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# Silence as a Part of a Camping Product Case: Evo Camping Centre

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2015 Kerava

Laurea University of Applied Sciences  
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Silence as a Part of a Camping Product  
Case: Evo Camping Centre

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Abstract

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The aim of the Bachelor's thesis was to research whether there is a need for a silence product in Evo Camping Centre. Silence and nature can have a vast positive effect on a person's health and the role of silence as a camping product will be examined. The thesis was conducted in co-operation with Metsähallitus, former Finnish National Board of Forestry and the entrepreneurs of Evo Camping Centre. A Visitor Surveys of Evo Camping Centre 2010 and Metsähallitus Annual Book 2014 were used as a one part of the references for this Bachelor's thesis.

The theoretical framework consists of an introduction into nature and camping tourism in Finland, marketing and product design. These themes were researched from various literature resources, articles and web pages. A Qualitative research method, specifically theme interviews and observation were the most natural choice since the nature of this Bachelor's thesis was empirical. The author visited in Evo Camping Centre and five nature tourism experts were interviewed, including two entrepreneurs of Evo Camping Centre, two experts from Metsähallitus and a physiotherapist specialized in nature and silence. According to the interviews there are three main problems in Evo Camping Centre; inefficiency of the marketing, increasing awareness and reaching target groups.

Based on the collected data a viable suggestion of the new product based on silence in Evo Camping Centre was made. A few areas where development is possible was able to indicate and a new product based on silence was created. The suggested new product, Multisensory Journey to Silence, is a refreshing over-night escape from hectic daily life. The idea for new product was perceived from the own experiences of author and interviewees. Silence tourism is a relatively young sector in the fields of tourism. It is not well known but it can have numerous positive effects on a person's health when it is implemented in nature. As a conclusion the results from the research indicate that there is room for improvements in the co-operation between the service providers in Evo Camping Centre to improve the awareness and uniformity of Evo Camping Centre.

Keywords: Camping, Silence, Metsähallitus, Marketing, Product Design

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Degree Programme in Tourism

Tiivistelmä

Meeri Syrjäniemi

Hiljaisuus retkeilytuotteena  
Tapaustutkimus: Evon Retkeilyalue

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Tämän opinnäytetyön tarkoituksena oli tutkia hiljaisuuden roolia retkeilytuotteena ja uuden hiljaisuustuotteen tarvetta Evon retkeilyalueella. Luonnon hiljaisuudella on lukuisia positiivisia vaikutuksia ihmisen terveydelle. Opinnäyte toteutettiin yhteistyössä Metsähallituksen sekä Evon retkeilyalueen yrittäjien kanssa.

Työn teoreettinen osa koostuu Suomen luonto- ja retkeilymatkailusta sekä niiden markkinoinnista ja tuotesuunnittelusta. Tutkimuksessa käytettiin monipuolisesti kirjallisia lähteitä, artikkeleita sekä verkkojulkaisuja. Laadullisina tutkimusmenetelminä käytettiin puolistrukturoitua teemahaastattelua ja osallistuvaa havainnointia sekä dokumentointia. Opinnäytettä varten vierailtiin Evon retkeilyalueella ja haastateltiin viittä luontomatkailun asiantuntijaa. Haastateltuja olivat kaksi Evon retkeilyalueen yrittäjää, kaksi Metsähallituksen asiantuntijaa sekä yksi luontoon ja hiljaisuuteen perehtynyt fysioterapeutti. Evon retkeilyalueen vuonna 2010 toteutettua kävijätutkimusta ja Metsähallituksen tuoreinta toimintakertomusta vuodelta 2014 on käytetty osana tutkimuksen lähteitä.

Tutkimuksessa kerättyjen tietojen perusteella oli mahdollista luoda Evon retkeilyalueelle uusi hiljaisuustuote. Aistikas Matka Hiljaisuuteen on vuorokauden kestävä virkistävä pako arjesta. Hiljaisuusmatkailu luonnossa ei ole vielä tunnettua, mutta sen myönteiset vaikutukset terveyteen ovat huomattavat. Tutkimuksen aikana löydettiin myös muutamia kehityskohtia Evon retkeilyalueen toiminnassa. Tutkimuksen johtopäätöksenä voidaan todeta, että Evon palveluidentarjoajien yhteistyön kehittäminen parantaisi Evon retkeilyalueen yhtenäisyyttä ja tunnettavuutta.

Asiasanat: retkeily, hiljaisuus, Metsähallitus, markkinointi, tuotesuunnittelu

## Table of contents

1	Introduction .....	6
2	Nature in Finland .....	7
	2.1 Positive Effects of Silence and Nature .....	7
	2.2 Camping and Nature Tourism in Finland .....	8
	2.3 Everyman's rights .....	11
	2.4 Pull Factors .....	13
	2.5 Camping Motivations and Experience .....	14
3	Commissioner - Metsähallitus .....	15
	3.1 Evo Camping Centre .....	17
	3.2 Activities and Attractions in Evo Camping Centre .....	19
4	Camping Tourism Marketing .....	20
	4.1 The Purpose of Marketing .....	21
	4.2 Marketing Channels and Challenges in Finland .....	22
5	Product Design .....	24
	5.1 Product Design Process .....	25
	5.2 Silence Products and Experience .....	26
6	Research Methods and Conduction .....	28
	6.1 The Qualitative Approach .....	29
	6.2 Research Process .....	29
	6.3 Theme Interviews and Structured Observation .....	30
	6.4 Data Collection and Analysis .....	31
7	Silence as a Part of Camping in Evo .....	32
	7.1 Well-being as the Main Motivation .....	34
	7.2 The Attractions of Evo .....	34
	7.3 Customer Profile .....	35
	7.4 Co-operation and Ideas for Development .....	36
8	A New Product: Multisensory Journey to Silence .....	39
9	Conclusions .....	41
	References .....	45
	Figures .....	49
	Illustrations .....	50
	Appendixes .....	51

## 1 Introduction

The primary goal of this Bachelor's thesis is to explore which kind of silence products are needed for the development of Evo Camping Centre. Silence is an important topic because nowadays people have such hectic lifestyles with tablets and smartphones. The cleanliness and silence of nature have numerous positive effects on people's health. It has been established that only 10 minutes in the woods helps to considerably lower blood pressure and improve one's state of mind. Nature tourism has vast amount of potential and by branding and commercializing silence and the nature experience it is possible to produce income for government and entrepreneurs. During this Bachelor's thesis the role of silence as a camping product will be examined. Also a situation analysis of the currently existing products and development properties was made. The confluence of demand and supply was reviewed and how it answers to the needs and desires of people. Attention was paid to the marketing methods and improving the awareness of Evo Camping Centre.

The Bachelor's thesis includes a retical section and an empirical section that focuses on the Evo Camping Centre. In the retical section camping and nature tourism in Finland, silence as a product, Metsähallitus, as well as marketing, designing and branding of a new product are discussed. The empirical part focuses on camera documentation, theme interviews and the compilation of research results. The Bachelor's thesis was conducted by using qualitative research methods. Six theme interviews were conducted. The Development and Environmental Manager of Metsähallitus, the Park Director of the Evo Camping Centre, two entrepreneurs from Evo, a Physiotherapist versed in nature well-being and one customer group interview on Facebook were interviewed. Metsähallitus Annual Book 2014 (Metsähallituksen toimintakertomus 2014.) and Visitor Survey of Evo Camping Centre 2010 (Korhonen 2011.) are used as a reference for this Bachelor's thesis. The pictures of Evo Camping Centre are taken by author in July 2015.

The topic of the Bachelor's thesis is based on the author's own interest and experiences. The author's comprehensive work experience and knowledge of tourism was used in the conduction of the research. Evo Camping Centre is one of the biggest year-round camping areas in Southern Finland and it is located in Tavastia province in the city of Hämeenlinna and the municipality of Padasjoki. It has a huge potential to be a growing nature destination, because over half of Finnish people live only a two hour drive away from Evo. Evo Camping Centre has a great ambience for hiking, fishing and enjoying nature. Metsähallitus (former Finnish National Board of Forestry) is the commissioner of the Bachelor's thesis.

## 2 Nature in Finland

Finland is called the country of a thousands lakes, there are 188 000 lakes in Finland. Finland has the sixth swampiest forests in the world. There are a lot of mystical superstitions related to swamps. The most typical wild animals in Finland are bear, wolf, elk and reindeer. Foxes, squirrels and rabbits are also often met in forests. There are over 350 different species of birds, most of them are migratory. Nature is used for recreation. (Tuominen 2015.) Almost 80 % of the Finnish surface area is covered in coniferous boreal forest. There are 23 million hectares of forest in Finland which makes Finland the tenth most forested country in the world. Forests are self-evident for Finns, but people coming from abroad can respect the clean and silent nature. Finnish nature is unique because of its authenticity and its native state. (Arvonen 2014, 11-12.)

### 2.1 Positive Effects of Silence and Nature

Humanity has always interacted closely with nature. The forest is the original home of humanity. In the past the forest provided protection, clean water, nutrition and warmth for the aboriginals. Nature literacy was the most important skill for survival. Forces of nature and nature spirits were respected, thanked and adored by our ancestors. We have always used our mind to examine the surrounding environment. Our senses wake up and become more sensitive in nature. Mental well-being as well as physical health is sought from nature. (Tuominen 2015.; Retkeilymatkailun suunnitteluopas 2014, 12.)

Only recently in the evolutionary history has humanity been separated from daily life in nature. The development of urban areas has relegated natural environments globally. After urbanization the forest was adopted as a camping, hiking and recreational destination which different service providers offer. The human brain has not yet adapted to life in a busy urban environment, and big metropolitan areas are not a healthy place to live. Cities are an unfamiliar place to live for the human physiology and body functions. Natural environment has been found to be associated an improved physical and mental health. (Arvonen 2014, 11-13.)

Forests are the basis of life. They produce oxygen, clean water and absorb carbon. Forests provide wood, game, mushrooms and berries. Forests are diverse habitat for thousands of species. The forest is an important source of creativity and recreation for humans. (Metsähallituksen toimintakertomus 2014, 9) Nowadays the Outdoor Association of Finland and Finland's Scouters are really important because they encourage people to go out. (Otsamo 2015.)

Outdoor activities in the forest offer many positive effects for well-being. Nature benefits health and wellbeing. Positive health effects of nature that have been observed are longevity cardiovascular diseases, mental health, sleep patterns and recovery from illness. A person's blood pressure falls after spending only ten minutes in the forest. Twenty minutes in the forest improves mood and one hour reduces stress and anxiety and improves cognitive performance. (Kodin Kuvalehti 2014.)

Long-term effects include for example reduced aggression and crime. Nature will forestall cancer and help to cope with pain. Going to the forests regularly reduces symptoms of depression. Contact with nature is systematically related to a decrease in children's diseases, for example ADD and ADHD. It also strengthens the self-belief of teenagers. Sport exercises in the forest have more positive mental health benefits than indoor exercise. Reduction in exposure to air pollution has been observed in areas with more green space. (Arvonen 2014, 13-17.)

Alienation from nature in the industrialized countries has many disadvantages. A lack of time in the natural environment, largely due to hours spent in front of screens has been associated with depression. Time spent in front of a screen has been associated with loss of empathy and lack of altruism. Nowadays people spend almost 90 % of their time indoors. The average child spends over seven hours per day plugged in to some form of media in front of screens and adults spend over half of their waking liver staring at the different screens. (Digital Detox 2014A.)

