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**FIRST WAS THE SEA**  
**Tourism Development History of Maakalla Island**

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**CENTRAL OSTROBOTHNIA UNIVERSITY OF APPLIED**  
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**ABSTRACT**

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<p><b>Supervisor</b> Katarina Broman</p>	<p><b>Pages</b> 82 + 13</p>	
<p>The subject of the thesis was Maakalla Island, which has been for generations one of the most visited places in Kalajoki. The main tourism destination in Kalajoki was Hiekkasärkät from where the visitors had access to Maakalla Island by water-bus connection. Tourism has been one of the biggest industries in Kalajoki and Hiekkasärkät has been for decades one of the most popular tourist destinations in Finland.</p> <p>During the best years Maakalla Island received ten thousand visitors per year. In recent years Maakalla has received only hundreds of visitors per year. The purpose of this research was to study the tourism development history and find out the reasons why the tourism has turned to such a deep decline on Maakalla Island.</p> <p>The goal was to find information about the tourism development history of Hiekkasärkät and the Kalla Islands. There have been two different research methods used in this thesis: qualitative and quantitative method. There were two qualitative methods used, first a text analysis when searching information from written material, about tourism development and marketing of Maakalla Island. Next a qualitative research in form of unstructured, so called in-depth, interview was utilized when trying to get a holistic picture of the tourism development history from view of the entrepreneur. Finally, a comprehensive quantitative research in form of a structured questionnaire was conducted in order to find out the opinions of the cabin owners of Maakalla Island. The cabin owners have been the decision makers on Maakalla Island because the Islands have had a special status, being autonomous.</p> <p>The results of the research have been presented in the end of thesis and based them the conclusions were made. The results show that the two biggest reasons for the lack of tourism on Maakalla Island were too small size of the the boat and insufficient advertising. Also there was no schedule when the boat was sailing and information was difficult to be found.</p> <p>It would be appropriate to the administration of the Kalla Island to carry out a tourism strategy. So far the amount of tourists visiting the Island has been the responsibility of the entrepreneurs. Administration has been in position only setting the limits and restrictions and now would be a perfect time for a concentrated plan. The author hopes this research to be useful in the future when making a tourism strategy for Maakalla Island.</p>		

**Key words**

Autonomy, Kalla Islands, Maakalla, qualitative research, quantitative research, structured questionnaire, text analysis, tourism history, unstructured/in-depth interview

## TIIVISTELMÄ OPINNÄYTETYÖSTÄ

<b>KESKI-POHJANMAAN AMMATTIKORKEAKOULU</b> Tekniikan ja liiketalouden yksikkö, Kokkola-Pietarsaari	<b>Aika</b> Huhtikuu 2012	<b>Tekijä/tekijät</b> Anne Vierimaa
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<b>Työn ohjaaja</b> Katarina Broman		<b>Sivumäärä</b> 82+13
<p>Opinnäytetyön aiheena oli Maakallan saari, joka on sukupolvien ajan ollut yksi vierailuimmista paikoista Kalajoella. Matkailun pääkohde Kalajoella oli Hiekkasärkät, josta vierailijat pääsivät vesibussi-yhteydellä Maakallan saarelle. Matkailu on ollut yksi suurimmista elinkeinoista Kalajoella ja Hiekkasärkät on ollut vuosikymmeniä yksi Suomen suosituimmista matkailukohteista.</p> <p>Parhaimpina vuosina Maakallan saarelle saapui kymmeniä tuhansia vierailijoita vuodessa. Viime vuosien aikana Maakallaan on saapunut vain satoja vierailijoita vuodessa. Tämän tutkimuksen tarkoituksena oli tutkia matkailukehityksen historiaa ja saada selville syyt, miksi matkailu on kääntynyt niin jyrkkään laskuun Maakallan saarella.</p> <p>Tavoiteena oli löytää tietoa Hiekkasärkkäin ja Kallan saarten matkailukehityksen historiasta. Tässä opinnäytetyössä on käytetty kahta eri tutkimusmenetelmää: laadullista-, sekä määrällistä menetelmää. Käytettiin kahta laadullisesta menetelmää, ensin sisällönanalyysiä, kun haettiin tietoa kirjallisesta materiaalista koskien Maakallan saaren matkailun kehitystä ja markkinointia. Seuraavaksi hyödynnettiin laadullista tutkimusta, strukturoimattoman eli syvä-haastattelun muodossa, jonka avulla pyrittiin luomaan täysivaltainen kuva matkailukehityksen historiasta yrittäjän näkökulmasta. Lopulta suoritettiin kokonaisvaltainen määrällinen tutkimus strukturoidun kyselyn muodossa, jotta saataisiin selville Maakallan saaren mökinomistajien mielipiteet. Mökinomistajat ovat olleet Maakallan saaren päätöksentekijöitä, johtuen siitä että saarella on ollut erityisasema, ollessaan autonominen.</p> <p>Tutkimustulokset on esitetty opinnäytetyön lopussa, joiden pohjalta on tehty päätelmät. Tulokset osoittivat että kaksi suurinta syytä turistien puutteeseen Maakallan saarella ovat laivan liian pieni koko ja epäriittävä mainonta. Laivalla ei ollut myöskään ajo-aikataulua ja tietoja oli vaikea löytää.</p> <p>Kallan saarten hallinnon olisi asianmukaista tehdä matkailun toimintasuunnitelma. Tähän saakka saarten kävijämäärät ovat olleet yrittäjien vastuulla. Hallinto on ollut vain rajoittavassa ja määrävissä asemassa ja nyt olisi täydellinen aika tehdä keskitetty suunnitelma. Tekijä toivoo tämän tutkimuksen olevan hyödyllinen tulevaisuudessa kun Maakallan saarelle valmistetaan matkailun toimintasuunnitelmaa.</p>		

### Asiasanat

Autonomia, Kallan Saaret, Maakalla. matkailun historia, sisällön analyysi, laadullinen tutkimus, määrällinen tutkimus, strukturoimaton/syvä-haastattelu, strukturoitu kysely.

