi does not have is proper food related events or markets. I only found two of them that included food tourism. In my opinion those could attract more domestic and international visitors. Santa Claus is the main attraction in Rovaniemi, but he is mainly intended for tourism in the winter season. Rovaniemi has so many other things to offer and I hope Visit Rovaniemi would include them in their websites and marketing. And as previously mentioned, social media is important and could not only help companies marketing their products better, but also serve as benchmarks for improvements.

### **6.3 Learning process of the author**

I have learned a lot throughout this process, and I would like to highlight that my writing in English has gotten better. It is still not perfect, but I have learned more than ever, and I want to thank my boyfriend and my thesis supervisor for being patient with it. Overall, the whole process has been teaching me a lot about critical thinking, finding information from reliable sources and how to use it all correctly. Data processing and analysing were completely new for me, and it required preparations to understand them. I could have done the theoretical framework more detailed and included more figures, but I realized too late, and I needed to focus on creating the trail.

Asking for- and receiving constructive feedback has always been challenging for me and something that I still need to improve. The further I got in the thesis process, the more I wanted to receive feedback and learn from my mistakes. Sometimes when you have been

looking at the text for too long you get blind for it, and it is good that someone can help you with the next step.

From the beginning there were a lot of help provided by my thesis supervisor, but the challenge was to use it correctly for the project. As the supervisor was also the representative of the commissioning party for this thesis, it made the communication easier and the goal-setting clear. I always received answers to my questions, and she gave me excellent suggestions for the trail, while still leaving the decision making for me.

I learned a lot about tourism history and especially food tourism I got a deeper understanding about it. Although the whole process took longer time than I expected, e.g., non-participant observation was more time taking than I thought. Time management has always been natural for me, but during the thesis process I really had to focus on it. It helped a lot to make to do- lists and with my supervisor we always set clear deadlines. Time to time I needed to also remind myself to have a break and do something outside of school or work.

After all I am pleased with the result. The product outcome is pretty, informative and a creation of something new for Rovaniemi's food tourism.

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## Appendix 2. Screenshots of the Internet sources which were used while observing

Lapland Brewery: <https://lapinpanimo.fi/en/>.



## CRAFT BEERS FROM ROVANIEMI

Lapland Brewery is Finland's northernmost brewery. It is inspired by the Wilderness of the North – this is where great ideas for great beers come from. The nature is mature, calm, clean and fresh – just like our beers. Slow brewing methods allow beer to ferment and brighten in no rush and without any addition to it. Fresh aroma for the beer comes from naturally clean Lappish water, winds, touch of the Northern light, Midnight sun and Polar Night. Each beer has its own Lappish soul.

Arctic Ice Cream Factory Instagram: [https://www.instagram.com/arctic\\_ice\\_cream\\_factory/](https://www.instagram.com/arctic_ice_cream_factory/).

arctic\_ice\_cream\_factory

282 julkaisua 1 382 seuraajaa 123

**Arctic Ice Cream Factory**  
 Jäätelökauppa  
 Herkullista jäätelöä pohjoiselta napapiiriltä  
[arcticicecream.fi](http://arcticicecream.fi)

JULKAISUT MERKITYT

Restaurant Nabo: <https://restaurantnabo.fi/>.

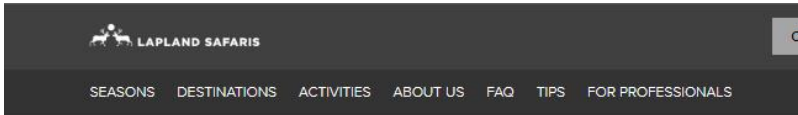


RESTAURANT  
**NABO**  
*NORDIC CUISINE*

A small, urban neighborhood restaurant with a strong focus on seasonality, locality and hospitality in the heart of the capital of Finnish Lapland

Lapland Safaris, Floating Under the Northern Sky:

<https://www.laplandsafaris.com/en/activities/floating-under-the-northern-sky-rovaniemi>.



**FLOATING UNDER THE NORTHERN SKY, Rovaniemi**

🕒 3 hours / 🏠 MODERATE

Spend an evening bathing under the midnight sun while floating in an arctic river.