It is alarming because too much time spent seated indoors brings a lot of pain and musculoskeletal disorders deriving from poor blood circulation, decreased flow of oxygen in the body and muscular deterioration. (Arvonen 2014, 25-27.) The healing power on the forest is indisputable. Doctors recommend their patients to spent time in the woods to medicate them. (YLE 2015B.) More than 80 % of Finns think that nature offered by urban environment is not enough for relaxing even with parks and outdoor areas in cities. (YLE 2015C.)

## 2.2 Camping and Nature Tourism in Finland

Nature tourism is tourism based on natural environments and their attractiveness. Nature tourism signifies all tourism taking place in nature, everything from animal watching to hiking. There is a vast opportunity for nature tourism in Finland because the value of Finland as a tourist destination has increased over the few years. Nature tourism is still one of the fastest growing businesses in Finland and attracts investors. However, nature tourism is young business in Finland and the industry is small. Nature tourism businesses are mostly composed mostly of part-time and small enterprises interlocked with Metsähallitus Forestry and agricul-



ture. Accommodation is the most common service provided. (Otsamo 2015.; Koivula & all 2005.)

Half of the EU's tightly protected forests are located in Finland. Nature tourism brings jobs and investments into the local economy. Independent travelers create jobs up to 445 for a year when they use the services of service stations, stores and travel companies during their camping trips. Metsähallitus offers rehabilitative work for prisoners in the Finnish nature. (Far-reaching responsibilities 2014. 17, 25.) Nature tourism product is a multitude of different activities and services. Tourism product as an expression only refers to leisure trips, even though the same services may be used for business trips. Tourism product is a packet including services, attractions, accessibility, images from the destinations and the price. The venue has a big role choosing the travel destination even though the venue might be the reason for travel, in different services are needed in the destination, which construct the tourism product. (Komppula & Boxberg 2002, 11.)

A quarter of all tourism in Finland is nature tourism and it is growing faster than any other form of tourism. Finland is an expensive destination and that is why Finland is not a mass tourism destination. Which can also be positive due to the delicacy and vulnerability of the Finnish nature. Long distances and the remoteness of services may be a problem but however the uncongested network of roads and good access to nature are highly appreciated. (Tuunanen 2015.) As seen in Figure 1, there are a lot of seasonal camping tourism activities in Finland.

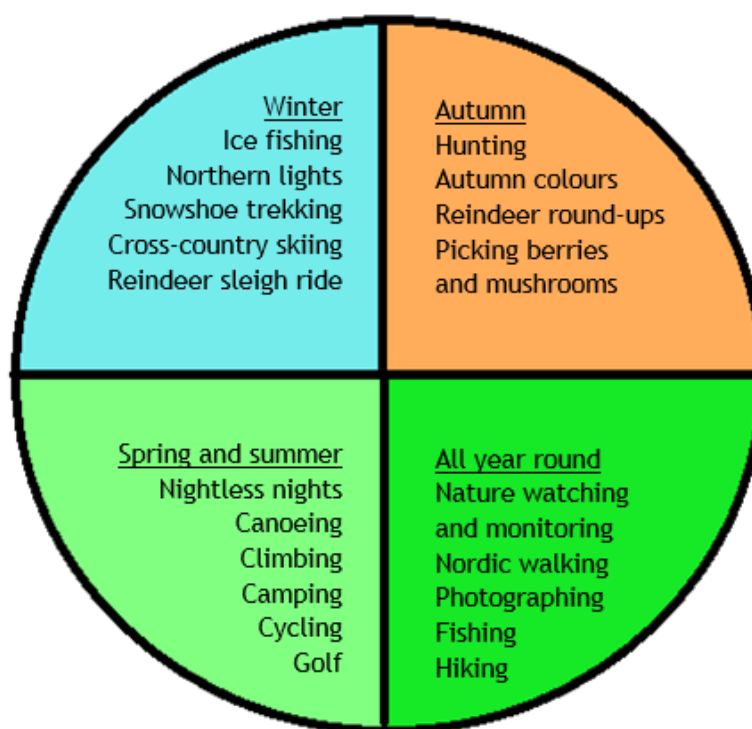


Figure 1: Seasonal camping tourism activities in Finland

There are two types of nature tourism: active nature tourism, which means the different activities in nature, for example hiking, skiing, fishing and hunting, and passive nature tourism, which is compiled of nature monitoring, for example bird and animal watching and photographing. The best time for bird watching is in the spring and in the autumn as this is the time for bird migration. During these seasons it is possible to see thousands of birds at the same time. (Verhelä & Lackman 2003, 98-115.)

A natural environment offering services cannot be absolutely untouched. Basic services must be offered, such as accommodation and sanitary facilities. The safety of consumers must also be taken into consideration. (Retkeilymatkailun suunnitteluopas 2014, 17.) Reaching regions that are completely in their natural state is difficult, which hinders their use. A natural environment for tourist is good when it is spontaneous, surprising and original. Basically beautiful landscapes and good weather is adequate. (Jokela, Leinonen, Tukiainen & Vahteri 2006, 77-78.)

There are 8 camping centers and 39 national parks in Finland. National parks are a large nature conservation area, the crucial task of which is to guard biodiversity and to give people the opportunity to enjoy nature. National parks offer nature trails, campfire sites and camping areas. (Luontoon 2015A.) As seen in Caption 1, in these parks one may find marked walking and cross-country skiing trails, as well as camping areas, lean-tos and rental cottages in camping centers. (Luontoon 2015B.) The main difference between national parks and camping centers is that forestry is allowed in camping centers in consumer's conditions but sometimes forestry is tricky because it changes the landscapes and makes hiking more difficult as it spoils the impression of clean forest. Nature conservation is concentrated to national parks. (Otsamo 2015.; Virolainen 2015.)



Caption 1. Trails in Evo Camping Centre. (Syrjäniemi 2015.)

National parks are a more organized brand than camping centers. It is easier to sell and organize activities in national parks because the trails are well-kept. Consumers of the national parks demand less, only walking in a fine landscape or well organized rafting might be an excellent experience. Camping centers are usually for more experienced hikers, the activities must be invented oneself. For camping centers it is possible to make financial investments and forestry. Metsähallitus forestry is criticized in camping centers because it changes the landscape and complicates wilderness activities spoiling the impression of nature. Correspondingly there are difficulties in national parks also because there is limited access to routes and less spontaneous activities but the infrastructure and trails of national parks are better than in camping centers. (Otsamo 2015.)

### 2.3 Everyman's rights

Everyman's right is person's right to access public or private owned land for recreational or exercise purpose. No permission need to be asked from landholders for enjoying nature, boating, skiing, swimming and picking berries, flowers and mushrooms. Nature must be respected. It is not permitted to cause any harm or distraction to nature, for example to make a fire, litter or bring down any fauna. Fishing license and a hunting permit are required and they may be acquired for example from Metsähallitus. Angling is permitted in the municipality

where one lives. Wilderness activities are protected by Everyman's right. As seen in Caption 2, Campfires are permitted only in the areas which are designated for this purpose. (Ympäristö 2015.)



Caption 2. Campfire place in Evo Camping Centre. (Syrjäniemi 2015.)

Everyman's rights for Finns are something that is considered self-evident. Prerequisite of nature tourism is jeopardized by everyman's right because Finns do not measure the nature experience in monetary value because it is always free. Visitor volumes of national parks would decrease if there was an entrance fee. For example, Finns have an overflowing luxury service that is not known anywhere else; dry and free firewood in Camping Centers offered by Metsähallitus. It is just waiting for someone to come and make a fire. This service is funded by the government. (Otsamo 2015.)

Berry and mushrooms picking is allowed in forests. The Finnish forests produce about 500 - 1000 million kilograms of edible berries every year. The most common berry is bilberry, which may be used medicinally. The most picked berry is lingonberry. Each year over 90 % of berries are left unpicked. *Russula claroflava* is the most common mushroom in the Finnish forest but chanterelle is the most valued. The popularity of berry picking is on the rise nowadays due to interest in local food, organic products and healthy food culture. (Arvonen 2014, 181.)

The question of who is allowed to do business with everyman's right has been considered. According to Myyrä (2015) Finnish entrepreneurs are concerned that foreign entrepreneurs would start bringing their own tourist groups and taking all the revenue for themselves. It has been suggested that everyman's rights should be trademarked for Finns to make sure that the cash flow stays in Finland. However, it is difficult to control who conduct business on everyman's land, yet it is not impossible. For example in Greece only authorized Greek guides are allowed to guide tourists in historical sites. The Swedish are going to have the same author-

ized guidance license system in glacier hiking which is intended to block foreign guides. This ensures that the return remains in the country. (Myyrä 2015.)

“Everyman’s right are great for Finns but is it in contradiction with nature tourism promoting?” consider Otsamo (2015.). Every year there has been a discussion between entrepreneurs and other operators that does it belong to everyman’s right that professional foreign groups are brought to Finland to collect the berries from forest which belongs to Finns. “Who has the right to sell the everyman’s rights?” and “Why the neighbor brings a bunch people to my beach and gets the money?”. These are questions which are without an answer and increase bitterness. Everyman’s rights are a strong and sensitive tradition for Finns but in the future there will be more of a discussion about the everyman’s rights and the business made in public lands based on everyman’s rights. (Myyrä 2015.; Otsamo 2015.)

## 2.4 Pull Factors

According to Managing Director of Metsähallitus Esa Härmälä, nature is “the largest exercise facility” in Finland which is open year-round. National parks, camping areas, multi-purpose forests and water areas with wide services and roads offer a perfect place for fishing, hunting, camping and hiking. Each year hikers in the national parks walk 850 times around the world. Unlocked huts and cabins in the wilderness, fireplaces, visitor centers and customer service are offered free of charge by Metsähallitus. (Metsähallituksen toimintakertomus 2014, 5, 31.)

Nature is the most important pull factor in Finnish tourism. The most important resources in the Finnish nature tourism are bodies of water and archipelago, forests, wilderness and national parks. Nature delights everyone, everyman’s rights offer the possibility of enjoying nature for free. The midnight sun, the polar nights, autumn colors, northern lights, snow and ice are the best attractions in Finnish nature tourism. Northern lights and midnight sun are unique Nordic experience. (Karusaari & Nylund 2009, 36-37.)

Nature tourism in Finland has a lot of potential because of its versatility. Finland is covered by exotic and clean forests. The Finnish nature is clean, peaceful and silent. Finland is easy to reach by airplanes, ships and ferries and it is also effortless to travel inside the borders. (Vuoristo & Vesterinen 2009, 45-46.) Silence is the most significant attraction. Other attractions of the Finnish nature tourism are natural environments and various nature activities. The traveler’s experience is composed of moving in nature and monitoring animals, birds and vegetation. (Verhelä & Lackman 2003, 98-99)

Nature tourism in Finland is year-round. Four seasons offer vast potential. Summer time is the most popular for exploring nature. In the summertime the most popular nature experiences are hiking, camping and canoeing. Midnight sun in the Northern Finland is a beautiful natural phenomenon. This is when the sun remains visible all through the night during the summer months. The vast multitude of colors offered by the Finnish nature in the autumn is breathtaking. Autumn is a great time for berry-picking and mushrooming. Foraging is one of the best ways of exploring nature. (Retkeilymatkailun suunnitteluopas 2014, 12.)

