



Tourism potential in the rural Finland: Case study Karjalohja

Vanja Kärkäs

Haaga-Helia University of Applied Sciences

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Abstract

Author(s) Vanja Kärkäs
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<p>As one of the most forested countries in Europe and one tenth of its size covered in lakes, nature is without a doubt Finland's strongest pulling factors. Tourists are pulled towards the popular regions of Helsinki Metropolitan Area, Lapland and Lakeland, but the Finnish countryside with its idyllic small villages and unique nature are often left in the shadows.</p> <p>The purpose of this thesis is to analyze the rural tourism offerings and potential in Finland with a focus on Karjalohja, a small village in Western Uusimaa and the childhood home of the author. The objective is to find out what potential Karjalohja has as a rural tourism destination. Furthermore, this thesis will answer to the sub-research questions regarding what is the target market for rural tourism in Finland, how are the locals and businesses impacted by tourists in Karjalohja, and how the locals of Karjalohja see the tourism potential.</p> <p>In order to answer to these research questions, theoretical framework was studied. First, sustainable tourism development was covered before moving on to rural tourism, because they're tightly connected to each other; rural tourism will need sustainable development to survive in the future. Examples of rural tourism villages were studied on a global scale and in Finland as well to gain a deeper understanding of the concept of rural tourism and the struggles these peripheral regions face. The country scale target market for rural tourism in Finland was studied to built a base for answering to the sub-research question. Next, tourism in Karjalohja was analyzed as its own main chapter.</p> <p>Quantitative research method was used in this thesis. Theoretical framework and analysis of Karjalohja's tourism were used as a base for building a questionnaire which was shared with a local Facebook group for residents of Karjalohja and people otherwise connected to it. The questionnaire consisted of closed-ended questions in a 4-point Likert scale and one open-ended question in the end.</p> <p>The results were somewhat positive, but the questionnaire failed to reach the voices of the younger population well enough, which in turn reflects the aging and declining population of rural regions. Nonetheless, based on the results, Karjalohja's potential as a tourism destination is fragile due to its small size, lack of services and tourism offerings, lack of work opportunities and declining population, but at the same time it is seen as a peaceful summer holiday destination for nature lovers and lifestyle travellers who want to experience clean and calm nature in the hidden gems of Finnish countryside. Karjalohja has potential to attract these types of traveller segments who want to immerse themselves in nature and take a break from their busy lives in the cities.</p>
Keywords Rural tourism, sustainable development, Finnish countryside, nature-based tourism

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1 Introduction

The Finnish countryside is a haven of natural beauty and wonder, characterized by all-encompassing tranquility with its lush forests, wide farmlands, and bountiful lakes. Within these vast landscapes are small towns and villages, rather quaint at times, that offer surprising tourism opportunities for those that look a little deeper beyond the mainstream. One such village is Karjalohja, around 85 kilometers west of Helsinki.

The Finnish Central Union of Agricultural Producers and Forest Owners argues that nature is the most important pull factor for tourism in Finland (MTK 2024) and Visit Finland (2023a) has heavily emphasized nature's role in Finland's six unique selling points in tourism. This, of course, doesn't shock any of us; over 75 % of Finland is covered by forests, making it one of the most forested countries in Europe (Ministry of Agriculture and Forestry s.a), and Finland's title as "the Land of a Thousand Lakes" severely downplays the actual number of lakes. In fact, one tenth of Finland is covered by lakes, the largest estimate including ponds and lakes under one hectare in size is up to 300 000, whereas lakes more than one hectare in size drop significantly to an estimate of 57 000 (Waterinfo 2022).

Despite these numbers, the world's conception of Finland's tourism offerings seems to be split into two: Lapland and Helsinki Metropolitan Area. When using popular travel service sites that only highlight those attractions and destinations that have the most positive reviews like Tripadvisor, the list of "things to do in Finland" consist either of attractions in Helsinki, like Sea Fortress Suomenlinna and Helsinki Cathedral, or winter activities in Lapland, like ski resorts and husky safaris, or the Santa Claus Village (Tripadvisor s.a).

On the contrary, travel guide website and publisher Lonely Planet brings a bit more diverse perspective to Finland's tourism offerings on their article, including the Finnish Lakeland, Old Rauma, Åland Islands, Samí culture, and the Wild Brown Bear Centre (Walker 2024). This takes us a little bit more beyond the mainstream but barely scratches the surface of a silent contestant: the Finnish countryside. It is unlikely that small Finnish villages will ever make it to the popular travel service lists next to Suomenlinna and Levi Ski Resort, and perhaps that has never been the goal for the peaceful rural tourism in Finnish villages.

1.1 Research Problem

This thesis delves into the rural tourism offerings of Finnish villages with a focus on a particular agrarian village called Karjalohja. The main research question is:

- What potential does Karjalohja have as a tourism destination?

Moreover, the sub-questions to be answered are:

- What is the target market for rural tourism in Finland?
- How are the local businesses and residents in Karjalohja affected by tourists?
- How do the locals see the potential in Karjalohja's tourism?

The purpose of this thesis is analyzing the current state of tourism offerings in the Finnish countryside to create a consistent research that focuses on the aspect of rural tourism in terms of sustainable tourism development. By focusing on a specific place, the aim is to find a more detailed answer to the research questions, instead of a broad outcome that may vary based on location.

Geographically speaking, this thesis uses the old municipal borders of Karjalohja before its annexation to Lohja in Western Uusimaa (Figure 1; Figure 2). The scope of this thesis is therefore limited within the presented borders, with the exception of brief explanation of the municipality of Lohja on a larger scale since the regional destination marketing organization (DMO) Visit Lohja is also responsible for the tourism marketing of Karjalohja. In terms of sustainability, the scope focuses on all three pillars (socio-cultural, environmental, economic) of sustainable development, but with a particular interest in the socio-cultural and economic effects of tourism on Karjalohja. Lastly, from the aspect of tourism types, the focus is narrowed down to rural tourism which in this thesis can be simplified as countryside tourism in small and sparsely populated Finnish villages that are predominantly agrarian communities.

In order to avoid confusion, it is important to note here that United Nation World Tourism Organization is used multiple times as a source, but the name of the organization changes; this is due to the several ways which the organization is referred to. Before changing their name to UN Tourism in 2023, the organization was referred to either WTO or UNWTO. This thesis uses both WTO and UN Tourism.

1.2 Choice of topic

The reason for choosing this topic lies in personal interest and history. Karjalohja is the author's childhood home, and she still frequently visits the place to see family despite moving out in 2018. Nearly living her entire life in Karjalohja, the author didn't question the prevailing tourism industry in

such a small place, even when she herself worked as a church guide for tourists in her teenage years.

It was a simple choice to discover more about where exactly the tourism potential in such small towns lies in when the author has personal connections for it. Moreover, the author recently visited Lohja Spa & Resort, which is situated in Karjalohja and this way managed to take a closer look at the tourism offerings in the town for a deeper insight in preparation for this thesis.

A Tourism Destination Project course that the author took in early 2024 also played a crucial role in the creation of this topic. This project focused on the tourism potential of Särkisalo region in Salo, which reminded the author of Karjalohja with its beautiful nature and small size. Even though she had already had another idea for her thesis, the author found herself more passionate about exploring Karjalohja in a similar way instead.

1.3 Karjalohja introduction

In Western Uusimaa region in Southern Finland, there is a former municipality called Karjalohja (Figure 1; Figure 2), which was annexed to the municipality of Lohja in 2013. Before its annexation, the population of Karjalohja was 1 474 with a total area of 163 km², of which 42 km² was water. Despite its small size in the countryside, it is packed with cultural heritage, history and plentiful landscapes. (Karjalohjan kotiseutuyhdistys ry s.a.)



Figure 1. Map of the southern parts of Lohja with old municipal borders (Lohjan kaupunki s.a a)



Figure 2. Map of Karjalohja in Southern Finland (Fenn-O-maniC 2022)

Karjalohja is around 90 km away from Helsinki and around 100 km away from Turku, reachable within 1 hour 15 minutes from Helsinki-Vantaa airport (Lohja Spa s.a. a). Located on a ridge between two main lakes, Lake Puujärvi and Lake Lohjanjärvi, the village has unique cultural landscape molded by ice age (Museovirasto 2009). It is ultimately described as a rural landscape, indicated by its idyllic farmlands, forests, lakes, traditionally built environment and agrarian lifestyle, where income is mostly based on farming and forestry. In their book, Kallio & Karjalohjan historian tuki (2005, 50) share extensive details about the history of Karjalohja, its environment and climate, such as its excellent soil which has built the base on exceptionally successful farming on the land.

Some regions in Karjalohja are protected by Museovirasto (Finnish Heritage Agency), included in a list of Finland's built cultural heritage sites of national significance. These are (Figure 3): Karjalohjan kirkonkylä (parish) Kärkölä iron works and Nummijärvi heritage buildings. Tammisto-Tallaa landscape with natural reserves and its old arboretum is included, but as a provincially valued built cultural heritage site, as well as parts of Lohja archipelago, Lohjantaipale and Nummijärvi. (Uudenmaan liitto 2016, 69.)

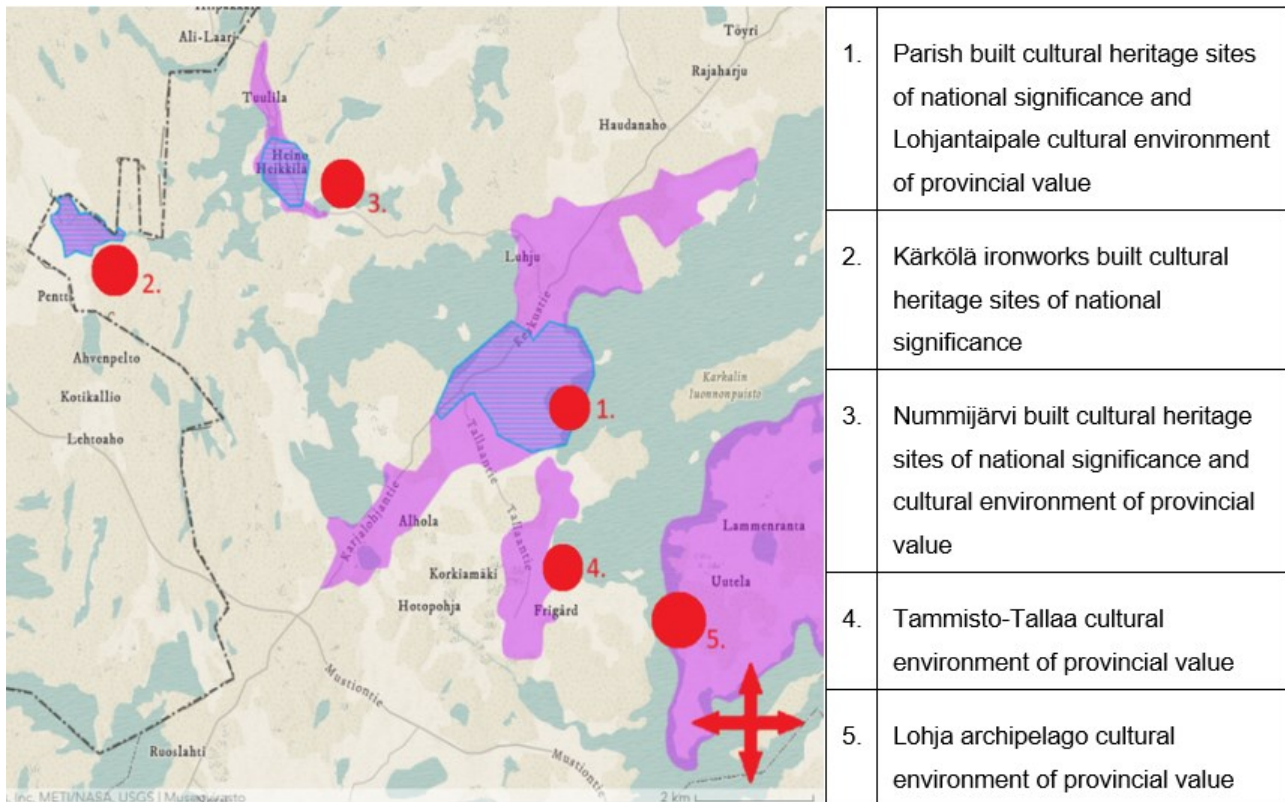


Figure 3. Map and map legend of built cultural heritage sites and cultural environments in Karjalohja (adapted from Uudenmaan liitto 2023)

Prior to the annexation to Lohja, the parish was the administrative and service center. Notable buildings within the center are the community center, church, pharmacy, grocery store (Sale), florist, and a gas station with a café. After the merge, the local services were moved closer to the city center, around 40 km away, making it hard for locals to reach services such as banking. (Järnefelt s.a.)

Now, Karjalohja is the 102. borough of the municipality of Lohja (Lohjan kaupunki 2020), and one of its eight regional committees (Lohjan lähidemokratia s.a). Despite the annexation, the residents of Karjalohja still have strong connections to the old municipality to this day. In a survey concerning the annexation of Karjalohja, Nummi and Pusula to Lohja in 2013, it was found that the residents of Karjalohja were the most reluctant to be part of Lohja than the residents in Nummi and Pusula (Jaalama & Sinervo 2015). This is possibly due to the fact that geographically, Karjalohja is the furthest from Lohja, as opposed to Nummi and Pusula, and the annexation was a cause for anxiety for such a peripheral region when the services started to move further from the residents.

Table 1. The municipality of Karjalohja info box (adapted from Karjalohjan kotiseutuyhdistys s.a; Kallio & Karjalohjan historian tuki 2005, 80)

Region: Western Uusimaa
Founded: 1614 <ul style="list-style-type: none"> • Annexed to Lohja: 2013
Population: 1 474 (2013)
Area: <ul style="list-style-type: none"> • Land: 121,28 km² • Water: 42,11 km² • Total: 163,30 km²

The current population after the annexation is rather difficult to find out, but the statistics show that the amount of people living within the Karjalohja postal code area was 1 208 in 2023 (Tilastokeskus s.a). However, this area is slightly smaller than the old municipality and doesn't provide the accurate number of people living in Karjalohja. The population peaked in the early 1950s with an approximate of 2 500, but soon started its decline, and by 1981, the population had halved to 1 238 due to low birth rates and high numbers of residents moving out (Kallio & Karjalohjan historian tuki 2005, 471).

The amount of water (42,11 km²) in the total area of the old municipality of Karjalohja (163,30 km²) is 26%, while in Lohja the amount is 21 % (Lohjan kaupunki s.a. b). Compared to another old municipality, now annexed to Lohja as well, Sammatti has 15 % of water in its total area (Maanmittauslaitos 2008). Moreover, compared to a major city in the Finnish Lakeland, Savonlinna is 38 % of water (Savonlinna s.a). This comparison is important, because Lohja's tourism strategy is inspired by the Finnish Lakeland (see chapter 3.1).

2 Theoretical framework

2.1 Sustainable tourism development

In 1987, the UN (United Nations) published *Our Common Future*, commonly known as the Brundtland Report. This call for action was rooted in the need of a better future, where environmental, social and economic concerns and threats have been developed sustainably in a global cooperation. The report defines sustainable development as a process that “meets the needs of the present without compromising the ability of future generations to meet their own needs.” In brief, this means the ability for people to co-exist now and in the future. (The Brundtland Commission 1987.)