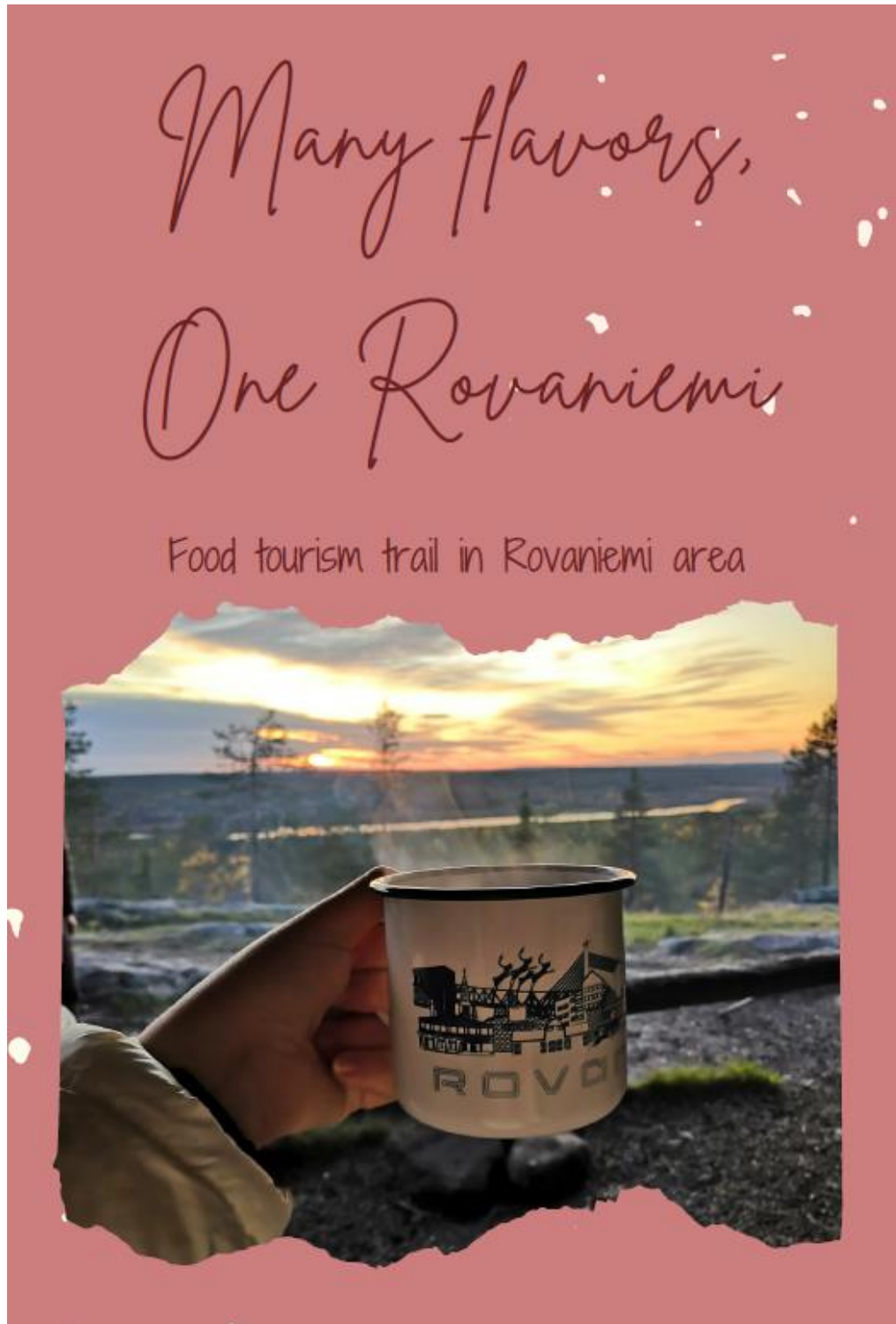
- Description
- Meeting points
- Pick-up

Spend an evening bathing under the midnight sun while floating in an arctic river

Hop on a catamaran boat and have a guided cruise to the idyllic Kotisaari island nearby. Wear a floating dry-suit.

### Appendix 3. Many Flavours, One Rovaniemi – food tourism trail

<https://drive.google.com/file/d/1wFePYwUcsw2SfWeLvwgusxiHLnMXPYEX/view?usp=sharing>



# Dear food lover,

Thank you for choosing Rovaniemi as your potential travel destination. Rovaniemi is known for Santa Claus and his winter wonderland, but there are several other activities to experience and destinations to explore around the year.