Contrary to the midnight sun in the winter months the polar night occurs when the sun cannot be seen for several weeks. There is a lot of untapped potential in winter activities. For example snow shoe walking under the aurora borealis is an unforgettable experience. Also cross country skiing and ice fishing are popular winter activities in nature. In the Northern Finland it is also possible to participate in husky or reindeer safaris. The winter season can be short and there is no guarantee for ice and snow in the south of Finland. Climate change poses a threat for the winter nature activities business in Southern Finland. After the winter nature and fauna wake up from hibernation. In the spring migratory birds return, snow and ice melt and nature blossoms greenery. (Tuominen 2015.)

## 2.5 Camping Motivations and Experience

Ecological perspective and the safety of a certain product are important to customers. Time spent in the forest is already seen as an experience. Experience is a personal sensation, usually positive and memorable. Finnish forests are denser and more somber than forests in Southern Europe and beliefs of the beasts living in the forest increase fear and respect towards forests. The most common tourism motivation is to escape from daily life, as well as to experience something new and relaxing. (Tuominen 2015)

There are several natural sound applications available for smartphones which promise stress reduction and relaxation. However, the digital sounds of these applications do not compare to genuine nature sounds and smart phone applications cannot compete with a real forest. The chirp of birds, babbling of the water and the sound of wind are experienced as silence. (YLE 2015B.) All hikers in the forest enjoy the healing effects of nature, the joy of movement and also the company of the other campers. Moving together is safer and more fun, also the shared experiences of nature bind people together. In its simplest form camping tourism brings new experience and perception. The human body is purified and refreshed by fresh air. (Arvonen 2014, 181.)

A silent natural environment helps to recover from stressful and concentration demanding situations. Natural landscapes also have a physiological effect for people who are not

stressed. People have a more relaxed presence while watching natural landscapes than pictures of cities. Two different people cannot have the same experience because experience is a combination of external factors. A person's state of mind might have the same impact as the physical surrounding in the formation of the experience. The value of any experience is retained in a person's mind. Nature has many different roles for people. It can make people to realize the smallness of their existence. Nature is a place for spending time with people close to you. Nature gives well-being and tangible items, such as berries and fish but it can also be cruel with its changing conditions. (Angeria, Jokela, & Leinonen 2006, 36.; Moilanen, Seppinen & Tukiainen 2006, 48.)

The Finnish people are traditionally a very nature based society, yet the modern lifestyle has caused a vast majority of the Finnish people to become estranged from nature. Environmental awareness is increasing all the time but nature knowledge is reduced. It is a daunting contradiction. People are worried about climate change, yet they do not seem to be worried about the general estrangement from nature. (Otsamo 2015.) The aim of this Bachelor's thesis is to create a product which would reclaim nature as a business as well as bring consumers the joy of moving in the clean and silent nature while enjoying the numerous positive impacts on health. The hope is to find a way to get people who have alienated from nature back in the woods.

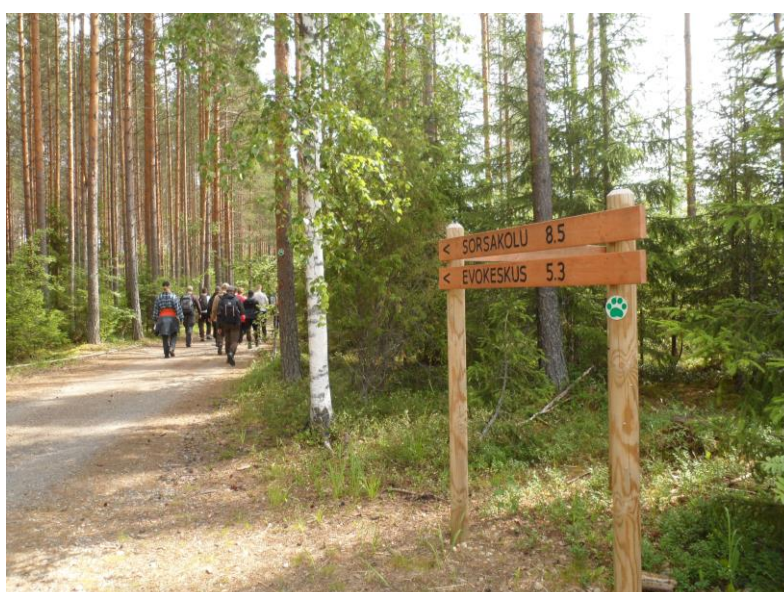
### 3 Commissioner - Metsähallitus

Metsähallitus is the commissioner of this Bachelor's thesis. Metsähallitus is an environment and natural resources professional. Metsähallitus offers subsistence and work, venues for hobbies and exercises and information about the history and future of Finnish forests. A third of protected land and water areas of Finland are managed and developed by Metsähallitus. The main function of Metsähallitus is to supply wood to Finland's forest industry. Some lands of Metsähallitus are used for the tourist services productions. A year-round tourism business can be built to pre-zoned areas, which will benefit the local economy and increase the vitality of regions. Metsähallitus is actively involved in the development of wind power and thereby promotes the achievement of climate objectives. (Metsähallituksen toimintakertomus 2014, 4.)

Metsähallitus aims to promote the sustainable use of natural resources and conservation of nature as well as to produce wellbeing for present and future generations. ISO 14001 environmental management system is used. Metsähallitus was awarded for the work they have done for public health by Finnish Hearth Association in 2014. (Metsähallituksen toimintakertomus 2014, 8, 31.) The aim of Metsähallitus is to get people together with nature. Peo-

ple would learn about nature, its cultivar and the importance of the nature the conservation thereof. (Virolainen 2015.)

Metsähallitus has 9000 cultural sites under surveillance. The cultural heritage of forests are taken into consideration in forestry. The forests managed by Metsähallitus offers the most magnificent exercise park in Finland. Metsähallitus maintains 7 000 kilometers of marked trails, duckboards, waves and other facilities as lean-tos in camping centers and national parks. (Caption 3.) Conservation and business are under the same roof in Metsähallitus, 38% of the forest is used for Metsähallitus Forestry and 42% of the forest are protected, rest of the forests are fallow. (Far-reaching responsibilities 2014, 7, 9, 26)



Caption 3. Trails and signposts are well maintained in Evo Camping Centre. (Syrjäniemi, 2015.)

Metsähallitus arranges *Forest Weeks and Days* in kindergartens and schools. Metsähallitus is employing hundreds of young people by offering internships and thesis subjects. Young top athletes are supported by Tops of the Future team. Metsähallitus Forestry offers employment to 1 000 contractors, 500 loggers, 300 clerks and over one thousand companies. Employees of Metsähallitus enjoy working one year longer than the Finns average. Different events and feedback rounds are organized by Metsähallitus where people can tell their opinions and perspectives about the use of natural resources. The co-operation between Metsähallitus and Sami was getting better after UN's convention on biological diversity and Sami people were taken into consideration by Metsähallitus Forestry so they could retain their traditional livelihoods. The Sami people are the only recognized group of aboriginals in European Union. (Far-reaching responsibilities 2014, 11, 15, 21.)



In autumn 2015 the Metsähallitus law renewal, which has been on the table many years, has been criticized because due to the poor preparation of the law and the rights of the Sami people have been removed. (YLE 2015A.). The Metsähallitus law renewal will also renew the organization of Metsähallitus and at the same time the laws of Metsähallitus are reformed. (Otsamo 2015.) The new Metsähallitus law is due to come into force on the 15<sup>th</sup> of March in 2016. (Talvitie 2015, 72) People fear that the forestry law renovation enables the forestry of areas currently used as recreational for pure profit and business. (Suomen Luonnonsuojeluliitto 2015.) The Metsähallitus law is still on the table when this Bachelor's thesis goes to the inspection so the final solution is not known yet.

In 2013 the turnover of Metsähallitus was 370 million euros and operating profit 127 million euros. Financing of Metsähallitus is 61,8 million euros, over half of it, 33,4 million euros comes from the Ministry of Environment. The rest of the financing is from Internal Financing, Ministry of Agriculture and Forestry, Ministry of Employment and Economy and Ministry of Justice and EU Project finding. Metsähallitus pays the government 130 million euros and one billion euros worth of export is enabled by Metsähallitus. (Far-reaching responsibilities 2014, 27, 30)

Metsähallitus gives ten-fold return on each invested euro. Metsähallitus Parks and Wildlife does not produce income. The profit comes to the local economy, when consumers buy gasoline, packet lunches, maps and cafeteria services by bringing indirect money to the area. The profit comes in small investments to the area. Metsähallitus Forestry is lucrative and provides the income of Metsähallitus. The needs of recreational use and habitat of game are respected and taken into consideration in Metsähallitus Forestry. Metsähallitus Forestry and Metsähallitus Parks and Wildlife cannot finance each other's activities. (Otsamo 2015).

### 3.1 Evo Camping Centre

Evo Camping Centre is one of the biggest year-round camping areas in Southern Finland, circa 47 square kilometers. Evo was founded in 1994. (Visit Päijänne 2015.) As seen in Caption 4, Evo is located in Tavastia province in the city of Hämeenlinna and the municipality of Padasjoki. Evo Camping Centre has a great potential to be a growing nature destination, because over half of the Finnish people live in the area where only two hours' drive to Evo Camping Centre is. Evo is located only 150 km from Helsinki and 100 km from Tampere. (Evon Luonto 2015A.; Otsamo 2015.) There are 50 000 - 70 000 visitors annually in Evo Camping Centre (Virolainen 2015.).



Caption 4. Over half of the Finnish people live in the area where only two hours' drive to Evo Camping Centre is (Evon Luonto 2015B.)

Evo Camping Centre is administered by three different operators. Metsähallitus manages over half of the area. Part of the Evo Camping Centre area is owned by Häme University of Applied Sciences and it is used as a forest. Hämeenlinna city owns a Tarus recreation area in Evo. Evo is the center of Finnish Metsähallitus Forestry. Evo has a young forest even though the Metsähallitus Forestry in Evo started already in 1700s and in 1862 the forest education began. Timber rafting, tar burning, sowing and slash-and-burn were the first forest education activities. There have been many forest fires in Evo Camping Centre during its history.

There are two nature reserve areas in Evo Camping Centre, Kotinen and Sudenpesänkangas. Both of them have an old primeval forest. Altogether, the forest in Evo Camping Centre is versatile and diverse. There are a lot of lakes and ponds as well as different kind of animals and trees. Defense Forces training area is also located in Evo Camping Centre. The aim of Evo Camping Centre is to accommodate the different uses of the area, improve the conditions of camping tourism as well as the recreational use of the area while protecting the natural state. (Otsamo 2015.)

Many rare animals live in Evo Camping Centre, for example North American beaver can be found in Haarajärvi, Hokajärvi and the valley of Keltaoja. Endangered flat bug lives in controlled burn areas. Lynxes, elks and flying squirrels might be seen in Evo Camping Centre. Because of the polymorphous habitat there is a large bird population in Evo Camping Centre, for example rare Siberian jay, Black-throated loon, Eurasian pygmy owl, Red-breasted flycatcher and Eurasial three-toed woodpecker live in the forest of Evo Camping Centre. (Parkkinen, S & all, 2002. 152-155.)