**ABSTRACT**  
**TIIVISTELMÄ OPINNÄYTETYÖSTÄ**  
**TABLE OF CONTENTS**

<b>1 INTRODUCTION</b>	<b>1</b>
<b>2 KALAJOKI – HIEKKASÄRKÄT</b>	<b>3</b>
2.1 Hiekkasärkät	3
2.2 Hilma’s hotel	4
2.3 Hiekkasärkät camping grounds	5
2.4 Visitors in Hiekkasärkät	7
2.5 Statistics of overnigheters	8
<b>3 KALLA ISLANDS</b>	<b>13</b>
3.1 Post-glacial rebound phenomenon	14
3.2 The culture	15
3.3 The architecture	15
3.4 The nature	16
3.5 Fishing and hunting	18
3.6 Tourism on Maakalla Island	19
<b>4 TEXT ANALYSIS IMPLEMENTATION</b>	<b>21</b>
4.1 Research method and material	21
4.2 Results	22
<b>5 UNSTRUCTURED INTERVIEW IMPLEMENTATION</b>	<b>30</b>
5.1 Research method and material	30
5.2 In the 1960s	31
5.3 Mass Tourism 1970 - 1980	33
5.4 Tourism on Maakalla Island 1980 - 1990	35
5.5 New winds starting in the 21 <sup>st</sup> century	39
5.6 Statistics of visitors on Maakalla Island	40
<b>6 QUANTITATIVE QUESTIONNAIRE IMPLEMENTATION</b>	<b>42</b>
6.1 Research method, planning and implementation	42
6.2 Statistical Package for the Social Sciences, SPSS	43
6.3 Background information and relationship with Maakalla Island	44
6.4 Tourism development and current status of Maakalla Island	55
6.5 Boat connections to Maakalla Island	64
6.6 Participation in the tourism development of Maakalla Island	67
<b>7 CONCLUSIONS</b>	<b>76</b>
<b>REFERENCES</b>	<b>80</b>
<b>APPENDICES</b>	

## 1 INTRODUCTION

The name of this thesis, 'First was the sea', refers to the origin of the islands, which have been rising up from the bottom of the sea, as a result of the land lifting phenomenon, which is well known not only in this part of Finland but also in the whole world. The name is also in association with sea and its seafood, because fishing was the original reason why the extraordinary culture and autonomy, were established on the Kalla Islands.

The subject for this thesis is Maakalla Island in Kalajoki. Tourism has been one of the biggest industries in Kalajoki for generations. Hiekkasärkät in Kalajoki is one of the main tourism destinations in Finland during summer time. Maakalla Island has been one of the most visited places in Kalajoki, because of its unique history and culture. In beginning when tourism in Hiekkasärkät, Kalajoki, was increasing the tourism on Maakalla Island was also increasing; these two places went hand in hand. During the best years Maakalla Island received around ten thousand visitors but now only hundreds of visitors per year. The main focus of this research is to study the tourism development history mainly on Maakalla Island and try to find reasons for the decline of the tourism.

There are also some limitations to the study; there are two islands, which belong to the Kalla Islands, but this research is concentrating only on Maakalla Island. This is because Maakalla Island has been the main tourist destination for decades to where the water-bus company has been operating and only Maakalla Island is now suffering a decline in tourist arrivals. For some years now, also Ulkokalla Island has become more known as a tourism destination, thanks to an established tourism company which is taking care of its tourism development. A comparative research was not possible in the case of Maakalla Island, because of its extraordinary culture of autonomy, which does not exist anywhere else except in Åland. On the other hand, Åland cannot be compared to Maakalla on the grounds that they are totally different in size and location. Also the study comparing Maakalla to another lighthouse island would not be appropriate because it has not lighthouse.

The author's interest in the subject arose from a need to gain more knowledge of the tourism development of Maakalla Island in connection with the tourism development in Hiekkasärkät in Kalajoki especially now when tourism has turned to a steady decline on

Maakalla Island. The author also has a personal interest in the subject due to the fact that the author's family has a summer cabin on Maakalla Island, which is one of the original fishermen's cabins from her father's side. The author's family of many generations has visited Maakalla Island during their vacation and for this particular reason had the possibility to follow the tourism development while staying as a tourist on Maakalla Island.

There are three different topics in this thesis; the first of the topics is marketing and advertising. In the beginning there is text analysis conducted in order to study what kind of marketing and advertising was used over the years concerning Maakalla Islands. Another topic was to find information about the tourism development starting from the 1966 when the first water-bus company, Kallan Matkailu Ltd, started to bring tourists to the Maakalla Island for the first time. Because the water-bus company was in business for over 40 years, an in-depth interview was conducted in order to find out the exact tourism development during that time. The third topic was to find out opinions and feelings of the cabin owners of the Maakalla Island concerning the tourism. Because cabin owners all have something to say about the tourism on the Kalla Islands, a quantitative questionnaire was conducted.

The ultimate purpose was that with the help of all three researches try gain an overall understanding of the current situation of tourism on Maakalla Island. The author hopes the research will be useful in the future if and when developing the tourism on Maakalla Island.

The research was made from a historical point of view. Information was collected from written sources like books, previous researches and the internet. In-depth interviews were used to get inside information from tourist operators and finally a comprehensive interview for cabin owners on Maakalla Island was carried out. Conclusions were made based on comparing the tourism business on Maakalla Island today, to that of the past, and the results are presented at the end of the thesis.

## **2 KALAJOKI – HIEKKASÄRKÄT**

Kalajoki is best known for its beautiful sandy beaches and dunes called Hiekkasärkät, the city of Kalajoki has a population of 12,564 (Population Register Centre 2011). Kalajoki receives half a million visitors yearly of which most are heading to Hiekkasärkät Tourism Centre. Kalajoki is a large municipality which contains of Kalajoki, Rautio and Himanka. It belongs to the Northern Ostrobothnia region being part of the province of Oulu. The area of the city of Kalajoki is 2,391.31 square kilometers including 1,469.15 square kilometers of water. (Land Survey of Finland 2011.) A map of Hiekkasärkät in Kalajoki is shown in Appendix 1.

### **2.1 Hiekkasärkät**

Hiekkasärkät lies along the highway 8 (E8) seven kilometers north from the town center of Kalajoki. The name of 'Hiekkasärkät' means sandy dunes in English. Around 10 000 years ago, after the ice age, the land was revealed from under glaciers and the wind started to move and piled sand forming dunes. Dunes are constantly changing and rare in Finland, most of dune areas are found in the north and west parts of Finland, in the so-called Gulf of Bothnia region. Hiekkasärkät in Kalajoki and Hailuoto in Oulu are the most known dune areas. There are kilometers long of these sandy beaches on the coastline of Kalajoki. (Meriluontokeskus 2011.)

Hiekkasärkät has a long history of tourism starting from the 1890s. The original name was Tuomipakat which refers to trees called 'tuomi' (serviceberry). These trees were growing on the top of the two biggest sandy banks called Herrainpakat and Tuomipakat. The trees bloom during Midsummer in June, and because of the closeness to the sea, especially during the Midsummer night, the smell is almost intoxicating. In the old times the Midsummer Night was celebrated on the 24<sup>th</sup> June. Tuomipakat was well known first as a daytrip destination among the locals especially among gentlefolks, which had more time. The name of Herrainpakat means gentlefolk in English. Later on the area attracted people

from long distances just because of the nature's beauty. The Liitto newspaper wrote in 1925 "Drift sandy Tuomipakat has been for generations the most popular travel destination of huge migration of people" (Valli & Lämsä 1994, 22.). The original name Tuomipakat remained on the road sign until the end of the 1990s.