In this delicious trail, I have gathered all my favorite food tourism places as inspiration for you. The brochure provides suggestions for tasty restaurants, nature sites for outdoor cooking and a local brewery visit. You can explore the places independently as they are all located within convenient distance from the downtown of Rovaniemi. The brochure is created mainly for domestic travelers. However, it is written in English, which also makes it suitable for international travelers. You might even learn a few words of Finnish too!

This thesis is made together with a commissioner Hungry for Finland. One of their aims is to create Food tourism routes and combined products at national level. Food tourism in Finland is focusing on sustainability, experiencing pure flavours, and harvesting the seasonal ingredients from nature. Wild and fresh food is healthy for your mind and soul. From the Northern flavours you can find authentic tastes with local food experiences.

In the following pages, you will find instructions on how to use the brochure including a map and over 20 different suggestions for you to see and taste during your stay.

I hope this trail will help you to find local Nordic food tourism experiences, have a delicious stay!





# Hungry for Rovaniemi

Delicious Rovaniemi	1
Hyvää Ruokahalua – Enjoy your meal	2
Taste of the day: Rovaniemi	3
With the right clothing it's always a great weather!	4
Food tastes better when you eat it outside	5
Taste of place, find activities with pure flavours	6
...Or something totally different?	7
What is the point of having "a sweet tooth" if you do not even use it?	8
Hope you have room for dessert!	9
Rovaniemi is your oyster	10
Sources and other information	11



# Delicious Rovaniemi

Here is a flavorsome map for you to get around in delicious Rovaniemi. Each place is numbered in the map, and information concerning all of them is later in this brochure. Kilometer distances are provided for the destinations from the downtown of Rovaniemi, which is giving an understanding of the distances. All the locations are including addresses, which helps you to find the destination by yourself.

The themes for the trail are authenticity, locality, and sustainability. The route includes suggestions for both small and big service providers who consider sustainability and locality as important aspects of their food tourism products. By clicking the name of the destinations, you will find more information!

The trail is also presenting nature sites for cooking, a brewery visit, mouthwatering restaurants, a local coffee roasting company and authentic bakery. Brochure is also introducing four different and unique accommodation options.



## Located in the center

1. Gustav Kitchen & Bar
2. Cafe & Bar 21
3. Restaurant Nabo
4. Arctic Light Hotel breakfast
11. Old- Fashioned Market of Rovaniemi
12. Eat like a local! - Cooking course
14. Floating under the Northern Sky - activity
17. Kaamos Coffee Roastery
18. Chocodeli café

## Located around Rovaniemi

5. Kesärafla Sauna - restaurant and sauna experience
6. Glass Resort - accommodation
7. Koivusaari island - nature trail
8. Kuninkaanlaavu fireplace - nature destination
9. Ounasvaara nature trails
10. The Harvesting market
13. Santamus - sauna experience
15. Arctic Snow Hotel & Glass Igloos
16. Lapin Leipomo bakery
19. Lapland Brewery

# Hyvää ruokahalua - Enjoy your meal!

Mouthwatering restaurants and cozy cafés

## 1. Gustav Kitchen + Bar

Gustav Kitchen & Bar is the perfect place for cozy dinners or for bubbly birthday celebrations! All dishes are made for sharing, so bring your friends with you! "Mr. Gustav the wanderer" has gathered all his favorite flavours with fashionable details, for example, whitefish ceviche, reindeer tartar, or seasonable blood orange risotto. The menu is changing according to the season, which means that the next time you visit, there will be new flavours to experience! For the weekends, reserve your seat [from here](#).

Address: [Koskikatu 12, Rovaniemi](#).



Picture: Gustav Kitchen & Bar / Instagram



Picture: Café + Bar 21 / Instagram

## 2. Café + Bar 21

Crispy and mouthwatering waffles are available from Koskikatu 21. Waffles are served with handmade gelato ice cream and fizzy drinks. This is the place to go for brunch on weekends, lunch during the weekdays or drinks in the evening.

All the dishes are beautifully decorated, and you should take a picture as a memory! Gluten-free, vegan or lactose free options are available.