All United Nations member states accepted the 2030 Agenda for Sustainable Development in 2015. At the Agenda’s core are the 17 SDGs (Sustainable Development Goals) and its 169 targets which were built on the previously unfinished Millenium Development Goals from 2000-2015. This new era of sustainable development is ambitious; by 2030, the SDGs, as summarized, seek to (UN 2015):

- End world hunger and poverty (SDGs 1-2)
- Achieve good health, quality education and gender equality (SDGs 3-5)
- Ensure sustainable management of water and access to sustainable energy (SDGs 6-7)
- Promote sustainable economic growth and industrialization (SDGs 8-9)
- Reduce inequalities (SDG 10)
- Create safe and sustainable cities and human settlements (SDG 11)
- Encourage sustainable consumption and production (SDG 12)
- Act against climate change and its effects (SDG13)
- Conserve, restore and promote sustainable consumption of marine resources and terrestrial ecosystems (SDGs 14-15)
- Promote just and peaceful societies (SDG 16)
- Strengthen the global partnerships for sustainable development (SDG 17)

The global paradigm shift to a more sustainable future has begun changing the way industries operate to help minimize their negative impact on the world. In 2023, the tourism industry contributed directly 3 % to the global GDP according to WTO (World Tourism Organization) (2024a, 3), while the travel and tourism sector as a whole equated to 9.1 % of the global GDP in the same year according to WTTC (World Travel & Tourism Council) (2024). For such a large industry, which has nearly reached every corner of our world, sustainable tourism development is crucial due to its tendency to do more harm than good.

For its substantial size and growth rate, the tourism industry has been recognized as a driver for sustainable development, directly or indirectly helping to achieve all SDGs. Specifically, SDGs 8, 12 and 17 (sustainable economic growth, sustainable consumption and production, partnerships for sustainable development) have been agreed upon as the main targets for the tourism industry to reach. (World Tourism Organization & United Nations Development Programme 2017, 4-6.)

According to UNEP (UN Environment Programme) and World Trade Organization (2005, 12) sustainable tourism development can be summarized as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” Sustainability is therefore split into three dimensions of socio-cultural, environmental and economic sustainability, often also referred to as people, planet, profit. Another allusion to these three dimensions is given by Coghlan (2019) who calls them juggling balls as a way to emphasize how they must be kept in a constant dynamic and balanced movement; drop one ball, and the rest will follow.

In a further elaboration, the three dimensions of sustainable tourism aim to (UNEP & World Trade Organization 2005, 18-19): contribute to the wellbeing of host communities, respect their authenticity and traditions, as well as promote inter-cultural understanding between visitors and locals, and ensure economic and social security where the benefits of tourism are distributed fairly (socio-cultural); minimize the industry’s detrimental contribution to climate change on a global and local level, support the protection and conservation of wildlife, natural habitats and marine ecosystems, and take action for resource efficiency (environmental); create and support quality jobs without discrimination, ensure the economic benefits of tourism are distributed back into the destination and its community by avoiding leakages (economic). To address these impacts, the twelve aims for an agenda for sustainable tourism have been recognized.

As seen in figure 4, the twelve aims overlap with each other. For example, the quality of the local environment contributes to economic viability, because the host community may have harder time benefiting economically from tourism if the tourist flow is hindered by environmental degradation. Moreover, economic viability is crucial in terms of the social aspects such as providing opportunities for the local people and visitor fulfillment. Cultural richness and community wellbeing are both in the socio-cultural sphere of sustainability but relate strongly to the environment from the perspective of built environment, environmental resource management and how the society interacts with the nature. Lastly, employment quality corresponds with social equity issues such as poverty alleviation and improvement of opportunities and access without discrimination. (UNEP & World Trade Organization 2005, 18.)

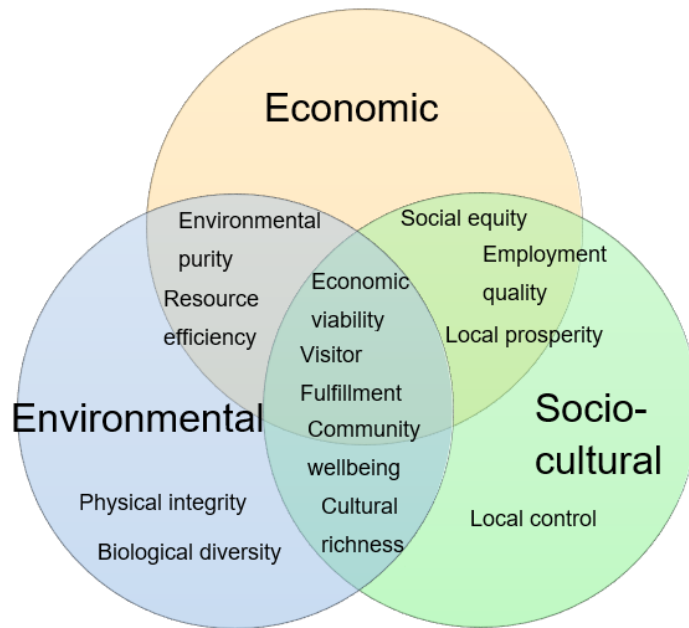


Figure 4. The relationships of the twelve aims for an agenda for sustainable tourism (adapted from UNEP & World Trade Organization 2005, 20)

The overlapping nature of the three dimensions of sustainability proves that one can't survive without the other. For tourism to be a driver of positive change on a global, regional and local level, it must be developed in such a way that maximizes the positive impacts of tourism while minimizing the negative impacts (Cerquetti, Ferrara, Romagnoli, Vagnarelli 2022, 3), always keeping the dimensions balanced.

For example, tourism is an effective way to earn foreign exchange, but it can't be done in terms of a trade-off, where the environment suffers for the sake of greater economic value. This tourism paradox was studied from the perspective of Pakistan, where the country's rich natural resources are the subject of tourism development to create more economic opportunities while having adverse environmental impacts. To satisfy tourists' needs, the environment suffers from overconsumption if not managed sustainably, leading to air and water pollution, accumulation of waste and sewage, deforestation and carbon emissions. On a socio-cultural level, the standard of living and business opportunities will rise with the economic activity created by the tourism industry, but consequently the traditional culture of the locals is endangered, ultimately leading to social disruption. (Baloch et al. 2023.)

The adverse impacts of tourism culminate in over-tourism, which means the tourist carrying capacity has been reached. Simply put, when there are too many tourists in a destination, it starts deteriorating on physical and social levels. Some of the best-known cases of this are found in European cities, such as Venice, Barcelona and Amsterdam, where the tension between tourists

and residents has led to anti-tourism protests. In Venice, Italy, the historical city has suffered greatly due to the mismanagement of the tourism sector, focusing more on making the city for tourists, and not for the residents. For example, amenities get harder to access while more services are opened with a focus on tourists, such as restaurants, bars and accommodations. Tourism has become a monoculture in Venice, and the locals feel displaced among the tourism masses, cruise ships and AirBnBs. (Bertocchi & Visentin 2019.)

The country of Pakistan and the city of Venice are just two examples on the widespread issue of unsustainable tourism, where the profit is the focal point instead of acknowledging the need for a healthy relationship with the people and the planet as well. Despite all the policies and guidelines put forward by various international declarations on sustainable tourism, the progress seems to be stalling. The fact is that the tourism industry has a large carbon footprint. According to Sun, Faturay, Lenzen, Gössling and Higham (2024), the tourism industry now contributes to the global greenhouse gas emissions by 8.8 %, the worst of it originating from aviation, utilities and private vehicles for travel purposes.

2.2 Rural tourism

In the early 1970s, rural tourism first gained a foothold in Western Europe. Back then, it was mostly known as agritourism or farm tourism, as was defined for its focus on farm stays to help them during a time of economic recession in agriculture. The search of peace and quiet in the countryside became an alternative to the beach and mountain vacations that were typical among Europeans at that time, often characterized by the tourist masses. Eventually, rural tourism spread further, no longer dominated by farm stays, growing into a complex business practices. (Sajn & Finer 2023, 2)

Rural tourism is, however, slightly difficult to define in a universal manner. In short, it means tourism activity in a rural area in the countryside. The problem arises when the definition needs to apply to all rural areas in the world. For example, a rural area in England means a settlement with a population of less than 10 000 (Department for Environment, Food & Rural Affairs 2022, 6), but in Ireland only areas with less than 1 500 people are considered as rural (Central Statistics Office 2019). Organization for OECD (Economic Co-Operation and Development) (1994) gives a further characterization, defining 'rurality' as areas that are low in population density, have prevalence of agriculture and forestry in landscape and land-use, and have traditional social structure and lifestyle.

On top of the previously described characteristics, various definitions are used to sum up the following criteria: despite varying in size, rural settlements are always small with a relatively sparse

population of less than 10 000 residents. As mentioned, their economies are strongly dominated by agriculture, namely farming and forestry, which are prevalent in the scenery of rural areas.

Moreover, their social structure is deemed as “traditional”, which in turn is another difficult concept to define universally but is simplified as the retention of older ways. Therefore, rural tourism means a type of tourism activity in previously described rural areas, where the tourists are in touch with the local heritage and their traditional lifestyles, and the tourist activities typically happen within the open spaces of the local environment and their small-scale enterprises, which are often family-owned. (OECD 1994.)

UN Tourism (s.a a) defines rural tourism as “a type of tourism activity in which the visitor’s experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing”. However, OECD (1994) points out that rural tourism is on a continuum; rural settlements may remain locationally rural, but their economy and society develop urban characteristics, for example, by becoming non-agricultural.

Apart from defining the concept of ‘rural’ in rural tourism, more characteristics are important to note. Sajn & Finer (2023) specify that tourism in rural destinations is rarely planned, instead growing organically and slowly, which has led to constant evolution of new products and niche types of rural tourism, like wellness tourism, sports and activity tourism, cultural and heritage tourism. This, in turn, brings the topic back to sustainable development; rural tourism is closely linked to environmental-friendly forms of tourism, which means it can be seen as a tool for rural development, conservation and sustainability (Sajn & Finer 2023; OECD 1994).

2020 marked the year of Tourism and Rural Development, which brought forth worldwide inclusive strategy for rural areas. Based on this, UN Tourism created the Tourism for Rural Development Programme in 2021 with a specific aim to utilize tourism as a positive force to help rural communities with their unique challenges, such as reducing poverty and inequalities, enhance quality of life and wellbeing, and preservation and promotion of their cultural and natural heritage. The Programme’s mission is aligned with the SDGs. (WTO 2024b, 11.)

Approximately 44 % of the global population resides in rural areas, which is also the home to around 84 % of the world’s population living in poverty. Rural-urban migration is high, and by 2050, the world wide rural population is forecasted to drop to 30 %. Moreover, people in rural areas face significant challenges with a lack of proper employment and wage, being twice as likely to being in informal or vulnerable employment and are paid around 24 % less than their urban counterparts. Only 60 % of the people in rural areas have access to safely managed drinking water. (WTO 2024b, 11-13.) These statistics show the most crucial issues that sustainable tourism development can address.

Ultimately, rural areas are at a disadvantage. With the scarcity of job opportunities and the decrease of agricultural lifestyles, the role of tourism as a driver for positive change in rural areas is more important than ever. But it needs to be developed sustainably to ensure the rural development goes hand-in-hand with the socio-cultural and economic aspects, so that the people, planet and profit can all prosper now and in the future.

2.3 Examples of rural tourism around the world

In 2021, WTO launched the Best Tourism Villages (BTV) project with a purpose of highlighting villages around the world for their exemplary work in promoting sustainable rural development and the role of tourism as a transformative force for a better future for rural communities. On its first run, in 2021-2022, the project recognized 74 villages out of 200 candidate villages, and by the end of 2024, the network of recognized BTVs is now 254 with an added 75 new members from the project's latest run. (UN tourism 2024.) This part of the thesis studied some of those recognized BTVs as a way to build comparison with rural tourism destinations in Finland.

The criteria for being eligible for application to the BTV network follows the UN Tourism definition of rural tourism. The following features are:

- Have a low population density and a maximum of 15 000 inhabitants.
- Be located in a landscape with an important presence of traditional activities such as agriculture, forestry, livestock or fishing.
- Share community values and lifestyle.
(UN Tourism 2025.)

In Ethiopia, Africa, 300 km from northwest of the capital city, Addis Ababa, lies the Mulu ecovillage which has been in the BTV network since 2022. The village has taken major actions towards a sustainable future with the empowerment of the locals, and the conservation of the nature and culture. Moreover, they have utilized modern technology with implementations of biogas and solar panels. The locals are interested in the tourism industry, often working as guides and providing accommodation for the tourists, moving the village towards a strong community-based tourism approach. (UN Tourism s.a. b.)

St-Ursanne in Northwest Switzerland, Europe has been part of the BTV network since 2023. It is a small medieval village of around 1 300 residents with a rich cultural heritage and diversity, bringing over 50 000 tourists for their medieval event that takes place every second year. Tourism is utilized for sustainable rural development in terms of job creation, economic growth, community empowerment, cultural preservation as well as revitalization of cultural heritage. Negative environmental impacts of tourism have been tackled with several sustainable practices that

enhance energy efficiency, and the investments in infrastructure improve both the locals' lives and businesses, as well as the visitors' experience. (Commune of Clos du Doubs s.a; UN Tourism s.a. c.)

In rural Japan, Asia, 50 km north of Kyoto city, there is an agricultural village called Miyama with a population of around 3 500. The traditional Japanese country lifestyle is still flourishing in the village, and Miyama's thatched roof houses have been recognized as both UNESCO intangible cultural heritage as well as Japan's national heritages. With the need to preserve the culture and traditions of the community, sustainable tourism and agriculture have been implemented with practices such as community engagement and empowerment, energy efficiency as well as cultural and environmental preservation. Miyama was chosen for the BTV network in 2021. (UN Tourism s.a. d; Miyama Experience s.a.)

The last example of BTVs is Portobelo from Panama, Central America. It's a coastal village of around 10 300 residents and it has been recognized as UNESCO World Heritage site for its unique architectural heritage from the colonial times and rich cultural traditions. Due to Portobelo's location by the Caribbean Sea, marine and coastal preservation have been adopted as part of the village's sustainable tourism practices, such as the Reef 2 Reef Restoration Project to restore the coral reefs. Moreover, Portobelo is dedicated to a community-driven approach in their tourism practices to foster community engagement and economic growth. (UN Tourism s.a. e.)

2.4 Examples of rural tourism in Finland

For the sake of this thesis, it is important to re-state that the concept of rural tourism is complex and varies by country. The aforementioned definitions apply to this thesis but will be utilized in the perspective of rural tourism in Finland with that in mind. Rural tourism destinations in Finland will be analyzed in this part with more detail compared to the previously introduced BTVs due to the purpose of this thesis.

The first example comes from Raasepori, Uusimaa. Fiskars ironworks village is the hometown of Finland's oldest company, Fiskars Group, and is considered as the center of Finnish design and art (Visit Raseborg s.a). It's reachable within 74 minutes by car from Helsinki or 86 minutes from Turku (Fiskars village s.a). Today, Fiskars village is home to around 600 residents (Fiskars village 2024) and despite its small size, has a lot to offer to tourists. In the old ironworks buildings, there are now various restaurants, cafés, boutiques, museums, art galleries and hotels that give a unique taste of the countryside and the Finnish cultural history (Tripsteri 2024).

Fiskars is near Karjalohja and although significantly smaller in size, it's considered as one of the most popular summer destinations in Southern Finland (Koskela 2021; Khanji 2022). The

ironworks village attracts over 200 000 visitors a year and it has been accredited four times on a global level for its cultural tourism and sustainability. First time in 2015, the UN's Green Destinations organization awarded Fiskars the first place in the category "Communities & Culture" for its development from an ironworks village to a flourishing tourism destination. Fiskars has also been chosen to Green Destinations' list of "Top 100 Green Destinations" in 2019 and came third best in sustainable tourism destinations in the category of "Best of Europe" in 2020. In 2018, Fiskars was awarded as the best rising cultural tourism destination in Finland in the Culture Eden competition by European Commission. (Etelä-Uusimaa 2021.)