## 2.2 Hilma's hotel

The first building, a small kiosk, was built to the current camping area. It began operating in the 1920s. Later in the 1920s Hilma's hotel was built to the valley between Tuomipakat and Herrainpakat. Graph 1(left) below is from Kalajoki exhibition from 2010. In the picture Hilma's hotel is in the middle and behind it is Herrainpakat. The camping area is not visible in the picture, it is situated to the left from the picture. Tuomipakat is not visible either; it is situated in the lower left corner of the picture, in the same area from Kalajoki webpages 2011(right).



GRAPH 1. Hiekkasärkät and Hilma's hotel 1930s (left, adapted from Kalajoki Exhibition 2010), Hiekkasärkät 2012 (right, adapted from Kalajoki webpage 2011)

Starting in the early 1930s, famous Hilma's hotel, which was owned by Hilma Pahikkala, was serving as a cafe-restaurant and boardinghouse until 1996. It was for a long time the only accommodation service in addition to the camping area. The Hilma's hotel building was burned down in 1987 because it was badly decayed. Later on the building's cultural-historical significance was recognized. (Valli & Lämsä 1994, 22.) In graph 2 below is

Hilma's hotel and in the background you can see the sea. Herrainpakat is right behind Hilma's hotel. It seems as if it's Midsummer, because the flag is up, since there are no other flagging days in summer time. The same area from Hotel Sani's webpages 2011(right).



GRAPH 2. Hilma's hotel 1930s (left, adapted from Kalajoki Exhibition 2010), Hotel Sani 2012 (right, adapted from Hotel Sani webpage 2011)

### 2.3 Hiekkasärkät camping grounds

The camping grounds were founded in 1962 when the land area was leased to Keski-Pohjanmaan Matkailuyhdistys (Central Ostrobothnia Tourism Association) for 50 years. According to the city of Kalajoki, in the first year the camping area had 2 400 overnight visitors. (Kalajoen kaupunki 2006, 5.) In another source; Valli & Lämsä claim that during the first year there were 4 000 campers (Valli & Lämsä 1994, 25). In the 1960s the area had a sauna on the beach and some summer cottages, both for rental purposes.

In 1966 the municipality of Kalajoki leased five more hectare of land for the camping area for 20 years. In 1967 the Tourism board was established in Kalajoki, whose responsibilities included taking care of the camping area. (Kalajoen kaupunki 2006, 5.) In 1967, about a 80-100 meter long wooden platform was built to the beach next to the sauna to serve as a pier for the boat leaving to Maakalla. The platform needed to be built every summer and torn down for the winter; otherwise the ice would destroy it. In 1969, three more hectares of land were leased for the camping area for 25 years. (Kalajoen kaupunki 2006, 5.)

In the 1970s Kalajoen Hiekkasärkät camping became the most popular camping area in Finland and it was able to keep up its status for decades. The popularity has been explained by its closeness to the sea and by the landscape, which cannot be found in many places in Finland. (Valli & Lämsä 1994, 25.)

Between the 1950s and 1960s the Midsummer night started to grow in popularity by gathering people from all surrounding municipalities, towns and cities. At that time a wooden openair dance platform was built down to the valley located between Herrainpakat and Tuomipakat. During the time 1950-1970, there were two main Midsummer Night destinations in Finland that competed with each other for visitors; Hiekkasärkät in Kalajoki and Aavasaksa in Ylitornio, Lapland. The main reason to gather to these two places is because only in the northern part of Finland, it is possible to see the so-called “nightless nights” or “white nights”. Hiekkasärkät lies on that geographical level where the sun stays down only a couple of hours and then starts rising up again, so there is no dark time at all in between. What makes this an even more unique experience is that you can see the sun set into the sea and rising from the sea, and this is a remarkable phenomenon even in Finland.

In 1964, the first new and modern hotel was built on top of Tuomipakat. It was originally called State hotel, Valtionhotelli, and it was built by the state. It has hosted famous people among others, the Finnish President Urho Kekkonen together with the Prime Minister of Russia. Later the hotel has changed ownership and is now owned by the city of Kalajoki but a private entrepreneur has leased it since early 2000. The hotel has had many names, such as Matkailuhotelli, Musiikkiravintola Matkailija and now Dyyni restaurant. Locals also called it Vanha (old). There was the saying: “Let’s go to Old’s”. There was a movie made based on a novel of Veikko Huovinen called “Lampaansyöjät”, which is partly filmed in this location. (Valli & Lämsä 1994, 28-29.)

During the 1970s the camping area went through the biggest building boom since the opening. The municipality of Kalajoki leased more land for the camping area, two hectares, for 25 years. First two maintenance buildings were built, which were most needed and served campers who came mostly with tents. Now the camping area got its first showers, WC`s (water closets) and cooking facilities. In 1972, the restaurant Leiribaari,

was built including a small grocery shop, a souvenir building followed in 1973 and a new sauna in 1974. (Kalajoen kaupunki 2006, 5.)

In year 1975, the main gate and reception building were built. Later on also a semidetached house, a row house and 14 new cottages were built. In 1978, the restaurant building was expanded and seven more cottages were built. A year later 15 more cottages were built. The wooden platform which served as a pier for the boat leaving to Maakalla was moved to a new location in 1979 and wood was replaced with concrete, so it was permanent and lasted also during the winters. (Kalajoen kaupunki 2006, 5.) In 1972, the second hotel called Rantakalla rose from the sand (Valli & Lämsä 1994, 35). Originally it was privately owned until the 1980s when it was sold to Lomaliitto Oy. A large Dance Pavilion called Merisärkät was built in the early 1970s.

#### **2.4 Visitors in Hiekkasärkät**

The first records of the overnights in Hiekkasärkät can be found from the city of Kalajoki which claims that in the first year, the camping area had 2 400 overnight visitors (Kalajoen kaupunki 2006, 5). Following record was found from year 1974, being 68 000 in number (Wiirilinna & Pöyhtäri 1975, 23). The purposeful tourism development began in Kalajoki in the 1980s. The aim of the association called Kalajoen Hiekkasärkät Oy, was to develop the camping area for family vacation destination. For that reason Jukujukumaa, an amusement/water-park, saw the daylight in year 1986 offering spontaneous activities both in the water and on dry land. During the first year in 1986 Jukujukumaa had 65 000 visitors. (Valli & Lämsä 1994, 26-27.)