Address: [Koskikatu 21, Rovaniemi](#).

## Suggestion!

If you are looking for a place to stay, you can find Hostel Café Koti nearby Restaurant Nabo. This is the only hostel in Rovaniemi, and during summer their rooftop bar "Mököterassi" is open!

Discover the relaxed atmosphere on social media with the hashtags: [#hostelcafe koti](#) [#mökökiterrassi](#) [#mökökiterrassi](#)



Picture: Hostel Café & Koti / Instagram



Picture: Restaurant Nabo / Instagram



Picture: Restaurant Nabo / Instagram

## 3. Restaurant Nabo

You cannot find a more sustainable restaurant than this! Northern cuisine, urban style and focus on the seasonal products combined with great hospitality.

Nabo is rather small yet serving a great variety of dishes for both vegans and meat lovers. Their cocktails are named after the wildest storms in Sweden, so be prepared for a *dark 'n' stormy evening!*

See their website for the choices of menus and give a call to [make a reservation](#).

Address: [Valtakatu 21, Rovaniemi](#).

2

# Taste of the day: Rovaniemi



## 4. Arctic Light Hotel breakfast

Arctic Light Hotel will offer you the most colorful start of the day. Their versatile breakfast table includes for example: superfood shots with sea buckthorn flavour, freshly baked gluten-free bread and creamy oatmeal. It is recommended to book a table in advance on their [website](#).

This boutique hotel is having a four and a half stars rating, and they are emphasizing their uniquely styled rooms. If you want to experience the luxurious offerings of Rovaniemi, book a room [from here!](#)

Address: [Valtakatu 18, Rovaniemi](#)

## 5. Kesärafta Sauna

- restaurant and sauna experience

Do you like sauna, food, and nature...? This place is located by Ounasvaara Hill approximately four kilometers from the center of Rovaniemi. You will arrive to the most enchanting and peaceful scenery by Kemijoki river.

After eating juicy homemade burgers, you can try traditional Finnish Sauna with refreshing dips in the cold river water. Towel rent is for a fee.

Address: [Pallarintie 17, Rovaniemi](#)



## 6. Glass Resort - accommodation

This family-owned resort is welcoming you to relax in the clean and colorful Finnish nature. Every apartment is having private sauna and hot tub. Dinner is made with a big heart and is including wild elk meat and handpicked sweet and organic berries from the green nature. Breakfast table is served with crispy and savory reindeer sausages, smooth oat porridge and arctic char fish.

Both of the meals are served in the main building where the atmosphere resonates Lapland: calm, comfortable and charming. Book your stay directly from [here](#).

Address: [Tähtikuja 16, Rovaniemi](#)



### Did you know...?

You can send post cards with a special stamp from Santa's Post Office to your relatives and friends! Did you know that Santa's favorite food is rich rye porridge with fresh milk and a dab of butter?

With the right clothing it's always a great weather!



Picture: Anni Holappa

## 7. Koivusaari island - nature trail

This island is a charming and cozy place to visit during summer, and you can even be lucky to find grazing sheep. The route is rather easy to walk, it is made from duckboards. Before visiting Koivusaari island, you may visit the bakery Lapin Leipomo, (place number 16 in the map), and buy special local treats to bring with you! Recommendation: try traditional and soft white bread "rieska" or malted rye bread "ruisleipä".

Koivusaari island is located two kilometers north of the center of Rovaniemi and it is the easiest to start the trip from Ounaspavilionki parking area. On the east side of the parking area, there is approximately 150 meter path over a bridge to start the nature trail.

## 8. Kuninkaanlaavu "King's Lean To"- fireplace

Kuninkaanlaavu fireplace offers amazing views over Ounasjoki river, and the villages Ylikylä and Nivankylä. During winter it is easier to reach Kuninkaanlaavu fireplace with snowshoes, but during summer it is perfectly fine to walk. There are two small, handy and comfy, fireplaces for you to bring your own sausages and campfire breads with you. There is no running water available.

### Driving Instructions

Drive 3 km on Sodankyläntie road from the center of Rovaniemi, and then turn left to Ounasjoen Itäpuolentie road and drive for 4.5 km. You will then find the road Santavaarantie on your right hand side. It is a safe place to park, but please make sure that you are not blocking the passing traffic. Kuninkaanlaavu fireplace is approximately 2.5 km from Santavaarantie road, and the route can be rather difficult but worth the extraordinary landscape.