The second and last example comes from northern Kainuu region, around two hours from Oulu, where the sparsely populated municipality of Puolanka resides (Puolanka-Paljakka matkailuyhdistys s.a). In 2025, the population of the municipality was a total of 2 340 (Kainuunliitto 2025). While outwardly Puolanka seems like a regular small Finnish municipality with a declining and ageing population, it hides in itself a unique sense of remoteness and personality typical to a Finnish mindset. "The most pessimistic town in the world" as reported by BBC attracts with its humorous destination brand identity where it embraces being dull and boring with seemingly nothing to do (Huusko 2019).

Despite Puolanka's self-deprecating image and branding, there is still something they believe appeals to tourists in a more serious manner. Paljakka is a small travel center 36 km from the town that offers plenty of nature-based activities to its visitors in every season within its surrounding pristine nature (Puolanka s.a). It is the snowiest ski center in Finland and in 2020, it was recognized as the best snowmobiling destination in Finland (Iltalehti 2023). Moreover, 15 km from the town, the Hepoköngas nature reserve was awarded the nature site of the year in 2022, and it has one of Finland's highest natural waterfalls (Metsähallitus 2022). The town of Puolanka has some cultural activities for tourists, notably the "pessimism house" where the Puolanka pessimism society performs musicals, for example (Puolangan pessimistit ry s.a).

The picturesque village of Fiskars and Puolanka's municipality of pessimism are two very different examples of rural tourism destinations in Finland, yet similar in the way they're suffering from migration to cities and more populated urban centers. However, with low and sparse population in peripheral areas surrounded by nature, the attractiveness of the destination may rise. For example, Saarinen & Hall (2004, 5-15) explain that with the rise in nature-based tourism, more visitors seek naturalness in relatively remote areas which in turn creates hope for rural areas in Finland to utilize tourism revenue for economic development.

The development can, in turn, adversely affect the attractiveness of the rural destination negatively, since the naturalness and remoteness that appealed to the visitors have now been

lowered. The remoteness and naturalness bring a sense of peace and calm that many visitors in more urban areas seek nowadays. Like Fiskars, Puolanka and Karjalohja, the rural areas suffer from aging, sparse and low population which surprisingly make them more attractive to visitors who are there for the peace that comes with it.

2.5 Target market for rural tourism in Finland

Tourists are heterogeneous by nature, each of them seeking different kinds of services, activities, and entertainments on their different kinds of trips and vacations. However, the heterogeneity of the tourist market can be split into smaller homogenous groups of travelers that share similar interests, thus making it possible for the destination to cater to their needs and wants better. This is where market segmentation comes in; In order for a tourist destination to gain competitive advantage and differentiate its offering, it needs to recognize its target audience. (Dolnicar 2007.) For rural destinations, it is particularly important to know their target audience for the sake of gaining the most out of the tourism industry's economic, social and environmental benefits.

In a study about Finland's tourism potential, Visit Finland (2023b) recognized a total of 11 traveler segments, 7 of which are considered to be main segments, and organized them under four main global areas of interest (see Table 2). While all of the following areas of interest have potential segments for Finland's rural tourism, this part of the thesis focuses only on "nature and discovery", because the author believes that these two segments have the most potential.

Table 2. Traveler segmentation (adapted from Visit Finland 2023b)

Nature and discovery	Culture and learning	Entertainment and wellbeing	Sports and activities
<ul style="list-style-type: none"> • Nature lover • Lifestyle traveler 	<ul style="list-style-type: none"> • Culture traveler • Foodie • Group traveler • LGBTQ+ traveler 	<ul style="list-style-type: none"> • City life enthusiast • Sun and beach lover • Wellbeing seeker 	<ul style="list-style-type: none"> • Outdoor explorer • Active hobbyist

Nature lover is the type of a traveler who wants to see and experience the wonders of nature and everything it entails. Their interests in nature somewhat overlap with sports tourism in terms of hiking in the nature, but otherwise they aren't interested in sports on a deeper level. This type of tourists come to Finland mostly from Europe, notably from Netherlands, United Kingdom, France and Germany, but also from United States. Nature phenomena, like northern lights and midnight

sun, hiking in nature reserves and parks, snow and arctic nature, husky and reindeer rides, and lastly, experiencing the Finnish lakes are all the main areas of interest that nature lovers seek in Finland. (Visit Finland 2023b.)

Lifestyle traveler, which is also part of “nature and discovery” category, looks beyond the mainstream tourist destinations to find and experience undiscovered places that give an authentic taste of rurality and countryside. They want to immerse themselves in the local culture and lifestyle and are eager to experience new things. Most of these types of tourists also come from Europe, especially Spain, Netherlands and Germany, but also from United States. Their interest in Finland lie in visiting old wooden traditional towns and UNESCO World Heritage sites, reconnecting with nature and meeting the indigenous Sami people. (Visit Finland 2023b.)

Visit Finland (2024a) reported that in 2023 Germans, Japanese and US Americans made the most online searches about tourism in Finland, mostly about saunas, northern lights, Santa Claus and different cities. Germans were looking for holiday packages, camp sites, skiing, accommodations with glass ceilings and ferry connections, while Japanese were more interested on cultural themes, like food tourism, Christmas markets, cafés and midnight sun. Compared to the other Nordic countries, Finland is the least popular, yet has a notable advantage according to the online search results; sauna, lakes and Santa Claus differentiate Finland from the other Nordic countries. (Visit Finland 2024a.)

In terms of international holiday travelers in Finland, Germans are on top. Overall, the Nordic countries are the most favoured by Germans, and in 2023, 10 million German over-night trips were estimated in the Nordics with 7 % being stays in Finland. Denmark, Sweden and Norway are still considered more popular in terms of German tourists, showing that Finland’s biggest competitors are still its neighbours. Germans also have a very positive image of Finland as a holiday destination, the highest rated characteristics being beautiful landscapes, spectacular nature, good opportunities for winter sports, good hiking opportunities and interesting traditions. On the other hand, the image on weather, cost and suitability for kids were among the lowest rated in characteristics. (Sonntag & Braun 2024; Visit Finland 2024b.)

Meanwhile, Japanese tourists dominate the market in Finland compared to the other Nordic countries, and in 2022, Japan Association of Travel Agents chose Finland as one of the top long-haul destinations. The Japanese tourists have a bit more diverse interests compared to the German tourists; While they look for city vacations, Finnish design and fashion, café hopping, the Moomin and Santa, nature is also on top of the list in terms of authentic sauna experiences at a resort or a cottage, ruska and Northern lights. However, the Japanese market hasn’t yet fully

recovered from Covid19, but is forecasted to return to the pre-pandemic levels of tourism revenue and spending by the end of 2025. (Visit Finland 2025; Visit Finland 2022).

Another popular traveller segment in Finland are the Finns themselves. During Covid19, domestic tourism was on the rise due to international travel restrictions. According to SUOMA (2023), out of the total tourism demand in Finland before the pandemic 53 % of 16,3 billion were domestic travellers, but in 2020 it rose to 77 % and in 2021 it was nearly 84 %. The Ministry of Economic Affairs and Employment (2021) identified five target groups of domestic tourists based on a survey of 1000 Finnish respondents: Culture and nature; comfort seekers; active vacationers; visitors and cottagers; and city tourists. Most of the respondents (24 %) formed the group of 'culture and nature', and the Finns' interest in nature tourism was exceptionally high during the pandemic and is suspected to remain as such; the demand lies in national parks, wellness services, nature activities and exploration with forests and bodies of water near the accommodation (Nordic Council of Ministers 2023, 173-174).

To conclude, Finland as a holiday destination interests travellers from within Europe, but long-haul countries as well. Germany and Japan are two of the most prominent markets, and their potential to rural tourism is significant because both markets typically fit into the two categories of 'nature lover' and 'lifestyle traveller' as mentioned above. However, competition between the Nordic countries is tight, but more and more Finns have learned to look for holidays within their home country, and the nature is once again the biggest pulling factor.

3 Tourism in Karjalohja

Since the 1800s, Karjalohja has been known as a summer villa destination, especially among Helsinki University. This was due to the good rail network, but also for the previous experience of the region and the knowledge of Karjalohja's rare nature. In the mid-19th century, it was common to see advertisement in Helsinki newspapers about houses in Karjalohja for summer vacations. Some famous people who have visited Karjalohja are Zacharius Topelius, Mika Waltari and Elias Lönnrot. Topelius finished *Maamme Kirja* (A book of our land) in Karjalohja in 1875, and he was so greatly impressed by its nature that he even included Karjalohja in his book. Lönnrot, among other botanists and naturalists, found themselves often in Karkalinniemi due to its rare nature as a mid-European temperate deciduous biome. And lastly, Waltari had spent some of his most memorable summers in Karjalohja as a child in 1911-1913. (Kallio & Karjalohjan historian tuki 2005, 187-209.)

The popularity of Karjalohja as a summer destination for the people living in cities grew after the world war with such strength that by 2003, there were 1686 summer cottages (Kallio & Karjalohjan historian tuki 2005, 344-45). It should be stated that around the same time there were only approximately 1400 residents. Even to this day, Karjalohja is a popular summer destination, and people are still pulled into this small village by the same natural wonders that Zacharius Topelius wrote about in the late 1800s.

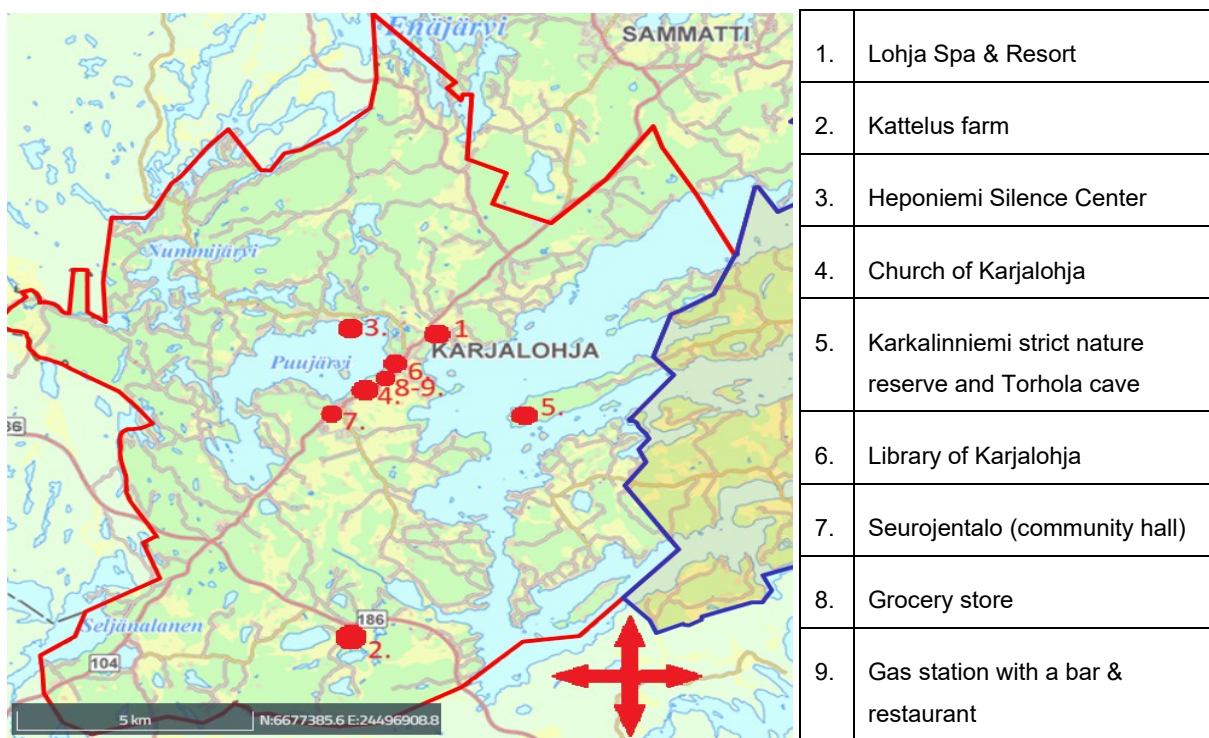


Figure 5. Map and map legend of Karjalohja with notable attractions, accommodation providers and services (adapted from Lohjan Kaupunki s.a. a)

3.1 Visit Lohja

The official DMO of the municipality of Lohja is Visit Lohja, with a clear strategy to promote sustainable lakeside tourism for people who want to experience the Finnish Lakeland but within half an hour of the Helsinki metropolitan area. The tourism industry is crucial to the economy of Lohja, the size of it competing with the popular tourist city of Porvoo. Overall, the tourism industry's economic impact in Lohja is 109,9 million euros in 2022, while directly it is 66,11 million euros. Moreover, it is an important employer for the locals; 4.02 % of all workforce in Lohja works in tourism, while in Porvoo the number is 3.08 %. (Visit Lohja 2024).

The competitive advantages are the rich natural resources and the location close to the Helsinki metropolitan area. Lake Lohjanjärvi, the biggest lake in Southern Finland, is the basis for this lakeland tourism strategy together with the other over 200 lakes in the region. The convenient location is the other; It is relatively fast and easy to escape the heavily urbanized Helsinki area due to the Turku-Helsinki motorway, which connects Lohja with the Helsinki-Vantaa airport as well. (Visit Lohja 2024).

Lohja's tourism is mostly based on nature and culture. Some typical nature-based tourist activities in Lohja include fishing, boating, swimming, cycling and hiking. With the number of lakes in Lohja, there are plenty of beaches that have good services, like restaurants, cafés, equipment rentals, bars and saunas. Aurlahti is a good example of such beach located in the city center. Cultural tourism activities in Lohja include all the churches, manors, museums, theaters and galleries. There are also music events, like orchestras, and during summer there are festivals. (Visit Lohja s.a. a.)

In 2021, Lohja joined the Sustainable Travel Finland (STF) programme (Länsi-Uusimaa 2021), but does not have any STF certified tourism businesses; the Tytyri Mine Experience is the only business which has been reported to seek for the certification (Visit Lohja s.a. b). Visit Lohja has also taken part in the Green Start training programme, which promotes sustainable business practices (Visit Lohja s.a. a.). Two businesses have been acknowledged as Green Key certified tourism businesses: Tytyri Mine Experience (Tytyri s.a) and Lohja Spa & Resort (Lohja Spa s.a. b). Another notable mention is Lohja's participation in the HINKU project since 2013, which aims to mitigate greenhouse gas emissions and boost energy efficiency together with other participating Finnish municipalities (Lohjan Kaupunki s.a. c).

Despite taking part in these certificates and programmes, there seems to be a lack of participation from other tourism service providers in Lohja. As previously mentioned, the tourism industry in Lohja is rather large for its size and location, and since its tourism is heavily based on nature-

based activities, it is important that they're taken care of. Moreover, Visit Lohja does little work to advertise the villages of the municipality, like Karjalohja.

3.2 Lohja spa & resort and other accommodation providers

The most notable accommodation provider in Karjalohja is the Lohja Spa & Resort, previously known as spa hotel Päiväkumpu. The hotel's story began in 1956 when Päiväkumpu first began offering recreational activities in the old property and by 1959, the first holiday homes or "cottages" were built. In 1980 the new hotel premises were built, including a restaurant, spa and sport hall. Later, in 2016, the hotel went through major renovations, re-branding into an experience spa inspired by the Finnish nature and especially by Topelius's story of Koivu ja Tähti. The purpose of the renovation was to turn a regular visit to the spa into an experience, engaging the visitors' senses with sights, colours, smells, ambient sounds and sensations. In 2019, the name of the hotel was changed to Lohja spa & resort to gain more international traction and to make its location more straightforward. (Tukkinen 1996, 63-64; Ykkös-Lohja 2019.)