### 3.2 Activities and Attractions in Evo Camping Centre

Evo Camping Centre offers beautiful and varied forests, ridges and lake landscapes. Undulating forms of the area are achievements of the Ice Age. Evo has the perfect ambience for a day or two hiking trips, fishing and enjoying nature. (Retkeilyalue Evo 2015.) The most popular camping season is summertime. Seventy kilometers long Ilves hike route runs in varied terrain and hill environment, where it is possible to see different lakes and wilderness. Hakovuori in Evo Camping Centre also offers a great atmosphere for rock-climbing and abseiling. (Parkkinen, S & all, 2002. 152-155.)

Evo Centre is the information point of Evo Camping Centre and a perfect starting point for stroll in the forest. Evo Centre offers information about Evo Camping Centre and Ilves hiking trail. There is café where it is possible to buy maps and souvenirs, also there are lavatories in Evo Camping Centre. (Luontoon 2015C.) Evo is a perfect place for fishing. There are 15 lakes where fishing is allowed. Duckboards, trails, forest roads and lean-tos are maintained for free by Metsähallitus. There is rarely bypassers in Evo because of the big area. (Otsamo 2015.)

Other activities in Evo Camping Centre are geocaching, climbing and riding. Skiing and snow shoe walking are popular sports in the winter, autumn offers great possibilities for berry and mushroom picking (Caption 5.). Swimming, biking and canoeing are some of the possible summertime activities in Evo. (Luontoon 2015C.) There is a camping area in Evo where many substantial scout jamborees are organized. The international Scout Camp is organized every three years with about 20 000 campers attending. (Virolainen 2015.)



Caption 5. Blueberries in Evo Camping Centre. (Syrjäniemi 2015.)

*The Hike of Friends* is organized every autumn in Evo Camping Centre. The event is coordinated by Metsähallitus and sponsored by Lammin Säästöpankki, Hämeen Sanomat -magazine, Finnish Red Cross and other partners. Collaborative transportation for Hämeenlinna city is organized and hundreds of people participate every year. This is beneficial for Evo and its entrepreneurs as the event means more visitors and creates Evo awareness through articles in the local media. (Virolainen 2015.; Myyrä 2015.)

#### 4 Camping Tourism Marketing

The survival and growing of camping tourism in Finland will depend on marketing approach because the competition is seen in every service providers. The service providers need to have an understanding of consumers' needs, wants and expectations in order to be able to have effective marketing. Marketing is meant to maintain and create productive consumers and the main goal of marketing is customer satisfaction in conjunction with profit. (Roday, Biwal & Joshi 2009, 345-346)

The first impression of the company and service provider is gained from advertisements. The first impression cannot be changed later. The company aims to promote the sale of their products and services by marketing. Essentially marketing is creating images of a certain company and their services and products. The image created must express that the consumer will not get this service anywhere else, with benefits as good as those offered. What the consumer will benefit from the product is told by marketing. Trust is generated by marketing as soon as the consumer views the product. (Komppula & Boxberg 2002, 111.)

The current state, clientele, service and product range, market environment and the resources and expertise of the company need to be mapped and assessed in the marketing strategy as well as budget and timetable. Means by which aspirations are achieved are disclosed and defined in marketing strategy. A well designed and produced camping product is easy to market and sell. Afterwards the effectiveness of marketing is monitored. (Tonder 2013, 50, 56.; Lehtinen & Niinimäki 2005, 61)

Finnish service providers usually prefer to market for domestic customers because it is easier to market services in a familiar culture and business environment. However, it is crucial that Finnish nature is marketed abroad by entrepreneurs and service providers. Finland is famous for its safety and silence. According to the Border Interview Surveys (2000) over 50% of the tourists coming to Finland are leisure travelers. The biggest tourist groups are from Russia, Sweden, Germany, UK and France. Also the number of tourists from China and Japan are increasing. (Pesonen, Mönkkönen & Hokkanen 2000, 20-25; Otsamo 2015.)

#### 4.1 The Purpose of Marketing

The primary goal of marketing is to create and increase turnover, as well as to strengthen the image of the company. The mission is to strengthen the recognition, availability and usability of the services and products. Thereby also expanding the operator to a wider area by informing consumers of the existence of the company and use of the products. Deepening already existing customer relationships is possible with marketing and reach new consumers and client groups. Different client groups are offered assorted and varying products. Marketing depends on time of year and trends of tourism. Conscious needs and desires of consumers will be answered and hopes and expectations are created by marketing. (Karusaari & Nylund 2009, 67-71.; Lehtinen & Niinimäki 2005, 235-236)

On the other hand, Tuominen (2015) says that marketing is not necessary, solely to be present when people are searching for information. This is called target marketing. Target group must be chosen carefully, for example a tourist who has not shown an interest in nature tourism in their home country presumably will not be interested in it here in Finland either, however effective the marketing. Marketing is expensive, therefore it is important to target the marketing to the correct position. Success is not based on all the possible consumers, but to very specific niche market concentration. Marketing is aligned for those who are interested in the products and services of the service provider. (Tuominen 2015.)

The best opportunity to draw the attention of a certain group is target marketing. Target marketing is process where the goal is to find the right people and get them interested in the company's products and services. Target marketing is suitable for a company whose customer

segment is narrow or for a company that wants to gradually expand their market. (Pesonen 2015.)

#### 4.2 Marketing Channels and Challenges in Finland

The websites of the company are usually the first place where consumers go to look for information of the company's services. Internet is the most important source of information. (Retkeilymatkailun suunnitteluopas 2014, 14.) That is why the visual image of marketing is important. Visual image of the company should cover the entire business and operating environment. Well-designed, powerful and distinctive visual identity gives the company a significant competitive advantage. Uniform visual lines of communication tells about the professionalism of a company, increases recognition and retains consumers. The positive image of the company is strengthened and company is memorable. Consumers are influenced by the image the company creates. (Pohjola 2003, 11-18)

Social media and webpages are the most successful marketing channels. According to Entrepreneur magazine (2015), social media advertising profit internationally will be around 8.5 billion US dollars in 2015 and it is expected to explode in next few years. The most popular Social Medias are Facebook, Twitter, LinkedIn, Google+ and Pinterest. More and more people are reached by social media all the time because advertisements will show up directly in the news feed of the users. E-mail newsletters for already existing clients are a good way to advertise about new products. It is also possible to reach a multitude of consumers with blog posts. Social media marketing needs to be well targeted to target groups. (Entrepreneur 2015.) Disadvantage of the social media for consumer is that it always suggests something that the consumer has looked or liked earlier and does not suggest anything new they might like. This is called SEO marketing, Search Engine Optimization.

Most of the consumers check what kind of consumers reviews are written in TripAdvisor before they book a holiday. 90 % of consumers trust recommendations told in Social media and word-of-mouth. Word-of-mouth marketing might also be a part of social media marketing. Marketing is a sales promise. Effectual promise arouses interest, is easy to measure, stands out from a competitor's promises and attracts to buy. Promises must be installed. (Parantainen 2007, 73.) It is very important that product or service is as marketed in advance. Otherwise the consumer is disappointed and does not use the services of the company again. Bad advertisement is created by unsatisfied consumers meanwhile the satisfied consumer returns. (Jokela, Leinonen, Tukiainen & Vahteri 2006, 67)

Print advertising such as flyers and posters have lost quite a bit of their ratings after email, social media and mobile marketing rose to the surface. Radio and TV marketing is expensive

and it does not reach people easily. (Datamentors 2015.) It is beneficial to market camping products in the marketing material provided by travel agencies and other establishments in the same network. Co-operation between tourism operators is important because it allows access to a larger customer base. Roadside marketing and road signs might be effective because it will be remembered when it is seen daily while driving. The problem is that there is too much everything everywhere and consumers become blind to the mass of advertisement. (Tuominen 2015.)

Personal selling for example in tradeshows, conferences and customer events is interactive, that is why it is so effective. Uncertainty is removed by good vendor because all questions are answered immediately. Nonverbal communication such as body language and behavior also affect the consumer. The eight P's of marketing are Product, Price, Promotion, Place, People, Planning, Programming and Physical Evidence. (Parantainen 2007, 83.)

When comparing digital marketing and traditional print marketing channels, digital channels have distinct advantages. However, the most powerful marketing campaign is usually gained by combining those two channels. It does not mean that every consumer receives the marketing message via many different channels. Selecting the marketing channel based on consumer information is a part of a carefully planned multichannel marketing campaign. (Tuominen 2015)

According to Kalb (2015), Finland is "the World's Best Kept Secret". Kalb says, that Finland cannot market itself. Finland is not known very well outside its borders. For example when Nokia was the best-known brand of Finland, it was though it was a Swedish company. Internationally successful companies tend to brand and market their own country abroad, but Finnish companies do not do that. Finland has clean and silent forests, it is a safe and secure destination and has the second lowest corruption level in the world. Finland is on top of the statistics in education, has Western-style government, is a gate between east and west and has many other aspects which should help with marketing Finland abroad as a good tourism destination. Finland needs more resources to efficient marketing. (Huffington Post 2015.)

The nature tourism destinations of Lapland are emphasized in Finnish nature tourism marketing. Nature destinations in Southern Finland should be raised higher. (Otsamo 2015.) According to nature tourism entrepreneur Järvinen from Southern Finland (2015.), the income is guaranteed with existing consumers. The marketing in Finnish nature tourism companies is accomplished by e-marketing, different camping forums, social media and word-of-mouth. Webpages must be in order and updated regularly. Entrepreneurs must offer a wide range of affordable and desirable products and take care of consumers in order to gain good word-of-

month advertisement. If the expectations of the consumers are filled or are surpassed, the company has reached their goal and created a return customer. (Järvinen 2015.)

One of the biggest problems in Finnish nature tourism marketing is the inefficiency of entrepreneurs. The naive mind-set “It does not matter whether consumers are Finnish or international when they pay as much as possible” and “Swedish or German do not pay any more than Finnish” is not good. The truth is that there are enough people in Finland interested in nature but they do not find suitable destinations due to the lack of marketing and the attitude of some entrepreneurs. Marketing is more expensive the longer it needs to be continued. The desire and expertise of the consumers must be understood. Starter packs should not be pushed to active hikers and there should be entry level packages offered to beginners. (Otsamo 2015.; Tuominen 2015.)

## 5 Product Design

The aim of product design is to create new products to replace the products which have already lost their competitiveness, whereas product design and development is intended to improve and modify the old existing products. A changed market situation may also be the underlying cause for the need of product development. Product design always begins with the development of new ideas, which then become new products. Product development is divided into two areas; the planning period and implementation period. (Komppula & Boxberg 2002, 94-97.)

A tourism product is always an intangible entity, which consists of various parts of the services which are linked to one service product. A tourism product is defined as a package, which consists of five parts; attractions, services, accessibility, vision and price of the destination. The acceptable price point for the consumer is taken into consideration when pricing the product. The product must be affordable for the consumer, yet economically viable for the producer. It is also crucial that the product stands out from other products. (Komppula & Boxberg 2002, 11.)

It is possible to increase sales with successful product design. New consumers are tempted to the company when developing new products instead of only focusing marketing for existing consumers who are already familiar with the products. The company has the opportunity to respond to market changes by product design as tourists are looking for new experiences and sensations.

Even with small changes it is possible to regain the customer's interest. The product design process will never be completely wasted even if any new products does not achieve market



status. The company which has gone through the product design process has upgraded resources, expertise, customer base and the capacity to produce something new. The resources of the company must be updated regularly due to staff turnover rate, otherwise the company may lose its knowledge and skills. (Tuominen 2015.)