Picture: Laura-Maria Käno

## How to enjoy food in the nature!

- Trash does not belong in the nature. Things you bring with you, you may take back home.
- Use tinfoil for cooking in open fire.
- Do not "flame" your food! Wait for the flames to fade away and use the charcoal to set up heat.
- Plan your food in advance to avoid unnecessary waste.
- Remember napkins! Your hands will get dirty, but it's a part of enjoying yummy food in the nature!



Picture: Anni Holappa

# Food tastes better when you eat outside

## 9 Ounasvaara nature trails

The trails are accessible during both winter and summer seasons, and all the trails are marked with information boards. There are also several sites to take breaks and enjoy the peaceful nature.

During summer you can see animals in the forest, pick berries and maybe try to count all the mosquitos. If you are visiting during the winter season, it is recommended to rent snowshoes and walk in the deep snow outside the tracks. It sounds easy, but it's truly challenging and a proper workout!

The distance from Rovaniemi center to Ounasvaara Hill is five kilometers, and you will arrive to completely silent and calm surroundings.



Picture: Laura-Milla Kervo



Picture: Anni Holappa

### Suggestion!

If the weather is "poor" you can purchase a cultural pass to Rovaniemi's cultural attractions: Pilke, Korundi and Artikum. They are all located in the center of Rovaniemi. Buy your tickets from [here!](#)

## Tikkupulla, Campfire bread recipe

- You can find dough from the freezer section in local any supermarket.
- Take the dough out of the freezer a few hours before the trip.
- Purchase also a small bag of flour, this helps you to handle the dough.
- By the fireplace you need to find a long but thick stick.
- Then you wrap the dough around the stick like a spiral.
- Once the dough is wrapped around the stick, you can bake it by the bonfire - but not in the flames.
- Serve it with jam and whipped cream!



Picture: Danavikar/ Webate

## Taste of place, find activities with pure flavours



Picture: Rovaniemi Wikipedia/Markkinat Johanna Collin

### 10. Sadonkorjuumarkkinat "The Harvesting Market"

The first harvesting market were held over 140 years ago. In Finnish Folklore, Sadonkorjuumarkkinat is the celebration of delicious food and drinks during the September in Rovaniemi Local Heritage Museum's field.

The market are excellent event to find authentic handcrafts and experience the old school way of living. Local producers are selling regional produced treats such as tasty strawberry juice, dried herbs, and "leipäjuusto" also known as squeaky cheese. Bring your towel, the sauna will be heated during the event!

Address: [Pöykköläntie 4, Rovaniemi.](#)

*"Do you want to explore more...?"*

Visit Rovaniemi's website has collected more events to explore! Visit their website from [here!](#)

### 11. Rovaniemen Vanhat Markkinat "Old-fashioned Market of Rovaniemi"

Rovaniemi Vanhat Markkinat is showing you Rovaniemi in an old-fashioned style. The market has limited access to electricity, so bring cash with you!

You can find old-fashioned goods, products, and food trucks to discover tastes from the old days. For example, "lätty" which is Finnish pancake and "savustettuja muikkuja perunoilla" smoked vendace with potatoes and roasted almonds.

The event is organized by volunteers in August.

Address: [Vanhatorinpuisto Pirkkakatu 2, Rovaniemi.](#)



Picture: Rovaniemi Kallastele Museo/ Weböte

12.

### Eat like a local! - Syö paikallisia herkkuja! - Cooking course

Lauri Handicraft Atelier & Factory Shop Atelier is the oldest handcraft business located in Finnish Lapland.

They are inviting you to participate for a cooking class with a private chef! You will learn how to make a mouthwatering three course menu with authentic sautéed reindeer.

The course is organized by Food Tours Rovaniemi, and you may find more information from [here](#).

Address: Pohjolankatu 25, Rovaniemi.



Picture: Food Tours Rovaniemi / Instagram

## ...Or something totally different?

### 13. Santamus - sauna experience

Santamus is truly a magical place for trying different kinds of sauna- & spa treatments. It is also possible to include catering services with the treatments.

If you are traveling with friends or family, this is an ideal place to visit together for relaxation in a unique atmosphere.