The hotel resides by the Lake Lohjanjärvi, near the village center and its services. Its location by the lake and nature offers visitors plenty of nature-based activities around the year. There are different accommodation types to choose from: main building, lakeside houses and slope houses. Lohja spa & resort has a wide range of offerings from wellness, nature, sports and rehabilitation, but they also have different events at the hotel, like music concerts and different theme days, like for Oktoberfest. (Moukola 2019.)

In terms of sustainability, Lohja Spa & Resort has taken steps towards more environmentally friendly hotel practices. In 2018, a project for energy efficiency in the hotel premises was carried out through renovations, and by the end of 2019, the hotel's carbon footprint decreased by 17 %. The hotel had also signed an energy efficiency contract for 2017 to 2025, which partly correlates with Finland's internationally agreed acts against climate change. Additionally, Lohja spa & resort is Green Key certified, as mentioned earlier. (Lohja Spa s.a. b.) Other forms of sustainability are not as visible in the company's websites, however.

In addition to the hotel, Karjalohja has plenty of rental cottages. For example, Kattelus farm has three fully furnished rental and holiday cottages. The farm offers their visitors an authentic countryside experience, so it's not only an accommodation provider, but a proper farm tourism destination. The cottages are located by a lake, and in the nearby forests, the visitors have access to different nature-based activities, such as hiking and foraging. During the summer season, visitors can enjoy the company of farm animals, like chickens, ponies, sheep and rabbits. (Katteluksen tila s.a.)

Another notable example of an accommodation provider is Heponiemi Silence Center, which is a retreat center located by Lake Puujärvi. It uses the serenity of the surrounding nature to help its visitors reach tranquility with different activities based on mindfulness, such as yoga, and emphasizes the importance of one's connection with nature. The different cottages can host up to 50 people in overall and vary in levels of modernity. For example, three of their cottages don't have running water and remain as simple rural cottages for those that are more interested in such accommodations. (Heponiemi s.a.) Despite those aforementioned simplistic cottages, Heponiemi is less of a provider of authentic rural life, if compared to Kattelus farm, and more of a modernized wellness center with a touch of such authenticity.

For such a small village, the choices of accommodation are large and notably different in style. Private rental villas can be quite luxurious and modernized, despite being authentic homesteads of the countryside. Titled as "Luxury Lakehouse", a private accommodation provider rents a rustic property by Lake Puujärvi with its own private shoreline, sauna and hot tub, while still giving the guests a sense of the true countryside (AirBnB s.a). Cottages are usually quite modest, some do not have running water or an indoor toilet, but modern style cottages with a little hint of that luxury are available as well. A tourist can choose from a simple accommodation or the whole experience, such as Lohja Spa & Resort, Heponiemi Silence Center or Kattelus farm.

3.3 Attractions and activities

Thematically, the tourism attractions and activities in Karjalohja are similar to the city of Lohja's, as mentioned above. Nature is the main pulling factor, especially the lakes and forests, and while there are less tourism product offerings in a village compared to a town, the rurality of it is what makes Karjalohja so attractive to visitors. It serves a different customer segment that enjoys the silence and peace of the countryside rather than the busy city center. Nevertheless, Karjalohja has some unique attractions and activities to offer.

In terms of historically and architecturally significant attractions, Karjalohja's stone church is a central landmark in the village center. Built in 1860 and later on rebuilt after the 1970 lightning strike that burned it down, the church has a unique story that tourists can go see and read about in the summer times when the church is open for tourists (Järnefelt s.a). The historical and cultural environment sites of Karjalohja can be found through the "time travel path" made by the Local Heritage Association, which takes the traveler through different trails in the village (Ykkös-Lohja 2025).

The time travel path is one example of a nature-based activity offered for locals and tourists in Karjalohja. The trails are long, one of which is over 8 km in length, and they are accompanied by

signs that briefly explain the site's story. The interactivity of the path is reinforced with the QR codes that the hikers can scan on their smartphones and read more about the location's history. The trail that goes through the parish has nine stops overall, showing interesting details of historical sites, like of an old place of execution and the old church with its old graveyard. (Ykkös-Lohja 2025.)

One notable natural attraction is the Karkali Strict Nature Reserve in Karkalinniemi peninsula by Lake Lohjanjärvi. It's a protected area where hiking is only allowed on a marked path up to 6 kilometers in length, and the unique herb-rich forest is worth exploring within the allowed limits. Visitors can also find the largest limestone cave formed by water in Finland, the Torhola cave, which is also a protected nature reserve, but can be explored, nonetheless. (Luontoon s.a.)

Events in Karjalohja are mostly focused on music concerts or markets. Lohja Spa's restaurant is a popular venue for concerts, while Seurojentalo (community hall) is mostly used as a seasonal marketplace. Perhaps the most popular event in Karjalohja happens in the community hall once a year on the second Saturday of July, titled as 'Puujärvipäivät', Lake Puujärvi Day. The center piece of this traditional event is Lake Puujärvi, and it works to bring awareness to the lake's wellbeing and protection. Another popular event happens in July as well; Koivu ja Tähti -Festival is a week-long celebration with music and dance, taking place both at the community hall and the church. (Visit Lohja 2024; Ykkös-Lohja 2023; Acktefestival s.a.)

4 Methodology

This following chapter discusses the chosen research approach and method for data collection for the main research question “What potential does Karjalohja have as a tourism destination?”. To ensure the preferred outcome of this thesis by choosing the correct approach, methodology must be studied.

Typically, research is split into qualitative and quantitative approaches, depending on what type of data is sought (Taherdoost 2022, 54). Creswell (2014, 4) explains the distinction between these two approaches by identifying what is researched; usually, ‘words’ mean qualitative, and ‘numbers’ mean quantitative. Furthermore, qualitative research answers to subjective phenomena by asking “how?” or “why?” questions, while quantitative research seeks to gather objective data (National University 2023).

Expanding on this, qualitative research approach is typically chosen when the research seeks to explore social issues, utilizing empirical materials such as personal experiences to gain interpersonal understanding. Data can be collected via observation, interviewing and documentation. For example, when the researcher conducts interviews with participants, typically face-to-face or via internet, it is considered qualitative interviewing. To collect opinions from the participants, the interviewer chooses to ask unstructured and generally open-ended questions. This type of data collection is preferred when the researcher can’t be on-site, or when the participants can’t be observed directly, which in turn may be disadvantageous, since the lack of a natural setting can alter the outcome of the answers. (Taherdoost 2022, 53-54; Creswell 2014, 185-191.)

On the other hand, quantitative research aims to answer to a scientific research question with numerical data that can be analyzed by mathematical and statistical procedures. The goal is to achieve objective information through data collection methods such as polls, surveys and experiments. A typical quantitative research question could be, for example, what percentage of tourists in Karjalohja stay at Lohja Spa & Resort instead of rental cottages. There are advantages and disadvantages to this research approach as well; results can be precisely presented using numbers and the large sample sizes ensure that the findings represent a broader population, but contrarily, finding enough participants for a large sample is challenging and data can lack nuances and context. (National University 2023; Taherdoost 2022, 57-59.)

However, mixed methods research provides a third option in cases where a more thorough understanding of a research problem is required. This approach combines quantitative and qualitative approaches, either as equal or emphasizing one over the other. Therefore, multiple

forms of data can be sought by combining observations and interviews (qualitative) with surveys and questionnaires (quantitative). (Creswell 2014, 14-19.)

The chosen approach for this thesis is quantitative methods, but with a slight addition of qualitative methods because the author believes that in order to collect suitable data for the research questions in the most fitting manner, the two approaches need to be integrated. This is, however, not equal to mixed methods research, since it's more complex than simply adding a touch of the other research method.

4.1 Research method

With the choice of quantitative, the questionnaire can be applied as a way to collect the data for the research questions. The author recognizes the limits of either open-ended (qualitative) or closed-ended (quantitative) questions in questionnaires, choosing to add a qualitative touch to the questionnaire to minimize the disadvantages of only one question type. Since answers to closed-ended questions are simpler to analyze, but limit the respondents' actual opinion and personality, and a questionnaire of only open-ended questions cause difficulty in proper analysis and is more time consuming (Zohrabi 2013, 254-255), the choice was made to integrate both types of questions in the questionnaire. This way the author of this thesis believes that the data can be collected and analyzed in time.

Questionnaires are a convenient way of data collection, especially conducted via internet. They're cost-efficient and the sample size is easily larger, which in turn helps create a more generalized outcome. But the questionnaires need to be carefully constructed; if the questions are unclear, the respondents can easily misunderstand what is asked, ultimately providing unrelated answers. The preferred method of administering a questionnaire is when the respondents are at one place at the same time as the researcher, who can then clarify any misunderstandings. This method also ensures the highest return rate, as opposed to mailing the questionnaire which respondents rarely fill out and send them due to inconvenience. (Zohrabi 2013, 255.) While this option seems more effective, it isn't possible in this thesis, thus, the questionnaire will be sent to the Karjalohja Facebook group.

4.2 Crafting and testing the questionnaire

When crafting a questionnaire, the researcher must plan it carefully. A good example of such a questionnaire is one which engages the participants and encourages them to give accurate and honest answers about their experiences, attitudes or perspectives. The questions need to be concise, clear and easy to understand in order to avoid confusion in respondents. Moreover, the structure of the questionnaire is important; before asking detailed questions regarding the study, introductory questions such as demographic questions should be asked first. Likert scale is one way to collect closed-ended data in a questionnaire, but the researcher should know beforehand how many points are needed. For example, 2- or 3-point Likert scale doesn't provide enough response options, and 5-point scale is generally considered sufficient, but 7-point scale might be too excessive because the analysis of the responses might require more time and effort. (Sharma & Ruikar 2025.)

4-point Likert scale will be utilized in the formation of closed-ended questions instead of 5-point scale, because the author decided to leave out the option of a "neutral" answer. As Sharma & Ruikar (2025) pointed out, the neutral answer might give respondents an easy way out of proper answers. Therefore, the scale used in the collection of closed-ended questions will have the following options: 1= Strongly disagree, 2= Partly disagree, 3= Partly agree, 4= Strongly agree. One open-ended question will be placed at the end of the questionnaire. The results from this questions will be used to create a word map of destinations in Karjalohja that the respondents favor and recommend.

The questionnaire will answer to two of the sub-research questions:

- How are the local businesses and residents in Karjalohja affected by tourists?
- How do the locals see the potential in Karjalohja's tourism?

The author decides to use Webropol. Questions for the questionnaire are sourced from theoretical framework regarding sustainable tourism development and rural tourism, and the analysis of the current state of tourism in Karjalohja and other rural tourism destinations in Finland. The theoretical framework discussed the focal points of how tourism in all of its forms affects the local population, the economy and the environment. Different statements will be used in the questionnaire to gather the respondents' view on how they have experienced the impacts of the tourism industry in Karjalohja and what they think of its current state and future potential. Assumptions will be drawn from analyzing Karjalohja and other rural villages in Finland to see how they correlate with the respondents' experiences and opinions.

First, the questionnaire asks demographic questions; the age of the respondents and what their connection to Karjalohja is. Then, a set of statements is presented about Karjalohja as a destination, its tourism industry, tourism offerings, tourist behavior and pull-factors. Lastly, the respondents are asked to write what they usually like to recommend about things to see and do in Karjalohja, or where to eat and stay.

The questionnaire was successfully tested with personal help from the author's family. Three family members helped. Feedback was given accordingly, but no changes were needed to the final form of the questionnaire which had already been approved by the author's thesis advisor. The responses about the questionnaire from the test audience were positive and approving.

4.3 Data collection

The data will be collected over the span of a few days, depending on how long it takes to gather a sufficient number of answers. A minimum of 100 answers is the goal. Since the target audience for this questionnaire is the residents of Karjalohja, the author decides to utilize the private Facebook group for Karjalohja with over 3 000 members who either live there or are somewhat connected to the village. The respondents of the questionnaire will stay anonymous.

4.4 Data analysis

With the use of Webropol and its reporting and analysis tools, the results will be transferred to Microsoft Excel where the data will be analyzed in various ways. First, the demographic questions will be analyzed by frequency and presented with circle charts. Then, the statements regarding different aspects of Karjalohja's tourism industry will be shown with horizontal bar scales to show how many percentages each answer got.

The mean and standard deviation will be calculated as well. Since the average of responses is usually not enough in terms of statistical analysis, the standard deviation needs to be included to describe how much the individual responses vary from the mean. In other words, standard deviation shows how spread out the responses are; a small standard deviation shows that the individual responses are focused close to the mean, while a large standard deviation shows that the individual responses are more spread out and farther from the mean. (Greenbook 2024; Rumsey 2021.)

Lastly, the results from the open-ended question will be shown in the form of a word cloud. The more a place or activity has been mentioned among the respondents, the bigger the word of it will be shown on this figure. The results will be shown in percentages as well.

5 Results

The questionnaire was open from 23rd of March to 25th of March. During those two days, the goal of a minimum of 100 responses was met with a total of 141 responses gathered. The Facebook post in the Karjalohja private group garnered a positive reaction and the comment section served as a place for questions if the respondents were unsure. One person needed clarification to the demographic question of the respondents' connection to Karjalohja, and the author was able to help with it. The link was also shared with the author's family in a WhatsApp group chat where the initial testing of the questionnaire took place with three of the author's family members.

5.1 Demographic factors

Only two background questions were asked in the questionnaire: the age of the respondents and their connection to Karjalohja. The age options were split into six groups (figure 6), but the youngest group of "less than 18 years old" gathered no responses. Only 6 % of the respondents were the age of 18 to 29. The largest age group among the respondents was over the age of 60 (40 %), and overall, the middle-aged people and seniors were the clear majority with 64 % being over the age of 50.

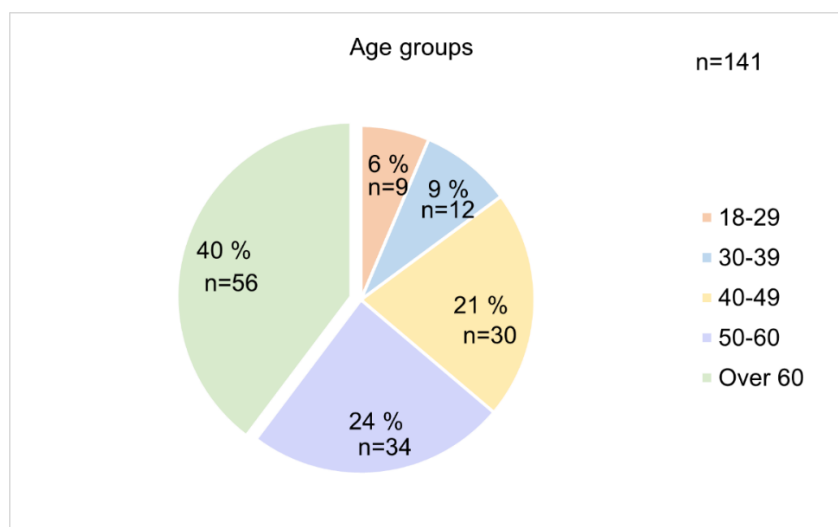


Figure 6. Majority of the respondents (64 %) were over the age of 50

Next, the questionnaire asked to choose the respondents' connection to Karjalohja with five different choices (figure 7); current place of residence, place of residence in childhood or youth, regularly visited place of leisure (e.g. vacation cottagers), secondary place of residence, and family has roots in Karjalohja. The majority of respondents (43 %) live currently in Karjalohja as their primary place of residence, while the second largest group (24 %) of respondents are so-called vacation cottagers or "mökkiläiset", who regularly visit Karjalohja for leisure purposes. 17 % of

respondents are connected to Karjalohja through their childhood or youth place of residence. Lastly, 8 % of the respondents either have roots in Karjalohja within their family, or Karjalohja is their secondary place of residence.