A product is good when the producer, consumer and other operatives are satisfied. The experience of the consumer depends on how the product meets their expectations. Resale of a good product is easy. Livelihood is produced by a good product for the producer and for those participating in its production and commercialization. The price of the product must be proportionate to the content. The tourism product is a compilation of many small aspects and producer is responsible for functionality of the product. (Verhelä & Lackman 2003, 74-75.)

### 5.1 Product Design Process

The consumer's demand is always the base for product design. New product ideas are based and supplemented on the business idea of a producer. Innovation of a new product is tailored by staff of the company according to the benchmarking and feedback of consumers. It is advisable to compare own business to a prosperous operator in the same industry. Interaction with consumers is a top priority while generating an idea for a new product.

The production of a product means making the idea of a product into something tangible with the help of associates and subcontractors. Consumer needs must be taken into consideration. The content of the product is defined, the wishes and needs of the client are scanned, and the results available are identified. The different aspects of a camping tourism product are transportation, food, accommodation and program. (Komppula & Boxberg 2002, 100-105.)

The main goal of the product must be clear and the target group's experience must be thought about. The theme of the product dictates the target group. The variable weather must be taken into consideration when designing new nature products. A product in production is impacted by operational environment and the time of year. Licenses, equipment, safety and other practical matters are resolved in the end of planning. (Verhelä & Lackman 2003, 74-85.)

Testing and documentation of the product is really important with real consumers or outside operator before leading the product into market. Thus all the possible functional deficiencies can be corrected and deleted. According to Tonder (2013) pricing is a crucial step when creating a new product, as it has the biggest impact to the income of the service provider. The price is affected by the value of the product, production costs, the current market situation

and competition. Pricing must be flexible and changed according to need. Price is an indicator for assessing the quality of the product. (Tonder 2013, 88-93)

When the product is ready, an informative label is written, and an estimate of prospective profit is executed. The product is brought to the consciousness of the consumers by marketing with social media, web pages, and brochures and in trade fairs. The new product is implemented and further developed according to feedback. (Verhelä & Lackman 2003, 74-85; Komppula & Boxberg 2002, 100-105.)

The trip starts and ends at home. The whole service chain must work to make the journey successfully realized. Impacts of environment and economic are divided into the entire service chain. (Tuunanen 2015.) The product description is obligatory because it applies to Package Travel Act and Consumer Protection Act. (Komppula & Boxberg 2002, 111.)

## 5.2 Silence Products and Experience

Noise, clamor, clatter and whirr are self-evident in modern life. Everything seems to come to a halt when the sounds fall silent. Production of silence as a product has been spoken of since 2004 when "*Hiljaisuus Lapin matkailun vahvuutena*" - Silence as a strength of tourism in Lapland - research was started by the University of Lapland. The peace and silence of nature was supposed to be offered to tourists as an alternative to hectic everyday life. The aim of the research was to research silence and develop tourism services based on silence, also to commercialize the sale of services and thereby contribute expertise and networking companies. Many innovative tourism products were developed through this research. (YLE 2004.; Kaleva 2007.)

According to *Hiljaisuus Lapin matkailun vahvuutena* - research (Angeria & all 2006.) mental, physical and psychological resources are defragmented by the experience of silence. Silence is based on sense of hearing. Sense of hearing is remote a sense, as well as sense of sight. Everyone experiences their own silence. Silence is multisensory. Natural sounds are emphasized in nature. (Angeria, Jokela & Leinonen 2006, 38-39.)

The busy and noisy urban lifestyle does not suit everyone. Therefore to counterbalance hectic everyday life, silence, relaxation and tranquility are sought for leisure time. Nature offers an effortless opportunity for silence and relaxation. Road traffic is the largest source of noise in Finland. Also rail and air transport, motor racing tracks, shooting ranges and industry are major sources of noise. 40% of Finns engage in nature tourism at least once a year. (Mattila 2014.)

Noise pollution is a sound which is harmful to health. It is spread almost uncontrollably to the environment. (Lapset luontoon 2014.) Noise pollution is a growing problem that has implications for not only human health, living environment and comfort, but also for nature itself. (Kaleva 2007.) Various sleeping difficulties, blood pressure diseases, tinnitus and irritation are caused by noise pollution, and are the biggest health problems related to it. (Luontoliitto 2014.)

Boredom is a disappearing resource because of social media and smartphones. Silence and peace are sought by humans. Digital Detox is a new form silence tourism in Iceland. Consumers give away their smart phones for a week and go through difficult issues while experiencing silence. Silence does not necessarily mean that people just sit and do nothing. It also includes the sounds of nature. (Mattila 2014.) Also in Navarro, California camps are organized for adults where all digital devices, clocks, networking and all conversations about work and daily life are forbidden. The promise of the camp is to create a space which gives the freedom and permission to relax. Participants bake, yoga, meditate, swim and do many other silent activities. (Digital Detox 2014B.)

Nationwide Day of Silence, 8<sup>th</sup> of October, is spent in Finland every year since 2000 by The Finnish Association for Nature Conservation and Federation of Hard of Hearing. The aim of the day is to highlight the importance of silence as a counterbalance to increased noise. Even ten minutes in a silent environment lowers blood pressure and soothes minds. Nature creates the ideal place for total deceleration and relaxation. Forests are a first-class place to listen to one's self and regain strength to endure the everyday life. (Kuuloliitto 2013.)

Over 600 000 consumers travel by cargo ships of Finnlines annually. Only 12 passengers who are not employees are allowed to travel by cargo ships at the same time. Concentration is easy on the high seas where the phone will lose network and internet is not working. The sea is inspiring and spontaneous. There is nothing to do on the cargo ship but there is no need to do anything: even the food is carried to table. People crave being in the moment as a counterbalance to a hectic life and continuous stimulus. (Mattila 2014.)

The Silence Festival has been organized six times in Kittilä, Northern Finland. The festival is for everyone respecting silence, nature and art, it is filled with different performing arts, music and workshops. The idea of the Silence Festival is to bring together artists and audiences and offer a place to discuss about art in a peaceful and inspiring environment. (Hiljaisuus-festivaali 2015.)

Japanese doctors have begun to prescribe forest bathing, *Shinrin Yoku*, as a treatment. Forest Therapy was developed in the 1980s in Japan and it has become a healing and preventive

health care in Japanese medicine. (Shinrin Yoku 2015.) Forest bathing is productized also in Russia. There is a trail called *The Lungs Deep Cleaning*, where consumer to take walks in the forest and breathe. *Landscape Therapy* is another form of Forest Therapy. The consumer sits at the end of a pier on his chair and pays for it. In Switzerland it is possible to buy fresh mountain air in a jar. (YLE 2015D.) Forest bathing is prescribed in homeopathy, alluding to the placebo effect where if the consumer believes it works, it will work.

Nature tourism is marketed with different activities, but nowadays many people's everyday life is a hive of activity and silence and relaxation has grown in popularity. It can be assumed that tourists are looking for a more undisturbed nature experience and silence from holiday. Silence is immaterial and it is difficult to commercialize for sale as a tourism product but silence can be a central aspect of the product. (Angeria, Jokela & Leinonen 2006, 38-39.)

According to Vikman (2003), it is possible to sell only an image of silence and to promise the opportunity to experience silence. The silence might be a part of nature or landscape experience, when the atmosphere is created by peacefulness and space around. There are two types of silence: the external and internal silence. Silence or ambient sounds are meant by external silence. Internal Silence means the prevailing human state of mind. The internal silence may include mental serenity, tranquility, immobility and a cleansing experience. People can achieve the internal silence when the external silent environment is found. (Vikman 2003.; Jokela 2003.)

Silence does not mean the same thing in different culture. Silence can be experienced as a peaceful and relaxing experience but it might also be distressing and frightening. Sometimes silence is associated with church and religion. Finland is one of the few countries with Everyman's rights. Silence as an experience can be highly unique and exotic but some people can experience total silence as a stuffy experience. (Moilanen, Seppinen & Tukiainen 2006, 49)

## 6 Research Methods and Conduction

The Bachelor's thesis was based on qualitative research method. Qualitative research method is humane, research plan is flexible and might change. Five theme interviews were conducted when five experts were interviewed; The Development and Environmental Manager of Metsähallitus, the Park Director of the Evo Camping Centre, two entrepreneurs from Evo and Physiotherapist versed in nature well-being. Also one Camping customer group interview on Facebook is included in the interview. The data was collected by theme interviews and photography observation.

## 6.1 The Qualitative Approach

Qualitative methods are suitable when the results can only be presented qualitatively, when the problems are not quantifiable. A qualitative method is the best when the topic is not known much in advance or the meanings, motives and causes are wanted to be more understood. Qualitative research is based in words - descriptions, accounts, opinions and feelings. This approach is used when people are the focus of the study, individuals or a small group. It can also be concentrated on more general beliefs or customs. (Walliman 2004, 187.)

Qualitative method is used when it is not known what to expect, to develop an approach to the problem or to define the problem. It is also used when there are nuances to explore that are related to the problem at hand and to go deeper into issues of interest. For example the interview surveys, observation studies, case studies and biography studies are qualitative methods. (E-learning centre HAMK 2015.) The presentation and discussion of research is flexible in qualitative research. Reflection of the material can be done in every chapter or research results are presented in the end of the research. (Hirsjärvi & Remes & Sajavaara 2012, 268-269.)

Qualitative method is helpful for example to understand the feelings, values, and perception that underlie and influence behavior. The qualitative method identifies what is needed by the customer and to capture the language and imagery customers use to relate and describe a product, brand and service. The qualitative method helps to increase perception of communication and marketing messages. It generates ideas for improvements of a product and understand how people perceive a communication piece and marketing method.

The qualitative method is used for new product idea development and generation, finding the strengths and weakness of products and brands. It is used to study emotions and attitudes on societal and public affair issues. Perceptions of a company, brand, category and product are understood with it and market segments, like demographic and customer groups are explored by qualitative method. (Qualitative Research Consultant Association.)

## 6.2 Research Process

First of all a researcher must define the research task, identify and select the research object of the case and collect the material by the use of fieldwork. Already in the material collecting phase one may start the analysis of the data. Notes are written during the interviews and observation. It is also good to record the interviews so it is easier to do the clean writing and analysis of the contents afterwards.

According to Nicholas Walliman (2004.), there is a clear order in the process of qualitative research. The first step is to clearly state the research issues and questions. Then the background information is collected to help understand the relevant context, theories and concepts. Third step is to suggest several interpretations or questions based on this information or answer to the research problem. These directions are used to the research for evidence that might contradict or support these.

After that contradicted answers are eliminated and the quality and sources of the evidence to ensure consistency and accuracy are cross-examined. The logic and validity of the arguments leading to conclusions are checked. The strongest case in the event of more than one conclusion is selected. Then suggest the plan of action in the light of this and the report is prepared as an account of the research. (Walliman 2004, 188.)

### 6.3 Theme Interviews and Structured Observation

Theme interview are used when the topic is not well-known and the topic is to be understood. The conversation proceeds on the terms of the interviewee. The information is told freely by the interviewee and interviewer only asks clarifying questions and keeps the conversation within the subject area. (Kananen 2014. 76.) Five nature tourism experts were chosen for this research. The Development and Environmental Manager of Metsähallitus Antti Otsamo, the Park Director of the Evo Camping Centre Erkki Virolainen, two entrepreneurs from Evo Kaj Järvinen and Niina Myyrä and Physiotherapist versed in nature well-being Mirja Tuominen were interviewed. One camping customer group interview on Facebook was conducted. Interviewees were chosen by their expertise.