The Camping Hiekkasärkät reached its peak in year 1986 breaking national record, with over 90 000 overnights. In 1987, the camping area was expanded, after the city of Kalajoki leased five more hectares, and the total camping ground area was 15 hectares. In 1987, the Camping Hiekkasärkät broke the new record being the most visited camping area in Finland with 91 700 overnights. The same thing happened in 1988 with 111 270 overnights. In the 1980s there were no major buildings added to the camping area, the remaining buildings went through some minor renovations, Barbeque-cover was built and maintenance buildings were expanded. Also 24 new cottages and a brand new gate were

built. (Kalajoen kaupunki 2006, 6.) In year 1990, the Camping Hiekkasärkät had more than 120 000 overnights. (Valli, Lämsä 1994, 24.)

The attraction (pull) factor in Hiekkasärkät has always been the sea, sand and sun which all are perceived in the summer. In order to get also off seasonal tourists the city of Kalajoki decided to build Sanifani, which is a hotel-spa-swimming hall complex. It was completed in the 1990s and in 1992 Jukujukumaa was the most popular park in Finland with 92 000 visitors, and later in 1993 it had 104 000 visitors. (Valli & Lämsä 1994, 28.)

In 2003, the Camping Hiekkasärkät now called Top Camping Hiekkasärkät, had 118 000 overnights. The area was upgraded, being now able to offer also 1200 places for caravans or motor homes (Kalajoen kaupunki 2006, 6). Since then the growth in Hiekkasärkät area has been strong. A significant leap in growth was seen at the beginning of the 21<sup>st</sup> century when a new hotel, Spa Hotel Sani and Maritime Heritage Centre, were built in co-operation with the town of Kalajoki and a private party. Jukujukumaa was transferred to a private company in 2008 and changed its name to Juku Park. (Valli & Lämsä 1994, 24.) In recent years Kalajoen Matkailu Oy has started to use in its marketing a song called “Kalajoen Hiekat” as their soundtrack. This song was translated from the original song “California Dreaming” performed by “The Mamas & The Papas”. The song was a big marketing tool already in the 1970s when it was released, especially because it was performed by one of the greatest singers in Finland of that time, Tapani Kansanen.

## **2.5 Statistics of overnights**

Kalajoki has been famous for its Hiekkasärkät for decades. About the same time it has been one of the most visited camping areas in the whole of Finland. Based on that information it could be assumed that it would be easy to find statistical information about overnights. On the contrary, it was somewhat difficult to find reliable sources showing the growth of tourism volumes in Hiekkasärkät area.

Kalajoki Kalajoen Matkailuyhdistys Ry is in charge of the information, marketing and developing of the tourism services in Kalajoki. The city of Kalajoki has also collected information for decades of the tourists staying overnight in Hiekkasärkät Camping area.

But when requesting that kind of information from the city of Kalajoki their reply was that they do not have anything, and they did not even know for sure wherefrom to find that kind of information. All kind of other statistical information concerning the city of Kalajoki can be found under the address [www.Kalajoki.fi](http://www.Kalajoki.fi). Only statistical information concerning the tourism of Kalajoki can be found by using the following path >Kaupunki> Kalajoki> Kalajoki Info>Tilastot> 2011 and under MATKAILU can be found that in year 2010 there had been 254 596 registered overnights in Kalajoki of which 8 812 were foreigners. (Kalajoki 2011.)

One source of all information concerning the tourism is Matkailun edistämiskeskus (MEK) in English the Finnish Tourist Board (FTB). MEK which was established in 1973 and operates under the Ministry of Employment and the Economy, its main goal is to promote the tourism of Finland. MEK co-operates with and for the Finnish travel industry, implementing and financing marketing projects with the industry. Part of its main goal is to develop more enticing, competitive products for visitors coming to Finland. Under MEK's page on the site Tourism Statistics they have key facts and figures on tourism in Finland. (MEK 2011a.)

There are more statistics about tourism and foreign tourists in Finland when following the link Travel to Finland or Travelling by Finns sites. Under Travel to Finland is Overnight in Finland 2009-2010, which shows the number of nights spent in all accommodation facilities in January-December 2009 and 2010. There were over 13 million overnights in 2009 and over 14 million in 2010 in Finland. The Finns were the biggest group and in both years Finland received 6.2 million foreign visitors. Even the number of foreign visitors increased by nine per cent from the year 2009, or by nearly half a million travellers they still were left behind of Finnish travellers. The second biggest group of travellers came from Russia being about one million, and the third biggest group came from Sweden around half a million. (MEK 2011b.)

Unfortunately there was no statistics of overnights in Hiekkasärkät area. Under Northern Ostrobothnia region the amounts of visitors to Jukujukumaa and Sanifani spa could be found but not the whole Hiekkasärkät area. From MEK's pages can be found that they have published different kinds of publication series. For example the B-series is a yearly tourism statistical publication of the development of tourism. When requesting that

publications-series of the years 1975-1990 concerning the Hiekkasärkät by e-mail, you have to wait at least three weeks for response. At that moment there were some changes going on because even when sending the e-mails to the MEK, the answer came from Visit Finland. (MEK 2011.)

Finally, Kirsi Suni, who is the Information Specialist at Visit Finland - Finnish Tourist Board, responded. She was apologizing that she had not got the previous messages. She told that of these MEK's B-series publications could not be found so detailed regional information. All statistics has been produced by Tilastokeskus, Statistical Finland since 1971, so that would be the place to turn to. She gave some links to Statistics for describing as well as other contact information. MEK publications have been available electronically since about 2000, and nearly all of them can be found on their website. Statistics have been published earlier only in print and those should be inquired from Tilastokirjasto. She also recommended to try to find this kind of information from books concerning the history of tourism in Finland or regional geography. (Visitfinland 2011.)

Tilastokeskus, Statistics Finland, combines collected data with its own expertise to produce statistics and information services, it was founded in 1865. Statistics Finland is the only Finnish public authority specifically established for statistics. It produces the vast majority of Finnish official statistics and is a significant international actor in the field of statistics. On their webpages all available accommodation statistics can be found. These accommodation statistics describe the supply and use of hotel services, and provide data on the numbers of users of these services and on overnight stays. The supply is depicted with data on the volume of room and bed capacity of hotels, use of the services is calculated as a proportion of sold rooms to the total available room capacity (utilization rate). Demand for hotel services is also measured with the number of overnight stays. Users of the services are divided into domestic and foreign tourists. (Statistics Finland 2011.)

Accommodation statistics contain data on the activity of registered accommodation establishments, which are e.g. hotels, motels, hostels, youth hostels, holiday villages and camping sites. The data describe numbers of establishments, rooms and bed places, capacity utilization rates, guest arrivals by country of residence, overnight stays by country of residence, and purpose of trip and average prices of hotel rooms and overnight stays in different types of accommodation establishments. Small establishments with fewer than

ten rooms, cottages or electrical connection points for caravans are not included in the statistics. (Statistics Finland 2011.)