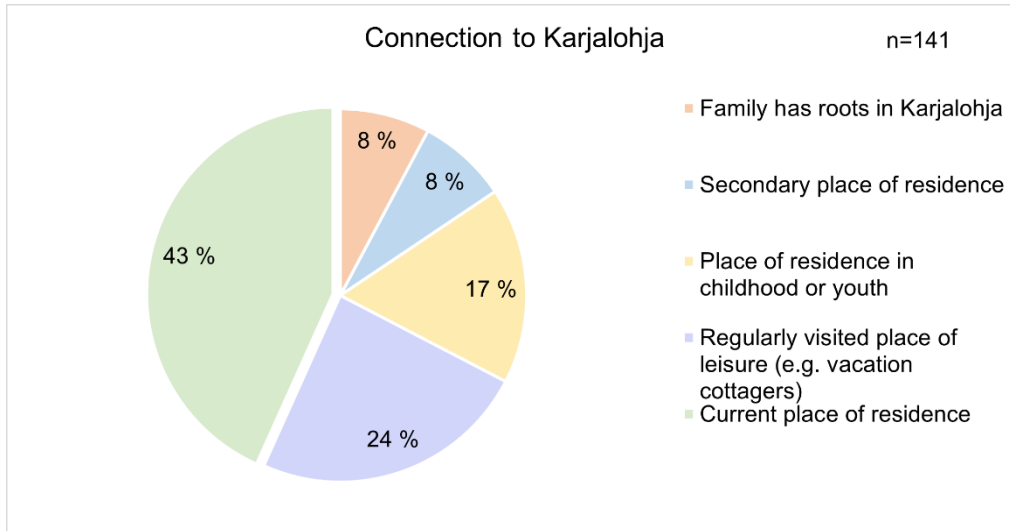


Figure 7. Majority of respondents (43%) live in Karjalohja as their main place of residence

5.2 Statements regarding Karjalohja and its overall tourism industry

The different aspects of the tourism industry in Karjalohja were split into five groups of various statements, which the respondents were asked to share their opinions on with the use of a 4-point Likert scale. The mean and standard deviation were calculated to show the variance in the mean of responses.

In the first group, six different descriptions were presented about Karjalohja as a tourism destination (see figure 8). The three descriptions that got the majority of strongly agreeing responses were “peaceful tourism destination” (87 %), “traditional countryside destination” (53 %) and “summer vacation destination” (67 %). “Summer vacation destination” and “peaceful tourism destination” were the only two to get 0 % in strongly disagreeing responses. The majority of partially agreeing responses were “cultural tourism destination” (51 %) and “historical tourism destination” (58 %). The most disagreeing responses in this first group were given to “destination which attracts large numbers of tourists” with 44 % partially disagreeing and 24 % strongly disagreeing.

With the smallest standard deviation of 0,4 and the largest mean of 3,8 (see table 3), the responses for “peaceful” were the most unanimous, while “Karjalohja is a destination, which attracts large numbers of tourists” was the most spread out with a standard deviation of 0,8,

making the individual responses more polarized around the scale. The means varied from 3,8 to 2,1.

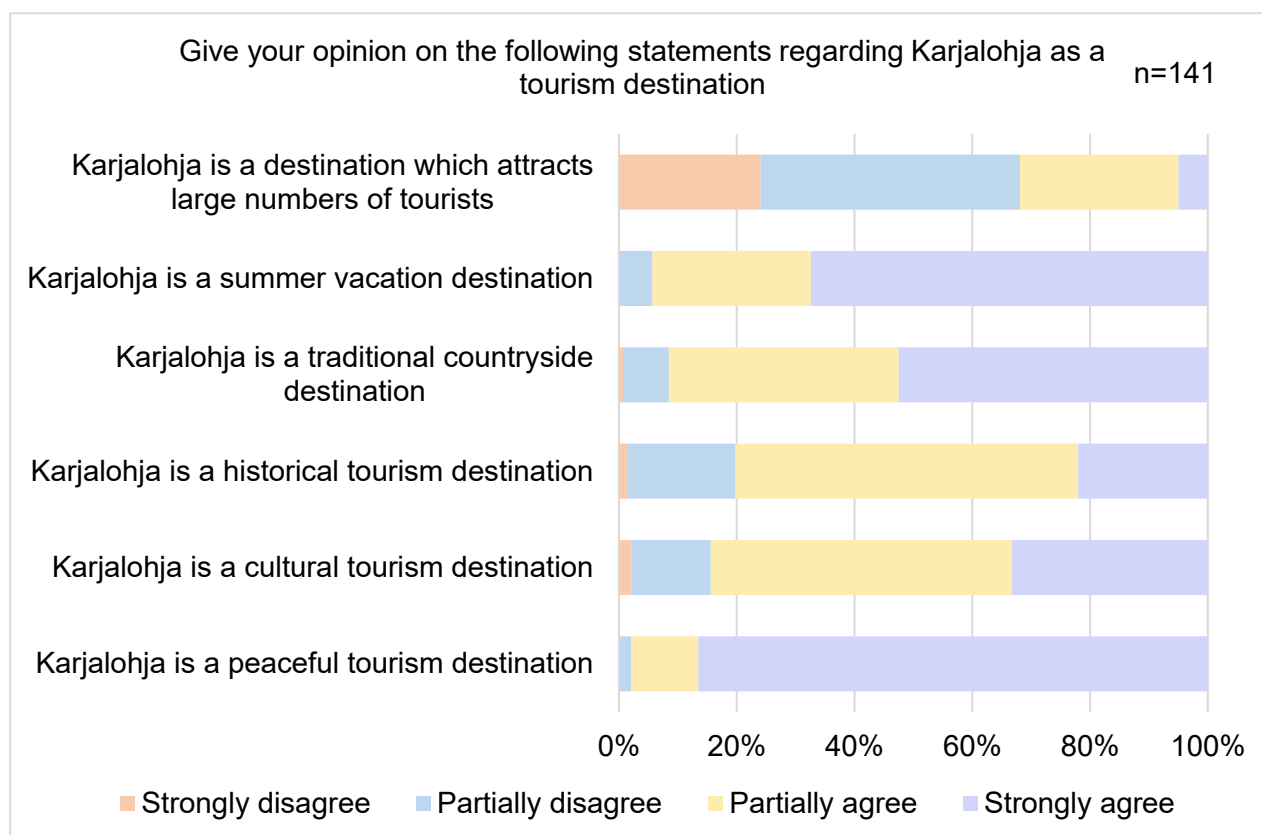


Figure 8. 98 % of the respondents agree partially or strongly that Karjalohja is a peaceful tourism destination

Table 3. The distribution of answers, mean and standard deviation regarding Karjalohja as a tourism destination (n=141)

Statement	1	2	3	4	Mean	Standard deviation
Karjalohja is a peaceful tourism destination	0	3	16	122	3,8	0,4
Karjalohja is a summer vacation destination	0	8	38	95	3,6	0,6
Karjalohja is a traditional countryside destination	1	11	55	74	3,4	0,7
Karjalohja is a cultural tourism destination	3	19	72	47	3,2	0,7
Karjalohja is a historical tourism destination	2	26	82	31	3,0	0,7
Karjalohja is a destination, which attracts large numbers of tourists	34	62	38	7	2,1	0,8

In the next group (see figure 9), eight statements were presented to the respondents regarding Karjalohja's attractiveness as a tourism destination and its development. 17 % strongly agree and 53 % partially agree that Karjalohja attracts domestic tourists, while 4 % strongly agree and 33 % partially agree that it attracts international tourists. Only 4 % of the respondents strongly agree that Karjalohja is a diverse tourism destination for different types of tourists. "No tourists in sight" got 38 % in partially agree and partially disagree.

Overall, 59 % agree partially (48 %) or strongly (11 %) that tourism in Karjalohja has a promising future, and 6 % strongly disagree. 93 % agree partially (31 %) or strongly (62 %) that Karjalohja's tourism should be developed, and 1 % strongly disagree. 1 % strongly agree that Karjalohja's tourism has been developed too much, while the majority (72 %) strongly disagree. "Karjalohja doesn't need tourism" had the minority of (9 %) responses disagree partially (8 %) or strongly (1 %).

"Tourism in Karjalohja should be developed" gathered the highest mean of 3,5 with the smallest standard deviation of 0,7 which is the second of the same result in this part (see table 4). The standard deviation results varied from 0,7 to 0,9 where the latter came as a result to the part about tourist visibility in Karjalohja. The means varied from 2,2 to 3,5, where the lowest mean came from "Karjalohja attracts international tourists" with a standard deviation of 0,8.

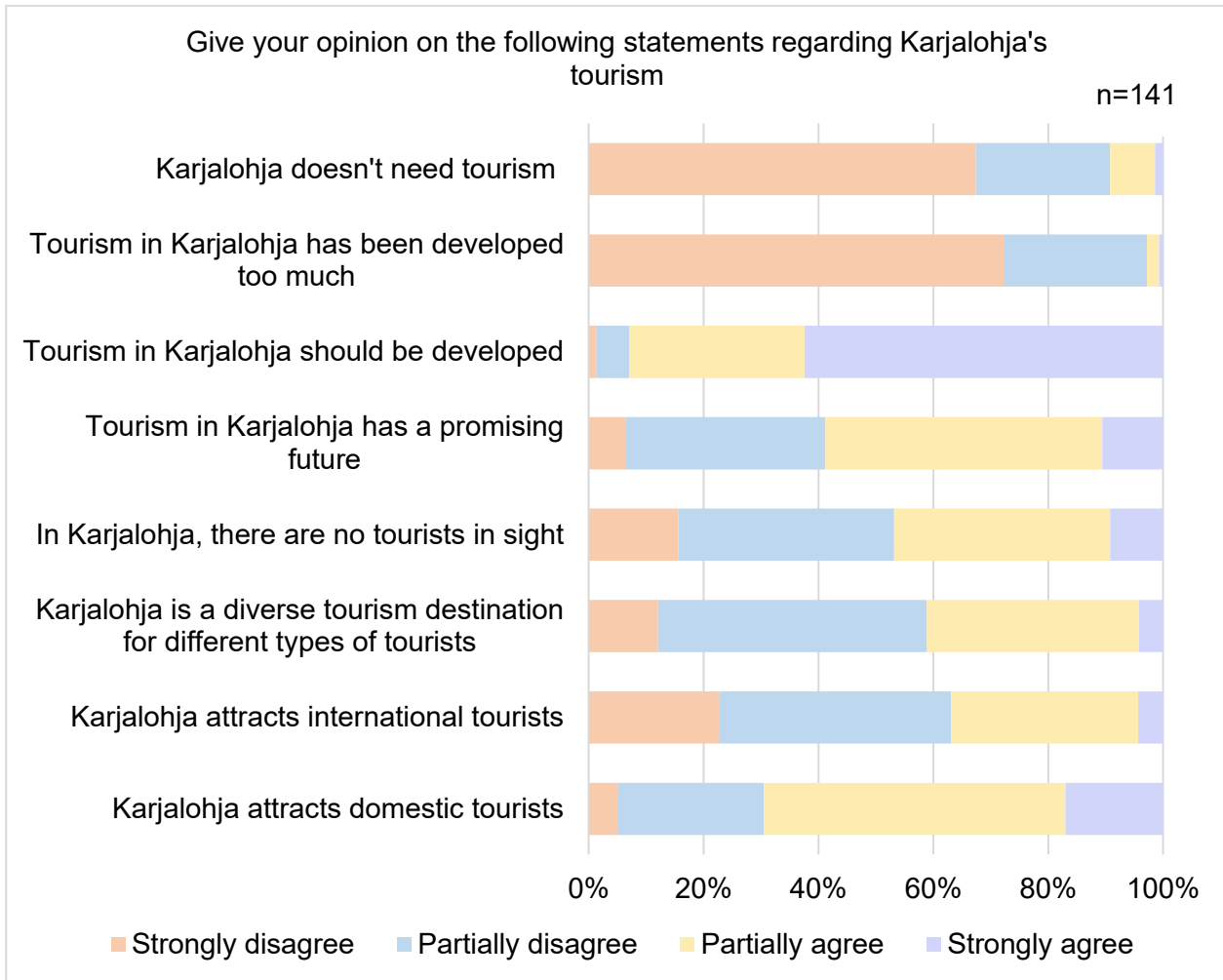


Figure 9. Only 1 % strongly agree that there's no need for tourism in Karjalohja

Table 4. The distribution of answers, mean and standard deviation regarding Karjalohja's tourism (n=141)

Statement	1	2	3	4	Mean	Standard deviation
Tourism in Karjalohja should be developed	2	8	43	88	3,5	0,7
Karjalohja attracts domestic tourists	7	36	74	24	2,8	0,8
Tourism in Karjalohja has a promising future	9	49	68	15	2,6	0,8
In Karjalohja, there are no tourists in sight	22	53	53	13	2,4	0,9
Karjalohja is a diverse tourism destination for different types of tourists	17	66	52	6	2,3	0,7
Karjalohja attracts international tourists	32	57	46	6	2,2	0,8

Five statements were presented in the next group regarding Karjalohja's tourism offerings (see figure 10). "Karjalohja has a good accommodation offering for its tourists" got the majority of agreeing responses (70 %), 21 % strongly agree and 49 % partially agree. 56 % disagree partially (33 %) or strongly (23 %) that Karjalohja has a good restaurant offering for its tourists, and 60 % disagree partially (40 %) or strongly (20 %) that Karjalohja has a good café offering for its tourists. Only 3 % of the respondents agree strongly that Karjalohja has a good activity offering for its tourists, and 32 % partially agree. "Karjalohja has enough of different types of tourism offerings" had only 18 % agree strongly (1 %) or partially (17 %).

The highest mean (2,9) came from "Karjalohja has a good accommodation offering for its tourists" with a standard deviation of 0,8 (see table 5). The means varied on a scale of 1,9 to 2,9 and the standard deviations varied from 0,7 to 0,9. The two statements about restaurant offering and café offering had the most dispersed (0,9) standard deviations. The lowest mean (1,9) came from "Karjalohja has enough of different types of tourism offerings" with a standard deviation of 0,7.