The theme of the interviews stays around the nature tourism. The topics of the interviews were camping and nature tourism in Evo Camping Centre, the challenges and shortcomings of existing products, consumers of Evo Camping Centre, camping tourism motivation and attraction, product design and silence, co-operation between service providers, targets for development in Evo Camping Centre and the future of Evo Camping Centre. Interview questions are found in Appendix 1. Interviews were conducted in the summer 2015 in Evo Camping Centre and Metsähallitus head office in Tikkurila. Interviews of Evo's entrepreneurs were phone interviews. Transcriptions of the interviews may be found with the author.

Questionnaire in *Retkipaikka - luontoseikkailijoiden ja retkeilijöiden kohtaamispaikka* - Facebook camping group attracted attention and likes, but not answers. There were three short open questions in questionnaire; *"What are your nature tourism motivations?"*, *"What kind of effects the silence of nature has on you?"* and *"How much you would be willing to pay about*

*the silence and clean nature as a camping product?”*. The questionnaire would have received answers if it would have been made more carefully and in the right format.

Structured Observation is one of the oldest scientific research methods (Caption 6.). Observation is used in qualitative and quantitative methods. Observation data collection is tedious and time consuming but it offers a wide range of information. (Kananen 2014. 65-66.) Pictures of Evo Camping Centre was taken by author in 15<sup>th</sup> of July 2015. Documentation by camera has brought a good supplement to research.



Caption 6. Structured Observation in Evo Camping Centre. (Syrjäniemi 2015.)

#### 6.4 Data Collection and Analysis

The data is collected with two different methods; theme interviews and photography observation. All the data from interviews were transcribed to text format. Audio and video recordings are transliterated into text in the same way than the notes from the theme interviews. The collected texts are reviewed from the perspective of the research problem and research questions. The data is classified and transcribed. Analysis phase is usually followed by new data collection phase when data is supplemented and new questions answered. (Kananen 2014. 94-100.) There were several data collection rounds while doing this research and during the analysis it was discovered that the layout of the questions has not been completely successful. Interviews were conducted in Finnish and data was translated in English afterwards.

The data analysis, interpretation and conclusion are the main points of the research. It was the most important step because it was targeted in the beginning. First the data needs to be verified, completed and organized. The amount of the data might be huge and usually the researcher is unable to take advantage of all the information. The data was analyzed as a whole and not just question to question. The research is not completed when the result have

been analyzed. Data is also explained and interpreted. Interpretation means that the researcher is considering the results of the analysis and makes own conclusions about it. (Hirsjärvi, Remes & Sajavaara. 2012. 221-229.)

## 7 Silence as a Part of Camping in Evo

The main research question of the Bachelor's thesis is "What kind of silence products are needed for the development of Evo Camping Centre?". The primary goal of the Bachelor's thesis aims to explore whether there is a need for a new silence product in Evo Camping Centre and to examine the role of silence as a camping product. The confluence of demand and supply are reviewed and marketing methods in Evo Camping Centre area are paid attention to. The development properties were searched.

The results of the Bachelor's thesis show the productizing silence is necessary but difficult. According to the interviews there are three main problems in Evo Camping Centre; inefficiency of the marketing, increasing awareness and reaching target groups. The problem in Finnish nature tourism has been that Finns do not pay for nature experience, but now might be the time for change as the new generation is willing to pay for counselling and guided activities.

Finns automatically connect silence with forest and nature (Caption 7.). Silence is not experienced as artificial. Silence can be experienced as active or passive nature tourism. Silence in active nature tourism is lived through for example hiking, skiing, fishing and hunting. However, usually more assured silence experience is reached by passive nature tourism for example while picking mushrooms or photographing animals. (Verhelä & Lackman 2003, 98-115.)



Caption 7. Silence in Evo Camping Centre (Syrjäniemi 2015.)



Silence as a camping product is difficult to sell at its own at least for Finns, for whom it is self-evident. Different activities created around silence are sold better. Polar nights and frost are already branded in Lapland and productizing silence for foreigners is also necessary. Finns are blinded for the forest and do not realize how lucky they are. The ecosystem of the Finnish forest cannot survive mass tourism, yet income can be made with products related to silence by investing in quality. Silence must be branded as a guided experience -*finding yourself*.

Silence as its best is drinking from a natural spring and eating blueberries directly off the ground. The guide can be paid, silence activities are not for big groups as the peace of the nature is disturbed when the amount of tourists increase. Silence is not for mass tourism and does not offer much employment. Silence is sold by quality. "The most important thing in the forest is that it is possible to be alone, with a dog or selected company and one does not have to come across passersby." (Otsamo 2015.).

Only a few customers are willing to pay for simply the tranquility of nature. It is impossible to set the price for silence without an entire service package created around it. Physical nature environment and social environment have an influence on silence experience. If consumer feels comfortable, he will stay longer. The satisfaction with the service is increased by a pleasant environment. (Jokela, Leinonen, Tukiainen & Vahteri 2006, 63-67.)

It is not necessary to raise silence awareness among the Finnish people, but a service created around silence would succeed. There should be a concrete reason to go into the forest, for example a nature tour or fishing which offers an access to silence. (Myyrä 2015.) It should be a product which makes people stop and forget the everyday life. (Otsamo 2015.) However, with the right targeted marketing more clients are attracted and income is created. (Tuomi-nen 2015.)

Service must be good, intensive and friendly. Consumer should reach the feeling that service provider is there *only for me*. Employees should always be available for consumers and understand without any prior request when the customer needs service. Behavior seen as too formal might confuse the customer, yet too casual an attitude might seem careless. (Jokela, Leinonen, Tukiainen & Vahteri 2006, 74.)

Metsähallitus hopes that the nature itself, landscapes, silence, fauna and feeling refreshed are the reasons to come to forest. Noisy activities are not wanted in camping centers, they can be performed in cities. The quality of nature does not matter anymore if mountain biking, rock climbing and water rafting is brought to it. Action is easily sellable, yet silent activities are more welcome in forests. (Otsamo 2015.)

## 7.1 Well-being as the Main Motivation

“Is nature the reason for going out anymore, as nature tourism providers only offer action products in nature?” is contemplated by Otsamo (2015), the Development and Environmental Manager of Metsähallitus. It is easy to bring activities to nature because it can be arranged and the fares can be collected by nature tourism business. Still the numerous positive effects for health, improving fitness and the personal wellbeing are the main reasons to go to the forest. (Otsamo 2015.) Nature is open year-round and natural environment has been found to be associated with the physical and mental wellbeing of the human. (Arvonen 2014, 11-13.)

Camping tourism works as its best when all services are mutually supportive. When the service and facilities of the service providers are pleasant, the consumer can focus on enjoying the silence of nature. The silence is an asset of Finnish camping tourism but also reticence and uneventful might be assets. Total silence might be oppressive, but in nature silence is never soundless. The rustle of the wind, bird chirps and the murmur of water is always present. That is why the silence of nature is experienced as tranquil. One of the most popular tourism trends at the moment is forest, for example forest bathing increase its popularity. In its simplicity it is walking in the forest and sensing it. (Mattila 2014.)

Forests are the basis of life. They produce oxygen, clean water and absorb carbon and food. (Metsähallituksen toimintakertomus 2014, 9) It is important that one is in good company and there are no other people who could spoil the holiday and nature experience. Untouched nature is not functional as a camping tourism destination. The trails and stairs in the forest ease movement. More than 80 % of Finns think that nature offered by urban environment is not enough for relaxing even when there are parks and outdoor areas in cities. (YLE 2015B.)

## 7.2 The Attractions of Evo

Evo Camping Centre is a big and coherent multipurpose nature area in the center of Southern Finland. Evo Camping Centre is centrally located next to Hauho which is the demographic center of population in Finland. Evo Camping Centre is easy to reach by car from all the main cities in the south of Finland; Helsinki, Tampere, Hämeenlinna, Lahti, Jyväskylä and Mikkeli. Evo is the only Camping Centre in Southern Finland. (Järvinen 2015.) Evo Camping Centre is an excellent day-trip destination but is also suitable for over-night visits because of its versatile supply of accommodation. The history of forest use in Evo is interesting, there are prescribed burning areas and old-growth primeval forest that cannot be seen elsewhere. (Viro-lainen 2015.)

Evo Camping Centre offers varied forest, ridge and lake landscapes. The most popular camping season is summertime. Evo has the perfect ambience for short hiking trips, fishing, geocaching, climbing and canoeing. (Luontoon 2015D.) Equipment rental is offered for canoeing, archery and paddling. (Virolainen 2015.) A variety of old and new woods is a great place for refreshing silence. (Retkeilyalue Evo 2015.) Evo is representing the Finnish forest landscape well. Duckboards, trails, forest roads and lean-tos are maintained for free by Metsähallitus for hikers. Good signs will direct the consumer directly to desired location without destroying the environment. One can rarely find passersby in Evo because of the large area. (Otsamo 2015.)

*The Hike of Friends* is popular event organized every autumn in Evo Camping Centre. (Myyrä 2015.) Watching the animals is popular in Evo. It is good to follow the lek mating of western capercaillie. Beavers and elks are interesting but they are hard to find. Seeing forest animals is not guaranteed, which might be a deterring factor for some customers. (Virolainen 2015.)

Cleanliness of nature is important; it gives an impression of the good service provider when the environment is maintained and well cared. (Jokela, Leinonen, Tukiainen & Vahteri 2006, 72.) There is also room for caravans in Evo Camping Centre. (Järvinen 2015.) Fishing is one of the most popular activities in Evo. Ruuhijärvi and Syväjärvi offer a great milieu for fishing with grown fish stock. Salmon is the most fished fish. Hunting permits are sold out every year for hunting fowls, hares, birds and beavers. Picking berries and mushrooms is also a fashionable activity in Evo Camping Centre. (Otsamo 2015.)

### 7.3 Customer Profile

The newest visitor survey of Evo Camping Centre was conducted in 2010 (Korhonen 2011.). Metsähallitus has amassed the knowledge of their areas by visitor surveys since 2000. Based on the results of visitor survey (Korhonen 2011.) the majority of the visitors in Evo Camping Centre are men and the average age was 42 years. The main motivations for visiting Evo Camping Centre were relaxing and experiencing nature. Meeting new people was not a motivation for visiting Evo Camping Centre for the surveyed visitors. The most popular activity was fishing. The satisfaction of visitors was high and the services and facilities of the camping centre were evaluated mostly as good quality and the quantity was seen as sufficient. The visitors of Evo used an average of 17 euros per visit. The economic impact for local area is approximately 1,2 million euros per year. (Evo retkeilyalueen kävijätutkimus 2010.)

Most of the visitors are already connected by nature; passionate fishermen, hunters and other wilderness actives. There is a well-established and stable customer base in Evo Camping Centre. (Virolainen 2015.) The aim is to reach people who are not yet familiar with nature and serve them, for example school children and international special groups or people with intel-

lectual disabilities. Also families with children are wanted consumers because Evo Camping Centre needs more overnight visitors who would increase revenue. There are circa 7000 accommodation days in Evo Camping Centre per year. Most common target groups are fishermen and hunters. (Järvinen 2015.; Myyrä 2015.)