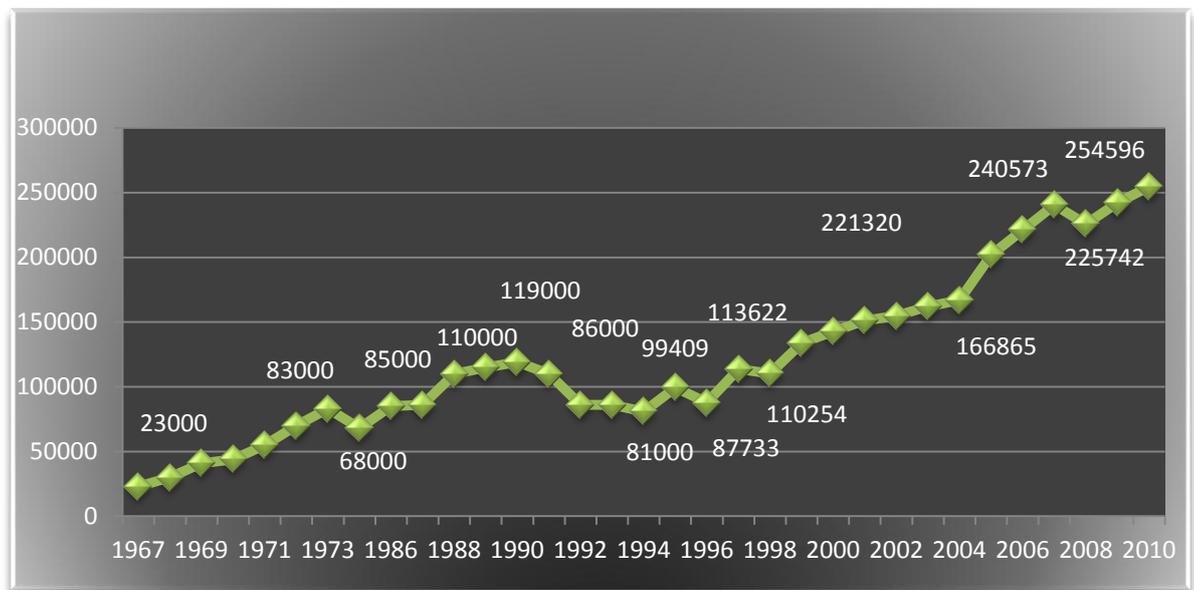
Accommodation statistics are required for the monitoring and promotion of domestic and inbound travel and for national and regional planning of investment in tourism. The data on capacities and tourist flows are produced in accordance with the EU's directive on the collection of statistical information in the field of statistics, and are internationally comparable. The data are produced by region and municipality. Data by municipality can only be released if the municipality concerned has at least four accommodation establishments. (Statistics Finland 2011.)

Statistics on accommodation establishments have been produced since 1971. In 1986, the population was broadened to include camping sites. A major review was implemented in the statistics in 1992-1993 in consequence of which the statistics produced prior to it are not fully comparable with those produced after 1993. Efforts were made to retain the comparability of hotels. The data system of the statistics on accommodation establishments was revised in 2004. The method for imputing missing data, i.e. patching of missing data with substitute values, was introduced in connection with the revision. The method improves the temporal and regional comparability of the statistics. Retrospective comparable time series have been published since the statistical year of 1995. (Statistics Finland 2011)

On Statistic Finland's webpages the county level overnight statistics has been available since 1995 in so-called PX-Web databases; In addition, they have produced table packages since 1995 by charge. These have information on the municipalities which have at least four accommodations. Unfortunately these tables of statistic information are not free of charge. An e-mail request of the accommodations in Hiekkasärkät during 1971-2000 was sent to the Statistics Finland and Ossi Nurmi, a senior statistician answered. He provided a table which covers the years of 1995-2010. There is no older data available. (Statistics Finland 2011.)

There exists a research done by Terhi Kemi and Anu Mäkinen in year 1995, and it is called Kalajoen Hiekkasärkkien Matkailututkimus, and this project was launched by the city of Kalajoki and Oulu University's Department of Geography. This research was later

published as a Nordic Tiedonantoja-series 1/95, 1 by Pekka Kauppila. The project had four parts: two of natural geography and two of design geography studies. Natural geography of research discussed Hiekkasärkät's nature and beach processes. Design geography concentrated on tourists and business research. The research project aimed to provide basic information of tourism in Hiekkasärkät area to support development planning. From this research was found the numbers of overnights in Hiekkasärkät during 1986-1994. (Kemi & Mäkinen 1995, 54.)



GRAPH 3. Overnight stays in Kalajoki 1967-2010

In graph 3 above, illustrates the overnight stays in Hiekkasärkät 1967-2010. Three tables have been combined three tables together to form this graph 3. The first table was from Kalajoen Hiekkasärkkien Matkailututkimus-research showing the overnights starting from 1967 till 1993 on page 65. The second table was from the same research covering the years 1986-1994 on page 54. The third table was provided by Ossi Nurmi from Statistics Finland covering the years 1995-2010. This graph 3 clearly shows how overnight stays in Hiekkasärkät, Kalajoki has grown starting with 2400 in 1962 and growing to 25 000 overnights in 1986, and to 254 596 in year 2010. ( Kemi & Mäkinen 1995; Nurmi 2011.)

### 3 THE KALLA ISLANDS

There are two different kinds of archipelagos in Kalajoki. One archipelago, which consists of more than a hundred small islands, is called Rahja archipelago. It is located relatively close to the coastline of Kalajoki. The other archipelago which consists of only two islands, Maakalla and Ulkokalla, is called The Kalla Islands (locally called the Kallankarit or shortly Kari). On a clear day it is possible to see these two islands from Hiekkasärkät far away on the horizon. It looks like these two islands stand in their lonely excellency in the middle of nothing. And it is true there is nothing else so far on the outer sea of the Gulf of Bothnia. It is possible to travel to the islands by boat, the trip lasts about an hour one way and takes you 17 kilometers offshore of Hiekkasärkät, Kalajoki. Maakalla Island is closer and it has a church and about 30 fishermen's cabins. Ulkokalla Island is five kilometers further away and is located behind Maakalla Island. Ulkokalla Island is smaller than Maakalla and has eight cabins which makes it more difficult to distinguish even though it has taller buildings, such as a large lighthouse-keepers building and of course the 13-meters tall lighthouse itself. (Tuulasvaara 1960; Wiirilinna & Pöyhtäri 1975; Vilkuna 1980; Valli & Lämsä 1994; Järvinen 1994; Tanska 1997; Heikkinen 2009; Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.) In graph 4 below, Maakalla in the 1930s and 21<sup>st</sup> century, is seen.