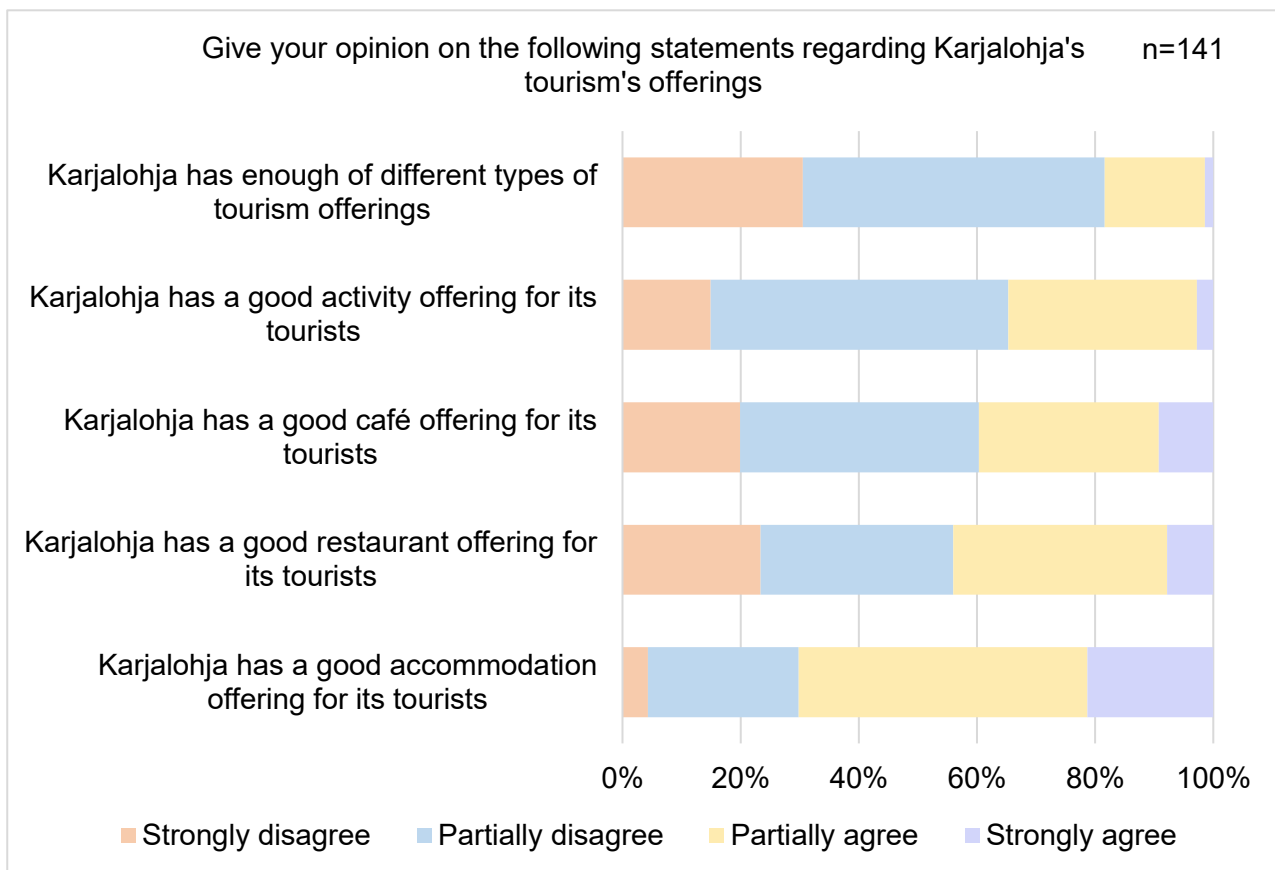


Figure 10. 70 % of the respondents agree strongly or partially that Karjalohja has good accommodation offerings for tourists

Table 5. The distribution of answers, mean and standard deviation regarding Karjalohja's tourism offerings (n=141)

Statement	1	2	3	4	Mean	Standard deviation
Karjalohja has a good accommodation offering for its tourists	6	36	69	30	2,9	0,8
Karjalohja has a good restaurant offering for its tourists	33	46	51	11	2,3	0,9
Karjalohja has a good café offering for its tourists	28	57	43	13	2,3	0,9
Karjalohja has a good activity offering for its tourists	21	71	45	4	2,2	0,7
Karjalohja has enough of different types of tourism offerings	43	72	24	2	1,9	0,7

Regarding the respondents' view on the tourists in Karjalohja, another five statements were presented (see figure 11). 98 % of the respondents disagree strongly (64 %) or partially (34 %) that there are too many tourists in Karjalohja. "Tourists in Karjalohja disturb my life" got 1 % strongly agree and 4 % partially agree, while "tourists in Karjalohja disturb businesses" got 0 % strongly agree and 1 % partially agree. 1 % agrees strongly that tourists in Karjalohja litter, while 15 % partially agree, and 1 % strongly agree that tourists in Karjalohja don't respect the locals while 5 % partially agree.

In table 6, the means vary on a scale from 1,1 to 1,6 and the standard deviations vary from 0,3 to 0,8. "Tourists in Karjalohja litter" had the highest mean of 1,6 and a standard deviation of 0,8. The most unanimous results came from "tourists in Karjalohja disturb businesses" with a mean of 1,1 and a standard deviation of 0,3.

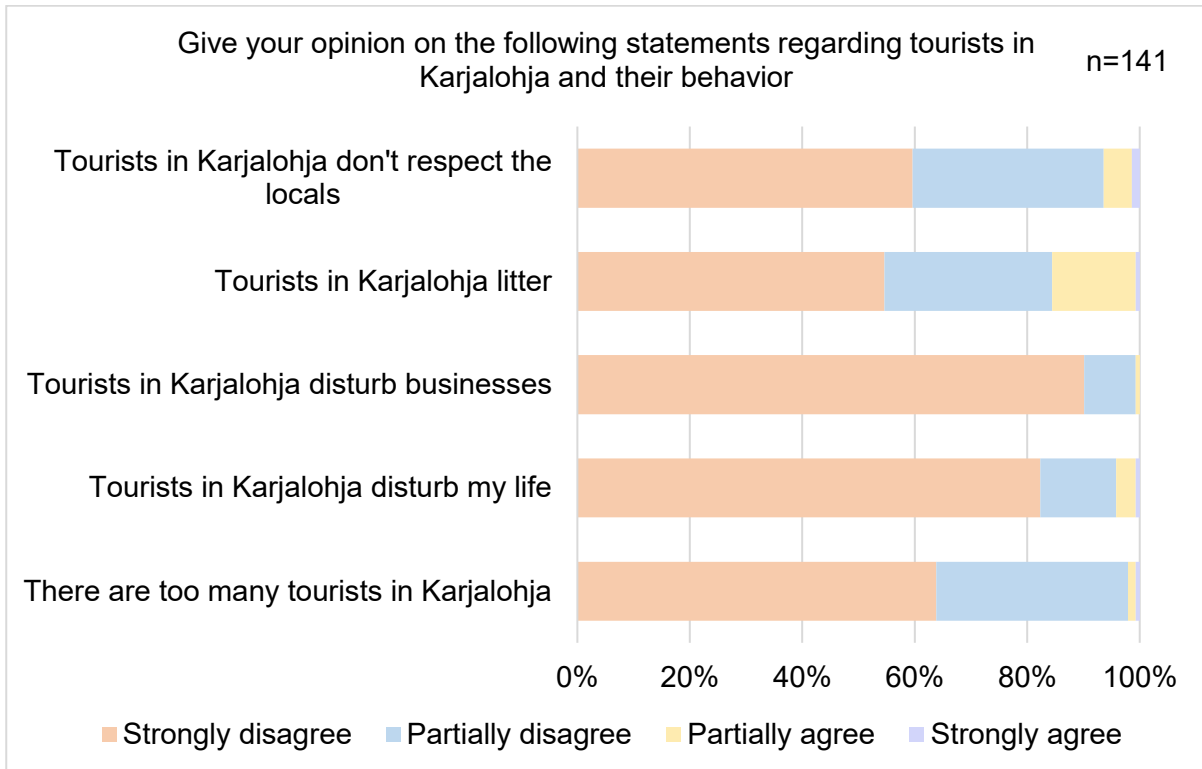


Figure 11. The vast majority of respondents have positive opinions about tourists in Karjalohja

Table 6. The distribution of answers, mean and standard deviation regarding tourists in Karjalohja and their behavior (n=141)

Statement	1	2	3	4	Mean	Standard deviation
Tourists in Karjalohja litter	77	42	21	1	1,6	0,8
Tourists in Karjalohja don't respect the locals	84	48	7	2	1,5	0,7
There are too many tourists in Karjalohja	90	48	2	1	1,4	0,6
Tourists in Karjalohja disturb my life	116	19	5	1	1,2	0,5
Tourists in Karjalohja disturb businesses	127	13	1	0	1,1	0,3

The last group had another five statements regarding the pulling factors of Karjalohja's tourism (see figure 12). The majority of agreeing responses were "peace" with a total of 98 %, of which 67 % strongly agree and 32 % partially agree, and "nature" with a total of 97 %, of which 64 % strongly agree and 33 % partially agree. Moreover, 67 % of responses strongly agreeing that peace is Karjalohja's tourism's pulling factor had the majority of strongly agreeing responses. "Cleanliness" gathered the third highest agreeing responses with a total of 96 %, of which 52 % strongly agree and 44 % partially agree. "Relaxation" got the most partially agreeing responses (60

%) with 33 % strongly agreeing. While all of the pulling factors got at least 1 % of strongly disagreeing responses, “relaxation” got 0 % of responses strongly disagreeing. Only 13 % strongly agree that Karjalohja’s tourism’s pulling factor is culture.

Lastly, table 7 shows how the mean varies on a scale from 2,7 to 3,6 and the standard deviations vary on a scale from 0,5 to 0,7. “Peace” and “nature” both had the highest mean of 3,6, but while “peace” had a standard deviation of 0,5, “nature” had 0,6.

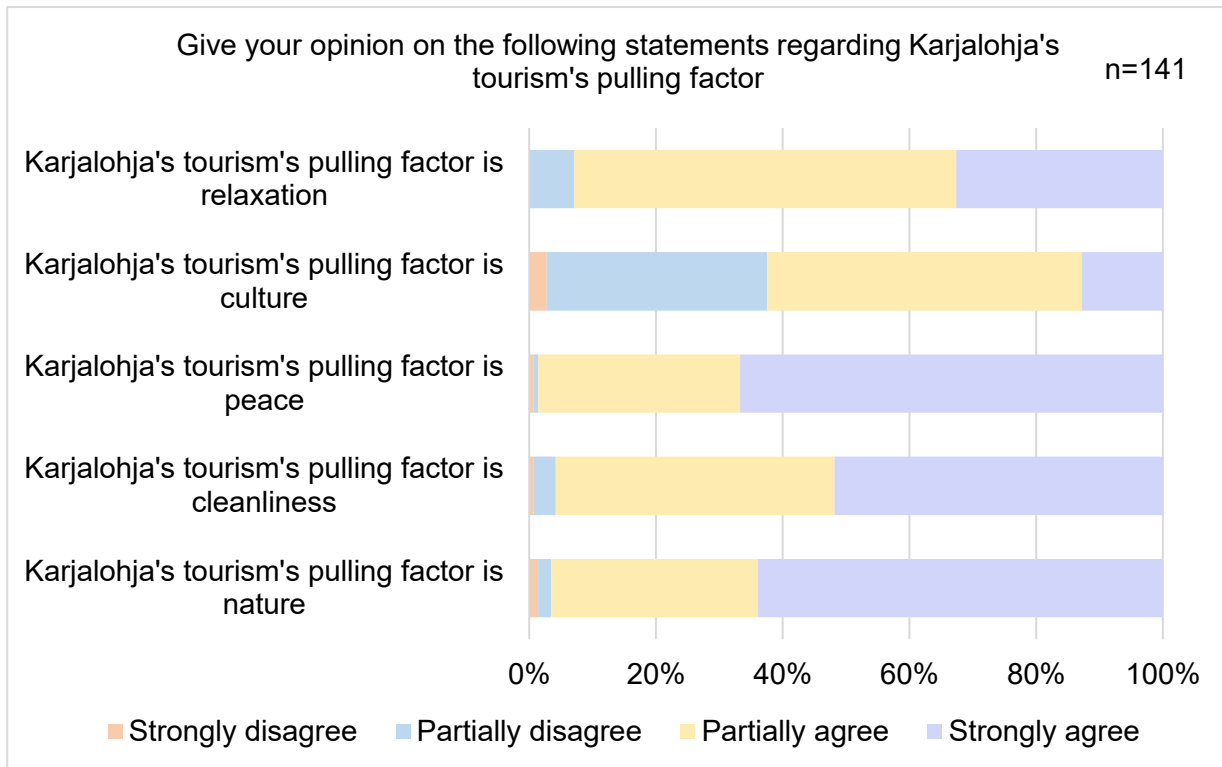


Figure 12. 98 % of the respondents agree, strongly or partially, that Karjalohja's tourism's pulling factor is peace

Table 7. The distribution of answers, mean and standard deviation regarding Karjalohja's tourism's pulling factor (n=141)

Statement	1	2	3	4	Mean	Standard deviation
Karjalohja's tourism's pulling factor is nature	2	3	46	90	3,6	0,6
Karjalohja's tourism's pulling factor is peace	1	1	45	94	3,6	0,5
Karjalohja's tourism's pulling factor is cleanliness	1	5	62	73	3,5	0,6
Karjalohja's tourism's pulling factor is relaxation	0	10	85	46	3,3	0,6
Karjalohja's tourism's pulling factor is culture	4	49	70	18	2,7	0,7

5.3 Open question

With 15 out of a total of 141 responses being considered null or otherwise unusable, the open-ended question gathered 126 responses to the last question “What place in Karjalohja would you recommend to tourists or often recommend? Explain your choice.” (Appendix 2.)



Figure 13. The majority of respondents (37 %) recommend Lohja Spa to tourists (n=126)

The top five recommendations were as follows: Lohja Spa was mentioned a total of 47 times (37 %), Unkka’s bar a total of 27 times (21 %), Karjalohja’s church a total of 25 times (20 %), Heponiemi Silence Retreat a total of 24 times (19 %) and lastly, Lake Puujärvi was mentioned a total of 21 times (17 %). However, the Lake Puujärvi beach was also mentioned 15 times (12 %).

Lakes in plural were mentioned 20 times (16 %), and Lake Lohjanjärvi was only mentioned five times (4 %) and its beach only once (1 %). Boating, cycling, swimming and trekking were all the nature-based activities that got three mentions each (2 %), and fishing was mentioned only one (1 %). Nature itself was mentioned 14 times (11 %) and Karkali strict nature reserve was mentioned five times (4 %).

Different events were mentioned, summer market being the most popular with a total of 7 mentions (6 %). Church concerts, events in plural and Koivu ja Tähti- festival were all mentioned four times each (3 %). Music concerts and Puujärvi Day were both mentioned two times each (1.5 %). Summer events were mentioned once (1 %).

The already listed church (20 %) was the most mentioned attraction , but after that, bisons of Karjalohja were mentioned a total of six times (5 %) and Tammisto Arboretum was mentioned

three times (2 %). Other points of interest that were mentioned were community house Kehrä, Salpausselkä ridge and Pappila lean-to shelter each with three mentions (2 %). The library was mentioned twice (1.5 %) and the historical castle hills in Tallaa were mentioned once (1 %). Moreover, the few residing presidents of Finland who's summer cottages are in Karjalohja were mentioned once (1 %) in terms of sightseeing.

After Lohja Spa (37 %) and Heponiemi Silence Retreat (19 %), other accommodation providers that were mentioned were Kattelus Farm and Laiskanlinna Inn both with two mentions (1.5 %). Lohja Spa (37 %) and Unkka's bar (21 %) were the only restaurants and cafés mentioned. Outside of Karjalohja, Fiskars was mentioned six times (5 %), Mustio was mentioned twice (1.5 %) and lastly, Sammatti was mentioned once (1 %).

6 Discussion

The purpose of this thesis was to gather a deep understanding of rural tourism, its current status and future potential in Karjalohja, as well as see the bigger picture of the rural tourism industry in Finland. To reach this goal, the questionnaire results need to be analyzed with the use of theoretical framework. Afterwards, the research questions will be answered. This thesis will then be concluded with suggestions for future research, matters regarding validity, reliability and ethics and lastly, the author's personal learning outcome will be elaborated.

6.1 Main findings

The respondents' demographic factors (figure 6 & figure 7) were to be expected. The majority of respondents (64 %) were over the age of 50 which correlates with the aging population of the countryside and a sign of rural-urban migration as discussed in subchapters 2.2 and 2.4. The lack of younger respondents shows the struggle with youth engagement that rural villages often hope to enhance with sustainable rural development, since the next generations are crucial for rural vitality and prosperity (UN Tourism 2024, 29). It's also important to note that slightly less than half of the respondents' (43 %) main place of residence at the time of answering to the questionnaire was Karjalohja, meaning that over half of the respondents don't primarily live in Karjalohja and might have more superficial understanding of Karjalohja's current state in terms of tourism.