Address: [Joulumaantie 8, Rovaniemi.](#)



Picture: Santamus / website



Picture: Lapland Safaris / website

### 14. Floating under the Northern Sky - activity

Lapland Safaris offers guided cruises on a catamaran boat to the small and cozy Kotisaari island on Kemijoki river, during June to August.

After sailing it is time to dip in the pure water in a floating dry suit, which will keep you warm in the chilly river water. After the swim you will be relaxing by the campfire frying sausages and enjoying the silence of the summer night.

Bookings directly from Lapland Safaris [website](#).

Address: [Koskikatu 1, Rovaniemi.](#)

### Did you know..?

Rovaniemi is great to experience by bike during the summer. You can easily rent bikes from [Bike on](#) their address: [Kansankatu 3, Rovaniemi.](#) They also sell homemade honey!



Picture: Arctic Snow Hotels & Glass Igloos / Instagram

### 15. Arctic Snow Hotel + Glass Igloos

Arctic Snow Hotel and Glass Igloos is carved from snow and ice every year, and the design is different every time. If you get hungry, the restaurant is serving appetizing meals throughout your stay. The menu includes for example: velvety forest mushroom soup, Arctic Ocean salmon with smooth cauliflower purée or fried cold smoked tofu and white bean pure. Dessert options are: sweet blueberry pie, caramelized blueberries, and white chocolate sauce.

The snow hotel has 50 unique rooms, an ice chapel, an ice restaurant, and an ice bar. Lastly, you have the opportunity to book the ice sauna made from snow. The humidity in the ice sauna is an incredible experience.

It is also possible only to purchase an entrance ticket to [the Snow Hotel.](#)

Address: [Lehtoahontie 2, Rovaniemi.](#)



Hope you have room for dessert !



### 16. Lapin Leipomo bakery

For your bike or nature trips you can find snacks from Lapin Leipomo bakery, and they are open during the weekdays.

Bakery serves excellent varieties of authentic Lappish treats, for example: traditional sweet "kampanisu"-pastries or large variety of different and healthy Lappish breads.

Address: [Ahtitie 24, Rovaniemi](#).



### 17. Kaamos Coffee Roastery

Kaamos coffee roastery is a local owned coffee roastery in a town called Oikarainen. Nature is a major inspiration for their products, and you may find a story behind many of the coffee names.

K-supermarket Rinteenkulma in the center of Rovaniemi is selling Kaamos coffee roastery's products.

Address: [Koskikatu 25, Rovaniemi](#).



Did you know..?

There are several synonyms for "a sweet bun" Lapland? For example: Nisu, kántty, leeta, örkkyy and kahvileipä.

What is the point of having  
"a sweet tooth" if you do not even use it ?



### 18. Chocodeli café

This is the sweetest and elegant souvenir to bring home! Chocodeli is a café where you can find artisan chocolates with luxury flavors for example; sour but sweet cranberry and lingonberry, soft cloudberry, and savory Finnish licorice.

If you are traveling as a group, you can also book a chocolate course to learn secrets of the treats!

Their location is in Rinteenkulma Shopping Center, address is: Koskikatu 25, Rovaniemi.

### 19. Lapland Brewery

Craft beers from Rovaniemi and less than five kilometers from the center of Rovaniemi! Lapland brewery is the northernmost brewery, and they are offering weekly brewery tours.

There you can hear stories about beer brewing, and of course enjoy a taste with the experts. The fresh aroma comes from naturally clean Lappish water with whispers of wind from Saana fell. Quench your thirst here!

Address: Teollisuustie 14 B, Rovaniemi.



Picture: Lapland Brewery / website

### Suggestion!

During the summer season you need to find your way to the beautiful scenery of Ounasjoki river. There you will find a kiosk which has a name Arctic Ice Cream. They are serving the most flavorful ice creams!

Their selection of unique flavors is endless: spruce shoot, tar, honey, coffee, vanilla, redcurrant, cloudberry, apple-cinnamon, birch-sap, and many others!

Address: Koskikatu 1, Rovaniemi.



Picture: Arctic Ice Cream Factory / Instagram

# Rovaniemi is your oyster!

You are now ready to experience the wonderful city of Rovaniemi!