GRAPH 4. Maakalla Island 1930s (left, adapted from Kirjastovirma webpage 2011) and 21<sup>st</sup> century (right, adapted from Erkki Aho webpage 2012)

### 3.1 Post-glacial rebound phenomenon

In the beginning the islands were only shoals, onto which masses of ice would pile up in the winter. That is also what the word Kalla means. The Kalla Islands have risen four meters above sea level so far. The islands and they still continue to rise because of the so-called post-glacial rebound phenomenon. (Tuulasvaara 1960; Wiirilinna & Pöyhtäri 1975; Vilkuna 1980; Valli & Lämsä 1994; Järvinen 1994; Tanska 1997; Heikkinen 2009; Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.) In graph 5 below, can be seen how the island has grown between 1766 and 2012.



GRAPH 5 Maps of Maakalla, 1766 (left, adapted from Vilkuna 1980) and 2012 (right, adapted fro Eniro webpage 2012)

After the ice age most of Finland was underwater. Because of post-glacial rebound some islands began to emerge. As the ice melted, isostatic pressure on the earth's crust began to decrease and the land started to evaluate to reach its original altitude. At first, the post-glacial rebound was rapid, with about a 10 centimeter rise per year, but it has slowed down with time being one centimeter per year nowadays. The edge of the ice sheet was on the site of Kalajoki about 9000 years ago. The area was 200 meters below sea level at that time and then began to rise. In Kalajoki, this phenomenon is most visible on the waterline in the form of stones and ripples on the bottom of the sea. Natural environments, such as the post-glacial rebound coast of the Gulf of Bothnia, are quite unique in the world. (Metsähallitus 2011; Meriluontokeskus 2011.)

### 3.2 The culture

Maakalla Island is one of the most visited attractions in Kalajoki. It is famous not only for its scenery, but also for its special feature autonomy. The Kalla Islands are an old fisherman community, which has autonomy in Finland. This autonomy is based on the `Hamina-ordning` statue, which was made in 1771 by Adolf Fredrik, the King of Sweden, when Finland was a part of Sweden. In the statue the king gave over the fishermen the rule of the islands. At that time, the fishermen came to the islets every summer for a couple of months to fish the Baltic herring. The community needed rules and orders for both fishing and living on the islands. In the 19th century there were more than 200 inhabitants on Maakalla Island and about 100 inhabitants on Ulkokalla Island. These regulations specified by the Swedish king are still valid today, and the highest authority and juridical power are vested in the island meeting called Karinkokous, and every summer all summer residents, fishermen and summer cabin owners of the islands gather in order to make decisions on matters concerning the Kalla Islands. (Tuulasvaara 1960; Wiirilinna & Pöyhtäri 1975; Vilkuna 1980; Valli & Lämsä 1994; Järvinen 1994; Tanska 1997; Heikkinen 2009; Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.)

### 3.3 The architecture

The tallest building on Maakalla Island is a church. The first church was built in 1680 and the present church was built in 1760. The church is in its original condition and one of the rare wooden shingle roof churches that are still left in Finland, most of them have been lost in fire. In graph 6, the church of Maakalla in the 1930s (left) and in 2012(right) can be seen. In Maakalla there is also a small vicarage and a museum. Maakalla Island is covered by aboriginal fishermen's cottages, called fishing huts. There are a total of 44 cottages, some of them are very old closer to 100 years, and some are fairly new ones. There are two common saunas, one in each end of the island. There used to be also a café building, during the time when Kallan Matkailu Ltd was operating the water-bus service to the island. Since they closed their business the café building was transformed in to a summer cottage for family use only. (Tuulasvaara 1960; Wiirilinna & Pöyhtäri 1975; Vilkuna 1980; Valli & Lämsä 1994; Järvinen 1994; Tanska 1997; Heikkinen 2009; Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.)



GRAPH 6. Church of Maakalla 1900s (left, adopted from Kirjastovirma 2012), Church in The 21<sup>st</sup> century (right, adapted from Aho 2011)

Ulkokalla Island's tallest building is the lighthouse. Since 1857 Ulkokalla has been a lighthouse island. Originally, Maakalla Island was chosen for the lighthouse location, because it was the higher of the two islands. However, insurance companies and shipmasters wanted the lighthouse to stand further out on Ulkokalla Island, so the Pilot and Lighthouse Service decided to have a lighthouse built on Ulkokalla Island. A 13-metre high brick tower was completed in the summer of 1871. Its spiral staircase had 42 steps. Light was first lit on September 28<sup>th</sup>, 1872. Axel Hampus Dahlström designed this lighthouse. Three lighthouse keepers worked on the rugged island together with a lighthouse chief.

Because of the ice conditions the lighthouse keepers and their families had to spend three continuous months on the island. They had to store rainwater as drinking water. The lighthouse keepers' residences burned down in 1944, the present large house dates from 1948. The lighthouse keepers lived on the island until 1976, when the lighthouse and the weather stations were automated. (Tuulasvaara 1960; Wiirilinna & Pöyhtäri 1975; Vilkuna 1980; Valli & Lämsä 1994; Järvinen 1994; Tanska 1997; Laurel 1999; Heikkinen 2009; Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.)

### 3.4 The nature

The Kalla Islands represent a nationally significant cultural and heritage landscape which the ice age has donated with help of the land rising. Because the islands are formed out of

bedrock the landscape was thirty years ago mostly rock and stones. At that time the tourists visiting Maakalla Island could easily say: "There was nothing to see, only rocks everywhere!" Maakalla Islands is still very scanty and vulnerable. There are more than 100 species found on the islands of which many are so-called endemic species. Endemic means that they are from the Ice Age and cannot be found anywhere else in the world. The occurrence of epidemic species in the area reflects the evolution process resulting from the land uplift phenomenon. Some of these unique and rare plants are the endemic Hair-grass Buckthorn, and the Red champion. Nowadays people think that the landscape is very entropic. It is true that the landscape, especially in July, is full of blooming flowers and colors. Plants in Kalla Islands are blooming later comparing to the mainland, because it is colder on the Islands than on the mainland. After the winter the first trees which are blooming are Bird Cherry (Hackberry) trees in June followed by Rowan trees. In July the whole landscape is full of colours, especially the Rosebay Willow herb (Fireweed) and the Tandy are well spread. After the summer there are many berries to pick, among others: sea-buckthorn, cloudberry, blueberry, Crowberry and wild strawberry. On Maakalla Island you are able to find many trees, such as alder, pine and spruce trees and juniper bushes. (Fememare 2010; Meriluontokeskus 2011; Metsähallitus 2011.)