The questionnaire regarding different aspects of Karjalohja's tourism and its residents' opinions showed that the respondents had somewhat like-minded views. They see Karjalohja as a peaceful destination, one which doesn't attract tourist masses, especially for summer vacations (figure 8). The popularity of Karjalohja as a prevailing summer holiday destination among cottagers can be seen from the demographic results as well, since the second largest group of respondents (24 %) were regular visitors to Karjalohja for leisure purposes, like cottagers. As discussed in chapter 3, Karjalohja has a large number of summer cottages and has been a popular destination among academics since the 1800s. Despite this popularity, the respondents still see Karjalohja as a peaceful destination. This correlates with the results regarding the visibility of tourists in Karjalohja; 47 % of the respondents agree, partially or strongly, that in Karjalohja one does not really come across tourists (figure 9), and 98 % disagree, partially or strongly, that there are too many tourists (figure 11).

In figure 9, the respondents were mostly in favour of tourism development in Karjalohja, with 93 % of the respondents agreeing partially or strongly, but they view the future of tourism in Karjalohja with a bit more hesitance with 59 % of the respondents agreeing strongly or partially that Karjalohja's tourism has a future. This might be due to Visit Lohja's minimal advertisement of the

peripheral regions of the municipality as discussed in subchapter 3.1. Additionally, the residents of Karjalohja might have a slightly pessimistic view of the village's future with the decreasing population and lack of nearby services, the latter of which was a common worry among the residents in 2013 if Karjalohja would be annexed to Lohja (Jalama & Sinervo 2015, 14), which has been proven to be an actual problem now (Järnefelt s.a).

The need for tourism development in Karjalohja becomes apparent with the lack of tourism offerings and services as seen in figure 10. Sufficient accommodation offerings was the only statement out of the five in this part to get the majority of strongly or partially agreeing votes, which is understandable considering the rental cottages, Lohja Spa, Heponiemi and Kattelus. These accommodation providers were also frequently mentioned in the open-ended question (figure 13).

Figure 11 shows the results regarding tourist behavior in Karjalohja, where the clear majority disagree to the negative statements of tourists and their unfavorable effects on the village, people and businesses. As discussed in subchapter 2.1, a healthy relationship between the host community and the tourists is crucial in terms of economic viability and environmental protection so that the tourism destination can thrive without social disruption. According to the results, the respondents don't see any notable issues with tourists bothering the locals, their businesses or the environment in Karjalohja, except for a slightly elevated number of people partially agreeing (15 %) that the tourists in Karjalohja litter.

In the last group of statements (figure 12), the tourism pulling factors in Karjalohja were clearly focused on nature, peace and cleanliness. These natural resources and attributes are precisely what have been attracting tourists from their busy lives in the cities to the countryside (Sajn & Finer 2023, 2). Moreover, this aligns with the target market for rural destinations in Finland, because as Sonntag & Braun (2024, 46) point out, the German travellers find it very important on their holidays to get away from daily routines and enjoy nature with clean air.

The open-ended question gathered rather expected results (figure 13). Lohja Spa was mentioned the most (37 %) which was to be expected because of its long history in Karjalohja and its wide services for locals and tourists. But overall, nature in all of its different forms and what it entails were mentioned in many responses and different nature-based activities were popular as well. The lack of café and restaurants for locals and tourists became apparent in this part as well, since Lohja Spa and Unkka's bar were the only ones mentioned. With 15 responses out of the total 141 considered null, four of which said that there isn't a place in Karjalohja they'd recommend and seven saying they're not sure, this negative view on Karjalohja's tourism was to be expected in some responses. Moreover, with the notable historical and cultural resources in Karjalohja as

discussed in sub-chapter 1.3, it was surprising how little times unique attractions like Karkali strict nature reserve or Kärkölä ironworks were mentioned.

6.2 Answers to the research questions

This thesis consisted of one main research question which asked about Karjalohja's potential as a tourism destination. The sub-questions were:

- What is the target market for rural tourism in Karjalohja?
- How are the local businesses and residents in Karjalohja affected by tourists?
- How do the locals see the potential in Karjalohja's tourism?

In sub-chapter 2.5, the target market for rural tourism in Finland was discussed. No studies were found regarding market segmentation in Karjalohja, therefore this thesis first examined the target market for rural tourism destinations on a wider country scale before discussing the destination specific results of research.

Two main traveller types were identified as the most potential for rural tourism destinations, including Karjalohja: Nature lover and Lifestyle traveller (VisitLohja 2023b). Their values align with Karjalohja's offering of nature, especially hiking and experiencing Finnish lakes (Nature lover), and finding authentic rurality outside of the mainstream destinations (Lifestyle traveller). Germans and Japanese were among the top international tourists that seek nature in their trips, but as previously discussed, Japanese tourists' interests lie typically more in experiences found in the North of Finland (Santa and northern lights) and might prefer a city vacation over rural destinations which means Karjalohja may have less potential in attracting this type of market. Germans, on the other hand, exhibit more interests in nature that are found in Karjalohja, as well as the Finnish culture and nature lovers.

Therefore, Karjalohja's target market is found among German and Finnish nature lovers and lifestyle travellers, who wish to experience authentic countryside, peaceful nature and beautiful lakes, with different nature-based activities available, like hiking and fishing, and wellness services. The respondents to the questionnaire somewhat agree; the majority agree, partially or strongly, that Karjalohja attracts domestic tourists, but were clearly more opposing to its attractiveness to international tourists.

The second sub-question was answered with the questionnaire results. No notable harm from tourist behaviour was found to the locals and their businesses. However, littering might be a problem and if not tackled early, might result in apprehension among the locals should it worsen in the future. Since a very small number of respondents had strongly agreed to tourists disturbing their lives and not respecting the locals means there are still some people who have negative

experiences with tourists in Karjalohja. The locals and their businesses in Karjalohja are therefore mostly unaffected negatively by tourists, and since the majority of respondents were in favour of tourism development in Karjalohja, it can be deduced that there is a healthy relationship among the businesses, locals and tourists. This can be due to the low number of tourists and might be susceptible to negative change if tourism flow were to rise dramatically in the future without sustainably developed tourism practices.

The last sub-question was also answered with the questionnaire. Although most of the respondents agreed that Karjalohja's tourism should be developed and disagreed that Karjalohja doesn't need tourism, most of them were still apprehensive of Karjalohja's future as a tourism destination. This is also evident from the responses to Karjalohja's offerings to tourists, and the clear lack of offerings and activities is affecting the locals' view of Karjalohja's potential. The locals still agree that Karjalohja is a peaceful destination especially for summer holidays with its nature, peace and cleanliness as strong pulling factors, but there's not much hope among the locals about the future.

With all that being said, Karjalohja's potential as a tourism destination is heavily based on its natural resources, long history as a summer holiday destination and closeness to Helsinki metropolitan area. With its small size in the peripheral region of Lohja in the countryside comes a particular type of peace that attracts those who seek a break from all the hassle in their lives and want to connect with clean, pristine nature. But Karjalohja, like many other rural villages in Finland and around the world, are suffering from decreasing population and work opportunities. This is something that sustainable tourism development can tackle; with careful planning and cooperation between economic, socio-cultural and environmental aspects, the small rural villages can be helped to thrive now and in the future.

The declining population, lack of jobs, rural-urban migration and dwindling services in the village center are the main reasons why Karjalohja's potential is discouraged. Even with its attractive characteristics as a calm nature-based tourism destination, the lack of tourism offerings, which in turn is due to the weak economic potential for entrepreneurs to start new businesses, is still what weakens Karjalohja's potential. But in a world with mainstream tourist cities that suffer from pollution and overtourism, these small rural villages surrounded by nature with seemingly nothing special to do are a pleasant alternative. Ultimately, that's where Karjalohja's potential as a tourism destination lies.

6.3 Suggestions for further research

This thesis can be used to bring awareness to struggling rural destinations in Finland. Further research is needed, however. A more comprehensive research should be conducted in Karjalohja

or other rural villages to gain a deeper understanding of how the tourism industry can help rejuvenate the economy and population of a struggling rural village. It's important to include the younger generation in future research as well and it should be taken into serious consideration on how to reach them.

With this thesis, the city of Lohja can also be made more aware of the struggles of its peripheral regions that remain shadowed by the city center, but this as well will need further research since this thesis only focused on Karjalohja and its tourism. With sustainable rural development, it would be a promising start on how to help the struggling rural areas of Lohja to battle the declining population and lack of work opportunities.

6.4 Validity, reliability and ethics

In a good research, the research trustworthiness is evaluated. This is measured with two important concepts: validity and reliability. Validity describes how successfully a research measures what it was intended to measure, for example, how well the questions in a research questionnaire were formed to gain correct answers to solve the research problems. In turn, reliability describes the ability to provide repeatable results, which means the research can be repeated in the future with similar results. (Heikkilä 2014, 176-178.)

The first issue in this research arises with the sample size and how well it represents the population. Only 141 responses to the questionnaire were collected, which might be above the expectations, but still doesn't represent the locals of Karjalohja enough. With a low, aging population, reaching the locals was difficult and mostly done via residents' Facebook group. Even with over 3000 members in the Facebook group in a village of around 1000 residents, low numbers of respondents was to be expected. Moreover, the clear majority of the respondents were over the age of 50, meaning that the younger population wasn't successfully reached. Therefore, this research lacks the voices and opinions of the younger population in Karjalohja, which compromises the trustworthiness of the results.

The questions in the questionnaire were based on theoretical framework as discussed in sub-chapter 4.2 and the connection between the theory and the results were discussed in sub-chapter 6.1. 4-point likert scale was used instead of 5-point to purposefully leave out the option of "I don't know" which avoids the response bias of picking the easy answer. Moreover, respondents were encouraged to ask questions in the Facebook post comment section in order to avoid confusion and false answers as a result. This careful consideration and planning of the questionnaire correlating with the existing theory gives a reason to believe that the validity is high in this regards; the results answered to the research questions well. But it is important to note that this research is

subject to more issues regarding trustworthiness due to the author of this thesis being a student. Future use of this thesis should be considered carefully in that matter.

Lastly, good scientific practice requires considering the ethical matters of conducting a research (Finnish national board on research integrity 2019). With human participants, trust must be maintained. Since this thesis researched Karjalohja and its tourism potential, the locals and the community they represent needed to be respected. Because the author of this thesis has had a close connection with Karjalohja since birth, the author believes strongly that no harm has been caused to the community with this research. Furthermore, participating in this research was completely optional and it was done anonymously, with no other personal data asked except for respondents' age group and their connection to Karjalohja. The respondents were informed of these before answering to the questionnaire. No minors participated in this research. No artificial intelligence was used in this thesis.

6.5 Self-evaluation

I started writing this thesis at a difficult time in my life after my father's sudden passing in August 2024. The initial plan of graduating in December was pushed back and I gave myself time to grieve in peace before starting the writing process at the end of October. The beginning was slow, but after the New Year, I finally managed to start the process properly. I enjoyed writing about Karjalohja and it often made me feel like this thesis was part of my grieving journey because it helped me connect with old memories of my father.

Still, the personal struggles often slowed down my progress. Thankfully, the topic of this thesis was pleasing and engaging, so it helped me move forward. I learned a lot of new things about my childhood village and my family helped me a lot with opinions and information I wasn't aware of. In a way, this thesis also helped me keep in touch with my family after our tragic loss.

I learned to value the Finnish countryside more and favour domestic tourism in smaller destinations. This also gave me a good opportunity to learn more English, because I quickly realized that some words in Finnish that I came across in literature weren't so easily translated to English, like "kirkonkylä" which I learned is translated to "parish" but "parish" also means "seurakunta". Often I found myself wondering about proper translations for too long and it was frustrating at times.

Another struggle was the use of Excel. I was never good with it and it made me feel hopeless sometimes, but with the help of friends and the internet, I learned how to transfer the data from Webropol to various graphs and calculate the mean and standard deviation. I had never used

Webropol or made questionnaires, so I was very unfamiliar with the process. All in all, I'm proud of myself for finishing this project in time to graduate this June. Even with the struggles, I prevailed.

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Appendices

1. Questionnaire

Karjalohjan matkailun potentiaali

 Pakolliset kysymykset merkitty tähdellä (*)

Hei!

Olen Haaga-Helian ammattikorkeakoulun matkailualan opiskelija ja opinnäytetyöni koskee Karjalohjan matkailua paikallisten asukkaiden näkökulmasta. Tämä kyselytutkimus pyrkii kartoittamaan paikallisten mielikuvaa Karjalohjan matkailusta ja sen vaikutuksista paikallisiin niin taloudellisesti kuin yhteiskunnallisesti.

Olisin kiitollinen jos osallistuisitte kyselyyn. Se tapahtuu nimettömänä ja vastaukset käsitellään luottamuksellisesti. Kyselyn tulokset pääsette katsomaan Theseus-sivustolla myöhemmin keväällä. Kiitos etukäteen.

Ystävällisin terveisin,

Vanja Kärkäs

Minkä ikäinen olet? *

- Alle 18
- 18-29
- 30-39
- 40-49
- 50-60
- Yli 60

Mikä on suhteesi Karjalohjaan? *

- Nykyinen asuinpaikka
- Nuoruuden/lapsuuden asuinpaikka
- Säännöllinen vapaa-ajan viettopaikka (esim. mökkiläinen)
- Kakkosasunto
- Suvun/perheen juuret ovat Karjalohjalla

Seuraavissa kohdissa esitetään väittämiä Karjalohjan matkailusta ja matkailijoista, esitä mielipiteesi parhaan tietämyksesi ja kokemasi mukaan.

Anna mielipiteesi seuraaviin väittämiin Karjalohjasta matkakohteena *

	Ei lainkaan samaa mieltä	Osittain eri mieltä	Osittain samaa mieltä	Täysin samaa mieltä
Karjalohja on rauhallinen matkakohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohja on kulttuurinen matkakohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohja on historiallinen matkakohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohja on perinteinen maaseutukohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohja on kesälomakohde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohja on kohde, joka houkuttelee isoja määriä matkailijoita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Anna mielipiteesi seuraaviin väittämiin Karjalohjan matkailusta *

	Täysin eri mieltä	Osittain eri mieltä	Osittain samaa mieltä	Täysin samaa mieltä
Karjalohja houkuttelee kotimaanmatkailijoita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohja houkuttelee kansainvälisiä matkailijoita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohja on monipuolinen matkakohde eri matkailijatyypeille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla ei näy matkailijoita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjan matkailulla on lupaava tulevaisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjan matkailua pitäisi kehittää	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjan matkailua on kehitetty liikaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla ei tarvita matkailua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Anna mielipiteesi seuraaviin väittämiin Karjalohjan matkailun tarjonnasta *

	Ei lainkaan samaa mieltä	Osittain eri mieltä	Osittain samaa mieltä	Täysin samaa mieltä
Karjalohjalla on matkailijoille hyvä majoitustarjonta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla on matkailijoille hyvä ravintolatarjonta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla on matkailijoille hyvä kahvilatarjonta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla on matkailijoille hyvä aktiviteettitarjonta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla erilaista matkailutarjontaa on riittävästi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Anna mielipiteesi seuraaviin väittämiin matkailijoista ja heidän käyttäytymisestään Karjalohjalla *

	Ei lainkaan samaa mieltä	Osittain eri mieltä	Osittain samaa mieltä	Täysin samaa mieltä
Karjalohjalla matkailijoita on liikaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla matkailijat häiritsevät elämäni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla matkailijat häiritsevät yritysten toimintaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla matkailijat roskaavat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjalla matkailijat eivät kunnioita paikallisia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Matkailun vetovoimatekijöillä tarkoitetaan tekijöitä, jotka houkuttelevat matkailijoita ja vahvuudellaan erottavat matkailukohteen kilpailijoistaan. Arvioi seuraavat väittämät Karjalohjan mahdollisista vetovoimatekijöistä.