The hike of friends brings hundreds of new consumers to Evo every autumn. Entrepreneurs of Evo hope that more special groups would find Evo and their services. According to Myyrä (2015.), older people and people with intellectual disabilities are able to appreciate nature and it is good to offer them the way of get away from hospitals and institutions. (Myyrä 2015.) According to the entrepreneurs of Evo the visitors are mainly Finns but also tourists from Germany, Switzerland, France and Russia visit Evo. (Järvinen 2015.)

The number of Chinese tourist in Finland is growing all the time. Chinese tourists have a higher spend rate in Finland than any other nationality. Over-night hotel stays in Finland increased in January-May 41 % compared to last year. Direct flights from China to Helsinki are an important reason for the increasing number of Chinese Tourists. There are webpages and brochures in Chinese about Finland and its nature. Metsähallitus was involved in creating the first wildlife center in China. Many European cities are already familiar for Chinese and now exotic Finland is attracting growing quantities of Chinese tourists. According to Virolainen (2015), there are not enough luxury hotels in Finland for the prosperous Chinese. (Keski-suomalainen 2015., Virolainen 2015.)

There are hundreds of absurd and special summer events in Finland, for example Fart Competition and Wife Carrying Championship races. These events attract the Finnish, but foreign tourists should be taken into account better. Events are too short and the surrounding infrastructure for example toilets are not so considered to be up to the standards of foreign tourists. Beer and grilling as event catering is enough for Finns but foreigners want more. (Mattila 2014.)

#### 7.4 Co-operation and Ideas for Development

There are several service providers in Evo Camping Centre. Evo Camping Centre is administered by Metsähallitus, Häme University of Applied Sciences and Hämeenlinna city. Also the practice range of the Finnish army is located in Evo Camping Centre. Several entrepreneurs and service providers co-operate in Evo Camping Centre. While the co-operation was said to be functioning well, finding time to organize meetings for all the parties has sometimes been challenging. Entrepreneurs are looking for the active exchange of ideas, but Metsähallitus does not have enough resources to participate. (Myyrä 2015.; Virolainen 2015.)

A single Park Director deals with over one hundred entrepreneurs. The marketing budget for all national parks and camping centers in Southern Finland is four thousand euros per annum. Metsähallitus cannot offer help in marketing for service because they do not have the resources to do so evenly. (Virolainen 2015.) Metsähallitus maintains the [www.luontoon.fi](http://www.luontoon.fi) internet site which provides the freshest information about national parks and other hiking destination and their facilities (Luontoon 2015E.).

Metsähallitus also organizes events for entrepreneurs and the press in nature destinations. The resources of Metsähallitus are targeted towards larger entities. Service providers do not always understand that independent travelers who are not willing to pay for services must also be served. External investments are decreasing due to the current economic situation. (Virolainen 2015.) Metsähallitus is not active in the camping tourism business, but they offer and maintain facilities for it (Caption 8.). (Otsamo 2015.)



Caption 8. Metsähallitus, Häme University of Applied Sciences and entrepreneurs co-operate in Evo Camping Centre. (Syrjäniemi 2015.)

Foreign marketing is done by Visit Finland, Finpro, through their own channels and expertise but entrepreneurs could be more actively involved. Visit Finland supports companies and business groups in the development and marketing of tourism services for the international market. (FinPro 2015.) One possibility would be to implement VisitEvo webpages where all the information regarding Evo Camping Centre could be found. Evo entrepreneurs wish that there would be one centralized portal for Evo information. There could be a roof organization which would maintain webpages. In these webpages one might be able to find timetables for outings and guided activities as well as information about accommodation and transportation, and it would be funded through a joint marketing budget of all the entrepreneurs participating. It is easier and friendlier for consumer when all services are easily accessible. Foreign

tourists are willing to pay more for tours and guided services, but the right target group with a sense for adventure must be found. (Myyrä 2015.)

It is possible to increase the amount of consumers by target marketing and sorting out the target groups. The hiking and fishing groups must be reached in order to tell them that there is a perfect place for hiking called Evo Camping Centre. Families with children are reached for example by Mannerheim League for Child Welfare and teens by social media, clubs and associations. According to Järvinen (2015.), Evo already has all of the services, it just needs to be brought into people's knowledge (Järvinen 2015.).

There is some improvement to be made in the way of collaborating between the entrepreneurs. There is space for new entrepreneurs in Evo Camping Centre, but the marketing and selling must be done more seriously. There is still a long way to go in bringing the existing products into the consumers' awareness. Diversity of the entrepreneurs is a definitive asset to Evo Camping Centre. Competition between the entrepreneurs is refreshing but more coordinating is needed. There are many service providers who work in Evo but whose offices are somewhere else. These include for example natural services, a local laundry service and the catering business Myllyn Kuppi ja Kakku. They are not involved in the daily life of Evo Camping Centre, nonetheless all operators must be Evo experts and are required to be able to tell about Evo and all its possibilities. Everything works well as long as everyone does their own part, however the active exchange of ideas and working together needs to be improved on. (Myyrä 2015.; Järvinen 2015.)

More year-round guided nature and camping sport activities must be raised to the awareness of the consumers. Autumn offers great possibilities for autumn color tour and guided berry and mushroom picking activities. Fishing in Evo is done in such vast quantities that organic fish is not enough. Therefore there is planted fish in the waters to ensure a catch. For winter activities husky safaris might be befitting. The challenge for humankind is to get children out from inside and in front of the screens. The local municipalities could use Evo area for recreation and leisure activities to get school children to forests. Hämeenlinna city is needed to cooperation with the service providers of Evo Camping Centre. (Virolainen 2015.)

As said, Evo is close to the main population center of Finland and reachable, but only by car. Availability of Evo is not easily improved because public transportation will not be organized when the number of visitors is low and incidental. There are a lot of people who have no possibilities for private car driving and thereby are not able to visit Evo Camping Centre. One suggestion would be for the city of Hämeenlinna to organize events with public transportation to Evo Camping Centre. (Otsamo 2015.) The easier a destination is to access, the more likely there will be customers. (Retkeilymatkailun suunnitteluopas 2014, 16.)

Evo Camping Centre is not yet accessible, even though there has been talk of improving the accessibility of Evo. There is a flat terrain, accessible place for a campfire and a pier in Evo but some of the facilities are slippery and raddled and do not fit people with musculoskeletal disorders. It is not easy to move in Evo Center with a wheelchair. The technology of wheelchairs might develop so much which does not require such a millimeter accurate maintenance in Evo. The hope of the entrepreneurs is that peaceful nature exercises would be for everyone. The aim is to direct energy for enjoying and considering the nature, people would come to Evo because of Evo and its nature. (Myyrä 2015.) Service facilities, as well as duckboards and lean-tos must be developed and maintained all the time (Otsamo 2015.).

Improving the co-operation, coordination and accommodation possibilities increases the awareness of Evo Camping Centre. Also some free activities must be offered, for example lean-tos. Evo needs more varied events and entrepreneurs to gain recognition. When the chain of co-operation is better, there are more opportunities and choices in the wider area to benefit all. Evo Camping Centre needs more year-round activities for consumers. The hope is that Hämeenlinna city would be more in co-operation with entrepreneurs of Evo. (Virolainen 2015.) As a conclusion, service providers have all the information how to increase the awareness of Evo and they are willing to improve co-operation but the resources to do so are lacking.

## 8 A New Product: Multisensory Journey to Silence

As a results of the Bachelor's thesis, a new product based on silence which might succeed in Evo Camping Centre was able to present. Noise pollution is a growing problem and has implications for not only human health, living environment and comfort, but also with nature itself. Multisensory Journey to Silence -*Matka hiljaisuuteen*- is an overnight trip when customer can forget the hectic daily life and enjoy the silence of the clean and beautiful Finnish forest in Evo Camping Centre. Development ideas of Multisensory Journey to Silence is based on theory section of Bachelor's thesis, interviews and own experiences of author. On Multisensory Journey to Silence customers will learn about local history, culture and lifestyle. This package is suitable for several different target groups, for example for couples, families, friends, associations or anyone else who wants to experience the silence, beauty and cleanliness of nature while forest bathing.

In the product design process of Multisensory Journey to Silence is used the basis of product design process presented in Paragraph 5.1. In this case the product design is to create new products to reach new customers. Product design always begins with the development of new ideas and finally enters the market as a new product. New product must be tested and docu-

mented with real consumers before leading the product into market. The product is good when producer, consumer and other operatives are satisfied. When product is on the market, it is implemented and further developed according to feedback.

The trip starts and ends at home. The whole service chain must work to make to the journey successfully realized. Multisensory Journey to Silence is a well-designed all-inclusive trip in Evo Camping Centre including transportation, food, accommodation and program. All licenses, equipment, safety and other practical matters are resolved ready for the customer. Variable weather is taken into consideration by offering consumers for example waterproof and warm outdoor clothing for cold and windy autumn days and for summertime sun lotion and insect repellent. According to the name of the product, the theme of the new product is silence.

Journey to Silence offers something for every sense. The scent of clean nature, fresh air and the smoke of a campfire for sense of smell. Beautiful landscapes for eye sight. Delicious taste of forest berries for the sense of taste. For example the variations of temperature and spiky sprig are felt by the sense of touch. The body feels relaxed when listening to the silent sounds of the forest.

Multisensory Journey to the Silence is an escape from daily life by digital detox. Smartphones, tablet computers and other technical devices are forbidden on the Journey to Silence so consumers really let the relaxation and the peace of nature occupy the body. The trip is an overnight expedition for stagnation. The program is designed to be flexible and the contents may be planned separately for each expedition depending on the aspirations of the group in question. There is an example about the program in Appendix 2.

Every journey is formed of the same elements. The consumer is picked up from the hotel or other agreed upon place and the Multisensory Journey to Silence begins by forest bathing, in other words; hike and orienteering to the lean-tos. After arriving at the lodging place, organic snacks are offered and there is guided relaxation before dinner. Evening program includes smoke sauna and free wandering in the silence. Crepes cooked in the campfire and hot chocolate made with spring water are eaten for supper.

The night is spent within the silence of the nature in the modest circumstances in the lean-tos. Silence is vast and powerful in the middle of the woods, especially in the winter night under the starry sky or in the midnight sun during the summers. The whoosh of the wind, the babble of water, rustling of the branches and somewhere far away the owl is hooting. There are no computers humming or traffic sounds to be heard, a night well slept is guaranteed.



Waking up in the morning happens to the sounds of nature waking up; the sing of the birds, the croak of frogs, motility of butterflies and buzz of insects.

A morning swim in the lake is possible and campfire morning coffee is boiled using the water from Syrjäanalunen nature spring. All food is brought from local catering company Myllyn kuppi & kakku Ltd expect the lunch on departure day which is made of all natural ingredients. The aim of the morning on departure day is to find lunch from nature by fishing or ice-fishing and collecting berries, herbs and mushrooms. After lunch, before preparing to leave for home there is time to enjoy and follow nature; smell, taste and listen to nature.

Final lung cleaning takes place during the hike back to everyday life. In the end of the Journey it is still possible to take pieces from nature and palpate them. Multisensory Journey to Silence is designed as a counterbalance for the speed and blare of everyday life. Silence, peace and force encounter the everyday life in the forest. All in all, it is an exotic experience for everyone and also satisfying for an all experiences forest enthusiast. The product description is obligatory because it applies to Package Travel Act and Consumer Protection Act. The testing of this product is a further question of this research.