Ulkokalla Islands' landscape is more rugged, comprising mostly of stony soil, boulders and cliffs. There are no trees at all, only some willow bushes. The cliffs are covered with different shapes and colors of moors and lichen. In the summer time stonecrop is blooming as a yellow carpet on the rocks. (Fememare 2010.)

Because of the harsh weather, storms, snow and ice, there are not many trees on the islet. The wind-whipped rowan tree seems to be a real survivor. There are many birds living on the Kalla Islands but only during the summer time. The islands are a resting place for migratory birds and many species are nesting there. Some of them are making more than one of avian brood during the summer, for example encounter swallows seem to enjoy the island's isolated atmosphere. For birds, the Kalla Island seems to be like "Heaven on Earth". The constant screech of the gulls makes you think that they are the only birds on the island, but in reality the Islands are rich in bird life. The continuous land uplift exposes new small islands and skerries such as Maansääri, while the Maakalla Island itself is being forester. The bare rocky islands are the favored haunt for several colony-breeding species such as the black guillemot and the razorbill. There are a lot of common and rear species

living on the islands, which makes it a very popular bird-watching destination. There are several breeds of gulls plus the Arctic terns and the Arctic skuas. Many ducks, like the greater scaup and the common eider are nesting on the latest exposed skerries like Maansääri, which is a protected area, meaning no humans are allowed to enter the area. Many other species are also nesting on the islands for example common redshank, ruddy turnstone floea, white-back woodpecker, Blue throat, cold crest and the somewhat rare white-tailed eagle. (Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.)

### **3.5 Fishing and hunting**

In the beginning the Kalla Islands were only shoals whereto masses of ice would pile up in the winter. At the end of the 15<sup>th</sup> century the Kalla Islands started to rise above the sea level. As soon as it was possible, fishermen began to use Maakalla as their base when fishing on the open sea. Fishermen were interested in the islands because the shoals close to Maakalla were the best fishing waters for Baltic herring on the whole coast. Baltic herring was the reason why the fishermen originally came to the Kalla Islands. There are records of permanent settlements by the river of Kalajoki from as early as the 16<sup>th</sup> century. The biggest fishing period started on the Kalla Islands at the end of the 16<sup>th</sup> century. Today there is only a handful of fisherman fishing on waters of the Kalla Islands. Professional fishing is practiced by 45 families, of which ten have fishing as their primary income. During the summer the fishermen can catch from the Kalla Islands water fish such as Baltic herring, whitefish, salmon and sea trout. (Tuulasvaara 1960; Wiirilinna & Pöyhtäri 1975; Vilkuna 1980; Valli & Lämsä 1994; Järvinen 1994; Tanska 1997; Heikkinen 2009; Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.)

There are also mammals like gray seal and ringed seal. In the old times seals were fished with nets in the autumn, and in the spring time from the ice with the help of a sleigh. Seals are still traditionally hunted during the early spring, from late April to early May. (Tuulasvaara 1960; Wiirilinna & Pöyhtäri 1975; Vilkuna 1980; Valli & Lämsä 1994; Järvinen 1994; Tanska 1997; Heikkinen 2009; Fememare 2010; Metsähallitus 2011; Meriluontokeskus 2011.)

### 3.6 Tourism on Maakalla Island

Concerning tourism on the Kalla Islands we have to remember the island's special feature, which is its autonomy. Autonomy is based on the `Hamina-ordning`-statute of year 1771 and is still in force. The highest authority and juridical power are vested in the island meeting called Karinkokous. Even today, every summer, on Jacob's day (Jaakonpäivä) all fishermen and cabin owners of the islands gather together in order to make decisions on matters concerning the Kalla Islands. Karinkokous follows the same rules and orders as they were given in 1771; in other words they have not been modernized or modified to fit the 21<sup>st</sup> century. Mainly the rules concern the fishing rights, building permits and the necessary repairs of old public buildings, among others the church, vicarage and museum.

As often as a new tourism services company has an interest in starting business on the Kalla Islands, it is required to go through the applying process that Kalla's administration insists upon. Tourist-related applications have in most cases been rejected. For decades Kalla's administration has preserved its position, they do not wish any tourism business to the islands, because they are afraid of mass tourism. The islands went through the mass tourism during the 1970s and experienced its disadvantages. For this reason they want to keep the islands as a fishermen's kingdom, even the amount of the fishermen has decreased during the years.

For these reasons Kalla's administration does not have any kind of tourism strategy; on the contrary their attitude toward tourism is more or less negative. Administration does not actually carry out any tourism activities itself, but their income is based on collecting rent of the cottage owners and fees from the boat owners. Even in the best years 1970s when Maakalla Island's tourist amounts were 10 000, all the tourism revenue went outside the islands to the tourism providing parties.

In the Kalla Islands history there has not been many tourism providing services that have been able to boost the tourism business. The first tourism providing services was Kallan Matkailu Ltd who started to practice water-bus charter traffic between Maakalla and Hiekkasärkät in year 1966. Second was Pasi Pääkkönen, a fisherman fishing in the Kalla waters who started to sell smoked fish to the visitors in the late 1980s. The third entrepreneur who started in 2003 was Fememare Ltd. They make trips mainly to the

lighthouse island Ulkokalla and provide accommodation and meal in the water station building which is transformed into a hostel. The fourth entrepreneur is Blue Sea and Star who started the water-bus charters to Maakalla Island a year later than Kallan Matkailu had closed down in year 2008. The latest tourism serving enterprises is a café which got a permit to carry out business on Maakalla Island in 2011. The only problem is that the company has not found a suitable building for its practice. It took five years to get the permit for business and it is still uncertain if the company gets the building permit for the café or if the company is able to find an empty cottage in order to transform it into a café. According to the Kalla's laws and orders, fishermen are the only ones who can get the building permit.

## 4 TEXT ANALYSIS IMPLEMENTATION

When starting to look for information about research sources concerning the Kalla Islands tourism development it turned out that there was no information available concerning the tourism development. Instead there were many sources available concerning the culture and history of the Kalla Islands.

### 4.1 Research method and material

There are four different types of qualitative research methods, interview, observation, case study and analysis of text. The method that was used to analyze the research material of sources was text analysis, also known as a content analysis, and the approach was qualitative. A. J. Veal is writing in his book: *Research Methods for Leisure and Tourism, a Practical Guide*, about the nature of the text analysis. It is used to analyze, for example, plays or novels, media studies and cultural studies. As researchers from these disciplines have turned their attention to leisure and tourism issues and as the relationships between leisure, tourism and cultural products have become recognized, the approach is playing an increasingly important role in leisure and tourism research. The term text, includes not only printed material but also pictures, posters, recorded music, film and television. Thus virtually any cultural product can be read as text. The term gaze is used to describe the activity and subject of researchers. ( Veal 2006,39.)