Anna mielipiteesi seuraaviin väittämiin Karjalohjan matkailun vetovoimatekijöistä *

	Täysin eri mieltä	Osittain eri mieltä	Osittain samaa mieltä	Täysin samaa mieltä
Karjalohjan matkailun vetovoimatekijä on luonto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjan matkailun vetovoimatekijä on puhtaus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjan matkailun vetovoimatekijä on rauha	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjan matkailun vetovoimatekijä on kulttuuri	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karjalohjan matkailun vetovoimatekijä on rentoutus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lopuksi pyydän vastaamaan yhteen avoimeen kysymykseen.

Mitä kohdetta Karjalohjalla suosittelisit tai usein suosittelet matkailijoille? Perustele valintasi. *

2. Open question results

Mitä kohdetta Karjalohjalla suosittelisit tai usein suosittelet matkailijoille? Perustele valintasi.

Vastaajien määrä: 141

Vastaukset
Koivu ja tähti
Uimaranta
Valitettavasti Karjalohjalla ei ole kovin selkeää suosituskohdetta. Ei sellaista joka itseäni vaeltajana tai pyöräretkeilijänä kiinnostaisi.
Järviä, koska ne ovat niin kauniita
Unkanbaari; nähtävyyks:) Heponiemi: palvelut/kurssit
Hyvin vaikea sanoa. Ehkä Puujärven uimarantaa? Heponiemen status on epäselvä, jos siellä olisi kävijöille tarjolla esim lounas milloin vain, suosittelisin sitä miljöönä. Muuten suosittelisin Sammatin kulttuurikohteita ja Fiskarsin taideteollisuutta/taidetta/ruokaa.
Luontoa yleisesti, lohjanjärveä, uimarantoja. Biisonit nähtävyytenä.
Tammiston arboretum, Lohja Spa, Karjalohjan Biisonit, puhtaat järvet, kivikirkko, kirjasto, historialliset rakennukset, kaunis ja puhdas luonto. Jokainen omanlaillaan uniikki kohde
Järvet ja niihin liittyvät monipuoliset aktiviteetit
Puujärvi!
Ehkä Heponiemi
Unkan baari, nähtävyydet Lohjaspa majoitus
Päiväkumpu/heponiemi. Kirkkoa saisi useammat mennä katsomaan.
Lohja Spa &Resort majoitus, kylpylä ym. Kirkko maalauksineen ja konsertteineen. Monet kesätapahtumat ja kesätori Järvet, jos on vene jolla pääsee
Unkan kuuluisa basri
Puujärvi ja Lohjan järvi ovat hienoja ja monipuolisesti hyödynnettävissä. Puujärven uimaranta. Karjalohjan kivikirkko. Lohjan Spa.
Hiljaisuusreitti. Täydellinen paikka sille.
Karjalohjan Veneseuran vieraslaiturin veneseuran rannassa. Sieltä on lyhyt matka kylänraitin kohteisiin.
Koko karjalohjan miljöö
Päiväkumpu jossa voi yöpyä ja rentoutua. Kirkko on nähtävyyks.
Arboretum Tallaa tien lähellä (vaatisi enemmän kulkureittien raivaamista, pientä maisemointia). Hepiniemi. Pappilan laavu. Puujärvi. Kylätalo Kehrä
Tutustumaan Koivu ja Tähti tarinaan ja kulkemaan talon ohiitse, jossa Lönnroth asui ja kirjoitti tämän kirjan. Jokaisen suomalaisen on hyvä edelleen nykypäivänä ymmärtää/muistaa/tietää meidän historiaamme. Tai selvittämään Salpausselän kulku ja havainnoida sitä liikkeessään Karjalohjalla.
Karkali, Puujärvi, Unkka, kirkko
.
Päiväkumpu, kun on yksi kahdesta majoituspaikasta. Unkka, kun on kylän hermokeskus. Hautausmaa, kun on toinen niistä kahdesta edellämäinuituista majoituspaikoista.
Heponiemen hiljaisuudenkeskus, Lohja Spa & Resort, Puujärven ranta. Luonnon kauneus sekä puhtaus. Hiljaisuus. Lohja Spassa hyvä palvelu, luonto lähellä sekä maittava ruoka.

Koivu ja Tähti-festivaali, kirkkokonsertit, Puujärven kiertäminen pyörällä, Unkan baarin herkut, kylpylä, soutelu järvillä, metsäretket, uinti Puujärven ihanalla rannalla, mökkivuokraus
Lohja spa ja ulkoilumaastot
Unkan baari, omaleimainen hausalla tavalla erottuva herkkukeidas. Lohja Spa (Päiväkumpu) siisti majoituspaikka paraatipaikalla, hyvä ruoka. Hiljaisuuden keskus, en ole käynyt, mutta olen kuullut paljon hyvää. Katteluksen tila, sama kuin edellä.
Uintimahdollisuutta puhtaissa vesissä, Fiskarsin ja Mustion läheisyyttä, Koivu ja tähti -festivaalia. Karjalohjalta puuttuu kahviloita ja polkupyörien vuokrausmahdollisuus.
Karjalohjan kirkko. On kunnostettu hienosti, olihan ilman kattoa kauan .Tulipalo tuhosi kirkkoa vuonna 1970.
En kyllä yhtään osaa sanoa.
Kylän raitti
Kirkko, järvet, laavu, harju
Tammiston arboretum. Ainutlaatuinen, mystinen, helppokulkuinen.
Puujärvi , Lohjanjärvi : kalastus, retkikohteena, uimarannat , kesänviettopaikat . Kirkkokonsertit!!
Kirkko ja srkn ohjelmat, konsertit.
Kesätori
Heponiemen, unka, puujärvi
Heponiemi, siellä hiljaisuus ja rauha. Järvi ja luonto on kaunis
Unkan baari . Aivan loistavan hyvä paikka!
Lohja spa
Karjalohjalla ei mielestäni ole mitään selkeää kohdetta. Päiväkumpu on mielestäni enemmän majoituspaikka kuin matkailukohde sinällään paitsi tietysti kylpylän osalta myös menee matkailukohteesta. Karjalohjalla kannattaisi lähteä kävelemään tai pyöräilemään sivukylille ja pikkuteille. Siellä voi aistia vielä aidon suomalaisen maaseudun tunnelman. Ylipäätään Karjalohjaa ei pitäisi käsitellä kylänä vaan pitäjänä joka koostuu lukuisista kylistä joita pitäisi tuoda esille enemmän omilla nimillään esim. kyltityksellä. Karjalohjan käsittely "kylänä" joka kattaisi koko alueen on historiatonta. Kylistä Kärkelän ruukki toki voi olla kohde aivan yksinään yhdistäen historian ja luonnon.
Kaikkea muuta paitsi Heponiemeä johtuen omistajan ahneudesta ja vihamielisyydestä ihmisiä kohtaan. Jos jotain on pakko valita niin ehkä Sale. Olen siis oikeasti tätä mieltä. Karjalohjalla ei arvosteta matkailijoita tai asiakkaita yleensäkkään. Unka on siitä surullinen esimerkki. Väestönvaihto auttaisi.
Lohja Spa (Päiväkumpu...), kaunis paikka. Hyvä ruoka. Biisonitila, harvinaisia eläimiä. Kivikirkko, upeasti korjattu palon jälkeen. Karkalin luonnonpuisto, kaunis kävelyreitti
.
Järviä ja ympäristöä
Heponiemeä. Kaunis, monipuolinen luonto.
Fiskars 😊
Harjun luontopolku, Spa & Resort Lohja
Kylpylä, puujärven ranta, luonnonpuisto
Lohja Spa josta löytyy kaikki palvelut ja on helposti saavutettavissa sekä varattavissa.
Karjalohjan kirkkoa. Komealla paikalla sijaitseva kaunis kivikirkko, joka henkii rauhaa ja muistuttaa entisajan rakennuskulttuurista.
Lohja spa & Unkan baari
Heponiemi.Kauniin järven rannalla,missä voi vetäjän avulla järjestää erilaisia tapahtumia.Retriitit,hyvä ruoka
Unkanbaari, katoavaa perinnettä
Kirkko
Puujärvi.puhdas vesi hyvä ranra
Järvimaisemat ja Unkan baari

Kylpylä
- En osaa sanoa
Joku kiva pieni söpö vaikka pupu kahvila
Kirkko, akarkalin luonnonpuisto, järvet
Lohja Spa. Siellä on paljon palveluita matkailijoille.
Puujärvi, puhdas
.
Puujärven ympäri kulkeva reitti, kaunistaja ilmaista maaseutumiljöötä
Ryhmillä Heponiemi. Upea luonto tammineen Puujärven rannassa, persoonalliset majoitustilat sekä erinomainen ruoka.
Lukuisat järvet ja melontamahdollisuudet (Seljänala ja muut siellä suunnalla
Kirkko ja vanha hautausmaa
Unkan baari - erittäin erikoinen kahvila/ruokapaikka Lohjanjärvi - etelä-Suomen suuri järvi Karjalohjan kirkko - hienosti restauroitu nähtävyys
Järviä, luontoa
Luonto
Pyöräretki Puujärven ympäri. Reitti on n. 30km pituinen ja sen pääsee pyöräilemään pääosin pienillä hiekkateilla. Matkan varrella on upeiden järvimaisemien lisäksi monipuolista kasvillisuutta, kuten pähkinäpuulehtoja. Suosittelisin poikkeamaan myös Heponiemessä Nummijärventielle.
Tulijärven linnustonsuojelualue jylhine metsineen Karjalohjan eteläräjällä on paikka jota moni ei tiedä, mutta jossa on ainutlaatuisia luontoa.
Kaunis kylänraittia, presidenttejäkin saatat nähdä, Päiväkummun ranta ja kauniit järvet ympärillämme.
Kattelus
Puujärvi
ei ole kohdetta
Koivu ja tähti festivaali, kirkossa on usein hyviä konsertteja, Seurojentalolla on myös kivoja tapahtumia, Lohja resort and spa on viihtyisä ja siellä on myös musiikkitapahtumia ja tietysti Unkanbaari. Unkan munkit ja ruisleipä!
Kylpylä
Jos on kesä ja hellepäivä, mennä Puujärven hiekkarannalle uimaan.
Natura-Puujärvi, Kylätalo Kehrän tapahtumat, Unkka, Heponiemi, Kesätori , seurantaloon tapahtumat, Nummijärven MaalaisRomantikon Miljoonapuoti Päiväkummun aktiviteetit, kirjaston taidenäyttelyt (ja Fiskars)
Heponiemi, Päiväkumpu, laiskanlinnan majatalo, Puujärven uimapaida ja luontopolku, sienimetsät, pappilanniemen makkaran paistopaikka
Kirkko, kaunis.
Maisemareittejä pikkuteitä pitkin, autolla tai mieluiten polkupyörällä, sekä järvimatkoilla. Luonto on ainutlaatuinen ja erilainen eri puolilla Karjalohjaa. Karjalohjalta puuttuu varsinaiset kiinnostavat kohteet, paikallinen kylpylä ei lajityypissään ole erityisen laadukas tai houkutteleva kohde. Myös mahdollisuus vuokrata venettä molemmilla isommilla järvillä käytännössä puuttuu kokonaan.
Lohja spa. Majoitusta ja kylpylä ja ravintola. Hyvä sijainti, pääsee helposti tutustumaan kylän tapahtumiin ja nähtävyyksiin.
Eipä niitä oikein ole.
Puujärvi, Karkalin luonnonpuisto, kesätori, Unkan baari
Unkan baari,Lohja Spa,Puujärven uimaranta,kivikirkko,kesätori
Kirkko. Historiallinen tarina.
Kirkko, Puujärvi, Spa
Biisoneita, sillä niitä ei ole muualla. Myös kauniit luontopaikat tulee usein mainittua ja järvet.
Karjalohjan kirkko ja puujärven uimaranta
Puhdas puujärvi uimapaidkana ja Lohja Spa ja resort.
Ei ole

Heponiemi.puujärvi, Lohja Spa
Puujärven uimaranta, lapsiystävällinen ranta. Hiljaisuuden keskus, tapahtumapaikka, rauhallinen kaunis luonto. Harjupolut ja Pappilanniemi, luontokokemukset, järvimaisemat. Kesätori, Puujärvipäivät, tuoreet vihannekset.
Kylpylä jossa on monipuolista tarjontaa. Heponiemi jos etsii rauhaa.
Puujärvi, kirkasvetinen järvi
Heponiemi, Kylpylä. No, nämä on ne kaksi vaihtoehtoa...
Lohja Spa Kohtuuhintainen majoitus Lohjanjärven rannalla, tarjoaa monipuolista aktiviteettia.
?
Tapahtumat päiväkummussa, päiväretki fiskarssiin, uimaranta... karjalohjan pääpointti on kuitenkin rauha ja luonto. Eli matkailija hommaa mökin ja pysyy siellä tyytyväisenä.
Kivikirkkoja (upea), Lohjanjärvellä kanoteeraamista (iso järvi, paljon mahdollisuuksia)
Suosittelen unkan baaria
Lohja spa, hiljaisuuden keskus: Liikunta, hoidot ja majoitus Karjalohjalla on erilaisia hierontoja ja liittyviä hoitoja myös esim kylätalolla
...
Puujärvi. Puhtaus ja kauneus.
Lohja spa resort, eipä täällä paljon muuta ulkopuolisia kiinnostavia kohteita ole.
Majatalo Laiskanlinna Puujärven rannalla. Monipuoliset kokous-,majoitus-, sauna-yms. palvelut saatavilla ympäri vuoden. Lohja Spa kiva kylpylä ja hyvä ravintola. Puujärven hiekkaranta.
Unkanbaari, kirkko, Heponiemi ja kylpylä.
Lohja Spa & Resort, kylpylä, majoitus, ravintola Unkanbaari, maine Biisonitila, biisonit
Järvet ja niiden puhtaus. Heponiemi hiljaisuuden keskus. Puujärvipäivät, kotoisa tunnelma. Kesätori, puhdasta, paikallista ruokaa. Unkan baari, maukkaat pullat. Lohja spa, rentoutumiseen.
Jo matkailumainonnassa tarjottujen lisäksi esimerkiksi kaksi Linnavirta (molemmat Tallaassa).
Luonto, järvet, puusto, maisemat, vanhat tiet
Biisonit

Unkan baari
Järvet. Luonnonrauha
Päiväkumpua koska muuta täällä ei ole.
Järvet, kirkko, luonto, Unkan baari. Suosittelen näitä, kun en paljoa muita tiedä.
Puujärven uimarantaa. Puhdas vesi ja usein upeat auringonlaskut!
Lohja spa kylpylä, Heponiemi ja Unkan baari. Ovat kaikki ainutlaatuisia ja erilaisia.
Järvet. Vedet puhtaita ja maisemat kauniita.
Unkan baaria
Puujärven uimaranta. Parempaa uimarantaa ei olemassa.
Lohja spata sen hyvän tarjonnan vuoksi
En tiedä
Kivikirkko Palon jälkeen saatu upeasti rakennettua uudelleen
Puujärvi. Paras uimaranta ikinä!
Mökki matkailua esim. Heponiemi
Metsät ja järvet. Siellä voi jokainen viettää aikaa haluamallaan tavalla.
Lohja Spa. Kylpylä ihan ok.

Unkan baari on näkemisen arvoinen paikka. Kirkko ja kirkolta avautuva puujärvi. Lohja spa on myös mukava paikka ja siellä on hyvä ruoka
Koulun uimaranta auringonlaskun aikaan. Kivilaiturille illalla grillaamaan.
Musiikkijuhlat
Karjalohjan vanha kirkko
Puujärven uimaranta. Puhdas, kirkas vesi. Uimaranta upealla paikalla ilta-auringossa.
Maatilavierailut. Aitoa elämää.
Unkan baari, hyvät kahvipullat, kylän lähes ainut terassi
En oikein osaa suositella mitään. Spa tulee ensimmäisenä mieleen, mutta sen jälkeen tähyilee muistin suuntiin: Fiskars, Mustio yms.