## 9 Conclusions

For humans, it is intrinsic to spend time in nature. People need nature to recover from stress and hectic daily life. In the era of smartphones people stare the screens and do not notice the beauty of the nature. Different needs of consumers determine the services required. The need for a new product based on silence in Evo Camping Centre was examined in this research. There is a need for a product based on silence in Evo Camping Centre but some difficulties were encountered while conducting the research.

The problem is that the already existing products and Evo Camping Centre are not known and do not reach the customer. There is a demand for group trips during the peak seasons from the nearby towns, for example Lahti, Hämeenlinna and Tampere. Improvement of marketing and sales is required. Marketing is expensive, thus it is the primary target to reach desirable target groups like families with children, leisure travelers and fishing groups.

Usually people do not need any special activities on holiday when daily life is so hectic. Silence and living in peace is missed. Finns do not pay for silence, so there must be some small activities created around the silence to sell silence. Many different kinds of consumers are served by Evo Camping Centre but the biggest challenge in Evo is the lack of marketing and diffuseness of the service providers. The challenge of the awareness of Evo Camping Centre is the inefficiency of marketing. There is a lot of to see and do in Evo but the information is

scattered and to find it consumer needs to know what and where to look at. The ideal situation is when the information comes directly to consumers and the consumers do not need to search for information. Then creating new customer relations is much easier.

Two entrepreneurs of Evo Camping Centre were interviewed. The other has been conducting business in Evo Camping Centre for many years and the other has just set up the company. The established entrepreneur is satisfied with the current situation in Evo and is not looking to change the way things are. The new entrepreneur is innovative, creative and full of energy and new ideas for the development of Evo Camping Centre. For entrepreneurs of Evo Camping Centre it is difficult to get income because the largest group of consumers in Evo is self-guided hikers who do not need any services there. Certainly they collect the income for local economy but the service providers in Evo do not gain from it. Overnight consumers will leave more income for the service providers of Evo Camping Centre. More needs to be invested into marketing in order to gain consumers and income for the service providers.

Some of the interviewees would like to focus on domestic market because there are enough consumers nearby as long as the marketing works and they find Evo Camping Centre. The longer consumers are searched for, the more it will cost. However, there are a lot of excellent forests in Finland and camping tourism has a huge potential to grow internationally when marketing is thought of and implemented well. There is a huge economic potential in independent travelers. The productizing and marketing of guided active packages must be done correctly to reach them.

Both of the interviewed entrepreneurs of Evo hope that all services and information of Evo Camping Centre would be centralized. There was a discussion about VisitEvo webpages which would contain all information about Evo and its products and services. Accommodation, guided activities and all other services would be booked and paid from same page. The new product presented in Paragraph 8 (A New Product: Multisensory Journey to Silence) can be tested and brought to market when the marketing of Evo Camping Centre is improved.

When looking at the information about nature and camping tourism in Finland, as a rule the information from many different sources was about national parks, instead of camping centers. Evo Camping Centre does not have a strong supporting brand which national parks do, and the information about camping centers is not as readily available as information about national parks. The entrepreneurs and service providers of camping center must pull together and collaborate to stand out over national parks even though some service providers said that hiking is not necessary profitable.

Service provider cannot influence the weather and bad weather is capable of ruining the whole atmosphere of a holiday which would be otherwise successful. Nature cannot be controlled but that is one big reason for its gracefulness. The mysticism and unpredictability are part of the loveliness and attractiveness of nature. Big game or a crop of berries and mushrooms cannot be guaranteed for consumers but consumers will show up when the probability of a catch is good. If the service experience is good and expectations were met, consumer will come back and tell their friends about it.

One of the entrepreneurs of Evo Camping Centre thinks that branding silence is not necessary but instead the awareness of the Evo and its already existing products need to be emphasized. This was in contradiction to the other interviews. The truth is, that nature, camping and health tourism will rise further in the near future so there is a huge business slot for nature silence products. Entrepreneurs of Evo must offer many different services - everything for everyone to succeed. Entrepreneurs have to think about how they can serve everyone, active groups who can do everything by themselves and beginners who are not familiar with nature.

The aging of the population must be taken into account because seniors in good condition are a new customer group. The retired baby-boom generation has money and time and are interested in psychological and physical guided well-being services in nature. The products need to be well packed and sold. People of the smartphone generation are desired customers to Evo Camping Centre for example for a digital detox and getting to know nature and its wonders. For the younger generations one option would be to organize activities where one can utilize smartphones as a part of the activity. The customer's desires must be accepted and services must be adapted according to the consumer trends. "Light nature tourism wearing jeans" tours are organized in Evo, when consumer just quickly would like to visit nature. School camps and field days necessitate financial support to get youngsters back to nature.

A future prediction for Evo is that their business will continue on the same level, unless they develop their services further. There has been an issue with littering by some of the customers, but it is believed that it will improve with some guidance and better instructions as well as with more waste disposal facilities. The information in the webpages must be updated and accurate. More income is left by over-night visitors and they must be reached. If Evo is able to guarantee existing services, develop more varied services and get entrepreneurs to take an interest in Evo, the visitor numbers will increase by 10-20% in ten years (Virolainen 2015.).

There has been a public discussion about changing the status of Evo Camping Centre to a national park as Teijo did a couple of years ago, but for now it has not happened because of Metsähallitus Forestry. It is good that there are also camping centers in Finland where it is

possible to enjoy the nature more freely. The status of national park brings awareness, but confines fishing and hunting. There is a good ecological plan in Evo Camping Centre, Metsätalous Forestry is known for its affinity with nature conservation. Metsätalous Forestry has a significant role in forest use. Wrong logging can spoil the vibe of the camping center and the nature experience.

Productizing silence in Evo Camping Centre is possible and required, but it might be difficult because of the Metsähallitus Forestry and the noise is caused by it. Branding silence of the forest is in disharmony with Metsähallitus Forestry and there should be a certain regulated time for silence, a time when there is no drilling and all machines are off. It is not a question of money and income, it is a question of planning and motivation. Forestry that also takes to account the recreational use of forests is crucial in order for nature to stay intact. Finland does not need to be a mass tourism destination but continuous and year-round activity is needed. The creation of memorable experiences for visitors is wanted. A client of Evo Camping Centre has said: "I love when I can be in peace alone. There is no rush, hustle and anxiety."

The meaning and purpose of camping tourism for entrepreneurs is money. It is a source of income, and it is rewarding when customers are provided with a positive experience. Entrepreneurship means continuous operation and development. The tenfold return on each euro invested comes for the local economy, not for the Metsähallitus. For the consumer the purpose of nature is rejuvenation, balance, peace of mind and running from one's daily life. The services of Evo Camping Centre support each other but they need to be centralized under one roof. It is better, more versatile and simpler for consumers.

The further question of this research is to find the specific target group of Evo Camping Centre and how they will be reached and testing the new silent product created. The making of this Bachelor's thesis was an educational process for the author. The personal interest of the topic made the process successful and inspirational.

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## Figures

Figure 1: Seasonal camping tourism activities in Finland.....	9
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## Illustrations

Caption 1. Trails in Evo Camping Centre. (Syrjäniemi 2015.).....	11
Caption 2. Campfire place in Evo Camping Centre. (Syrjäniemi 2015.).....	12
Caption 3. Trails and signposts are well maintained in Evo Camping Centre. (Syrjäniemi, 2015.) .....	16
Caption 4. Over half of the Finnish people live in the area where only two hours' drive to Evo Camping Centre is (Evon Luonto 2015B.) .....	18
Caption 5. Blueberries in Evo Camping Centre. (Syrjäniemi 2015.) .....	20
Caption 6. Structured Observation in Evo Camping Centre. (Syrjäniemi 2015.).....	31
Caption 7. Silence in Evo Camping Centre (Syrjäniemi 2015.).....	32
Caption 8. Metsähallitus, Häme University of Applied Sciences and entrepreneurs co-operate in Evo Camping Centre. (Syrjäniemi 2015.) .....	37

## Appendixes

Appendix 1: Theme Interview Questions .....	52
Appendix 2: The Program of Multisensory Journey to the Silence .....	53

## Appendix 1: Theme Interview Questions

### Interview questions

#### Evon vetovoimatekijät ja motiivit

Kuinka paljon Evolla käy matkailijoita vuosittain?

Mistä Evon asiakkaat tulevat ja kuinka he löytävät Evon?

Mitkä ovat Evon tärkeimmät valtit ja vetovoimatekijät luontomatkailukohteena?

Miten Evo erottuu muista Suomen retkeilyalueista?

Vastaako Evon kysyntä ja tarjonta toisiaan?

#### Evon kehityskohteet

Mitkä ovat mielestänne Evon kehityskohdat?

Kuinka Evon tunnettavuutta voisi lisätä ja kenen tehtävä se on?

Mitä on tehtävissä Evon saavutettavuuden helpottamiseksi?

Kuinka Evo voi palvella tasapuolisesti omatoimista retkeilijää sekä kaupunkilaista jolla ei ole mitään kokemusta luonnosta?

#### Luontomatkailu

Mikä on mielestänne luontomatkailun merkitys ja tavoite

a) yhteiskunnalle

b) Metsähallitukselle

c) Evolle ja sen yrittäjille

d) kuluttajalle?

Mitkä luontotuotteet myyvät hyvin?

Suomi on vanha metsäkansa joka on täysin vieraantunut luonnostamme, kuinka saada älypuhelinsukupolvi ulkoilemaan luontoon?

#### Tuotekehittely ja hiljaisuus

Kuinka luonnosta ja hiljaisuudesta saadaan tuloja, kun suomalaiselle se on itsestäänselvyys eikä hän maksa luontoelämyksestä?

Onko tarpeellista markkinoida suomalaista metsää/Evoa ulkomaille?

Miten luonnon hiljaisuuden voisi tuotteistaa ja myydä?

#### Yhteistyö

Miten yhteistyö Evon eri toimijoiden kesken sujuu?

Miten yhteistyötä voisi parantaa?

#### Tulevaisuus

Mitkä ovat Evon luontomatkailun tulevaisuudennäkymät mielestäsi?

Kuinka Suomen luontoa suojellaan massaturismilta, silti matkailun tuomia tuloja kasvattaen?

Kuinka pidetään yllä luonnon puhtaus matkailijoiden lisääntyessä?

## Appendix 2: The Program of Multisensory Journey to the Silence

### Program Multisensory Journey to Silence

The program is built individually for each Journey.

Below is an example of the program.

Theme: Silence for Every Sense / Escape from Daily Life

Target group: couples, families, friends, associations, colleagues

#### Arrival Day

13:00	Pick up from hotel or other agreed place
15:00	Arrival to Evo Camping Centre and Forest Bathing / Orienteering to the lean-tos
16:00	Guided relaxation
18:00	Dinner
19:00	Free wandering in the silence
	Smoke sauna
	Chit-chat and cooking crepes around the campfire
22:30	Time to go sleep

The night is spent within the silence of the nature in the modest circumstances in the lean-tos.

#### Departure day

Waking up in the morning happens to the sounds of nature waking up

Circa 9:00	Morning swim and breakfast by the campfire
	Free relaxation
	Angling, (ice) fishing (and depending of the time of the year berry and mushroom picking)
13:00	Cooking and eating the lunch
14:00	Following the animals and plants of the nature
	Smell, taste and listen to the nature
	Possibility for guided relaxation
16:00	Final lung cleaning and way home