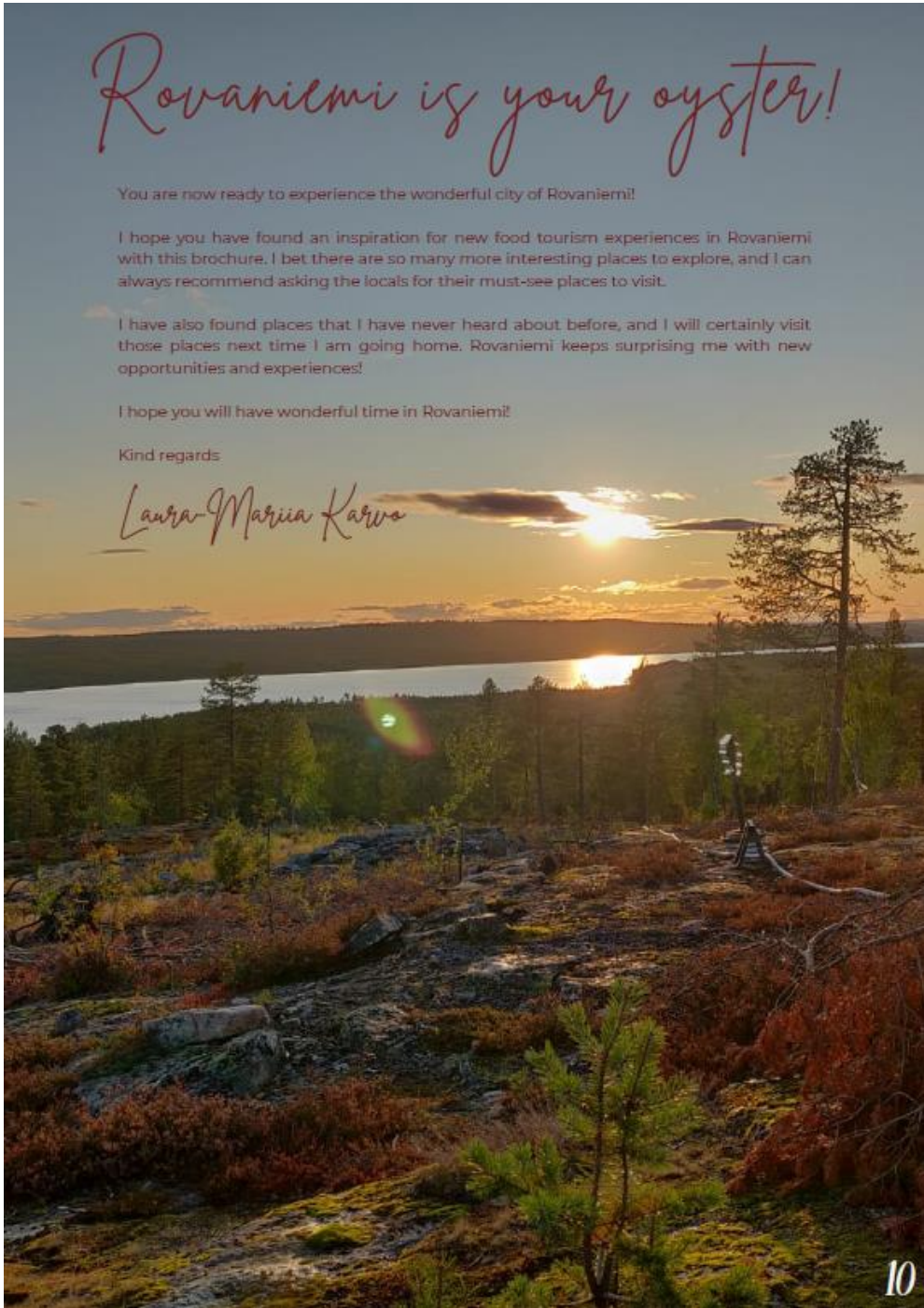
I hope you have found an inspiration for new food tourism experiences in Rovaniemi with this brochure. I bet there are so many more interesting places to explore, and I can always recommend asking the locals for their must-see places to visit.

I have also found places that I have never heard about before, and I will certainly visit those places next time I am going home. Rovaniemi keeps surprising me with new opportunities and experiences!

I hope you will have wonderful time in Rovaniemi!

Kind regards

*Laura-Maria Karva*



# Sources and other information

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