John Urry, states in his book *The Tourist Gaze* (1990) as follows:

Tourism research should involve the examination of text, not only written text but also maps, landscapes, paintings, films townscape, TV programs, brochures, and so on. Thus social research significantly consist of interpreting text, through various mainly qualitative techniques, to identify the discursive structure which give rise to and sustain, albeit temporarily, a given tourist site.( Urry 1990, 238-9.)

Text analysis is one form of qualitative methods, which tends to be used as follows:

When the focus of the research is on meaning and attitudes; When exploration theory building rather than testing work is called for; When researcher accepts that the concept, term and issues must be defined by the subject and not by the researcher in advance; When interaction between members of group is of interest.( Urry 1990, 238-9.)

By applying methods of text analysis when studying the research material, it is possible to explain and analyze what information is communicated. It furthermore shows what is the message that is being conveyed and why a specific message is being communicated.

In text analysis it is also necessary to develop a sampling frame, which refers to how the research material is narrowed down in order to develop a representative sample. The sampling frame of this study is the books, previous researches and websites available about the Kalla Islands, narrowed down according to the aforementioned criteria.

While searching for research material it turned out that most of the material was covering history and culture not about tourism on the Kalla Islands. There was actually too much of that kind of material so it was necessary to narrow it down so as to concentrate only on the books and Internet sources and leaving out all newspaper clips and magazine articles starting from the 1960's. All materials concerning the seal hunting were also left out, although that subject has played a significant role in the history of the Kalla Islands. There are also a couple of films related the Kalla Islands which were excluded. Because of the large amount of sources it was thought that it would be appropriate to make a text analysis of the existing source material.

## **4.2 Results**

The first publication regarding the Kalla islands is admittedly the *Hamina Ording; Laki* (eng. law), stipulated in 1771 in Stockholm and printed at the Royal press. This is a small 8-page pamphlet which summarises the laws and orders of the Kalla Islands. Like the name says, this is a law which basically regulates how people should behave during their

stay on the Kalla Islands. It is meant for all people visiting the islands. The original pamphlet is quite difficult to read and understand if you do not have any knowledge of Swedish, because the text contains old-fashioned vocabulary and a lot of Swedish writing style. This is a good example of the so-called half Finnish-half Swedish language. This pamphlet is only available by request from Kalla's administration. We have to remember that the ordinary fishermen could not read so it was the responsibility of the higher (diet) class, like the clergy to declare the law to the illiterate people. (Hamina Ordning or Laki 1771.)

The best source of all the sources concerning the Kalla Islands is called *Kallan kalastajayhdyskunta* written by Kustaa Vilkuna, a famous Finnish cultural scientist. The English translation of the name is *Kalla's fishing community*. This booklet is only 29 pages long but covers all the history and culture concerning the Kalla Islands. It has a lot of black and white pictures, for example a map of Maakalla Island of year 1766. The map proves that there has been major land lifting since that time, compared to the size of the island then and now. The booklet itself was printed in Keski-Pohjanmaan Kirjapaino in Ylivieska in year 1980, but the research on which it is based was done much earlier. The researcher had no chance to dig out when the original research was done but it is assumed that it was during 1930-1940, when Kustaa Vilkuna was very active while researching the Central Ostrobothnia province's history. Kustaa Vilkuna's literary output includes a large number of articles, but also a dozen or a larger study he has decisively influenced by the Central Ostrobothnia strengthening of identity. The Kalla-booklet is in Finnish but uses a lot of special language and old-fashioned vocabulary, which may be too difficult to understand especially for the younger generation. At this moment this booklet is for sale only by Kalla's administration. (Vilkuna 1980.)

Kustaa Vilkuna's Kalla knowledge has been recognised in the book *Suur-Kalajoen historia I & II* by Jaakko Tuulavaara. These books concentrate on the local history of the so-called Grand-Kalajoki region, which includes eight municipalities being Kalajoki, Rautio, Alavieska, Ylivieska, Sievi, Nivala, Haapavesi and Reisjärvi. The books were printed in Keski-Pohjanmaan Kirjapaino in Kokkola in year 1960. These two, about 500-pages thick books, discuss 18<sup>th</sup> - and 19<sup>th</sup> century economy, population, settlement, judiciary, churches and cultural life. The books are extensively illustrated which makes them interesting. Suur-

Kalajoen Historia–books have been popular during their time and that is why you may find it in every household’s bookcase in the region of Kalajoki. (Suur-Kalajoen Historia 1960.)

The first illustrated book called *Kalla, Perämeren Kalakari* came out in the year 1969. This book consists of high quality photos and text. Osmo Thiel is a professional photographer so the photos are of high quality. In the text the writer Matti Käki has used academician Kustaa Vilkuna’s resource of the Kalla Islands. Photos and text are in balance and manage to preserve the old era well. The cover of the book is in colour and has a facial image of the old fisherman Kalle Vierimaa. His full-size picture also appears on page 13 where he is repairing fishing nets. This photo become the most famous photo of Kalla Island and was sold as a postcard for decades. This 96 pages long book was published in 1969 by Kustannusosakeyhtiö Otava in Helsinki. (Thiel 1969.)

Later in 1970, the same people – photographer Osmo Thiel and writer Matti Käki, made a illustrated book called *Päiviä Suomessa*. This book is in colour and illustrates many Finnish tourist attractions including the church on Maakalla on page 40. This 64 pages long book was published in 1970 by Kustannusosakeyhtiö Otava in Helsinki. (Thiel 1970, 40.)

In year of 1976 Outi Tuomi-Nikula made a Master’s thesis study on the topic of fishing, called *Keski-Pohjanmaan suomenkielisen rannikon merikalastus 1900-1975*. The research is mainly based on the interviews of two fishermen on Maakalla Island, Jouko and Jorma Vierimaa. These two fishermen were fishing herring and salmon on the Kalla waters. The researcher herself was living on-off on the Maakalla Island during the summer. This Master’s thesis can be found in the Jyväskylä University library, Finnish and comparative national science unit and it has 228 pages plus appendices. (Tuomi-Nikula 1976.)

In 1982, Outi Tuomi-Nikula made her Doctoral dissertation on the same subject including seal hunting. The researcher used qualitative research method when interviewing the same persons as in the previous research. The interviewees were not only experienced fishermen but also famous seal hunters. The Kalla Islands related to the subject because the islands served as a base while going on seal hunting. This research was done in German and can be found at the Helsinki University library, social sciences unit. Its name in Finnish is *Keskijohjalaisen kalastajan vuosi. Kalastuksen ja hylkeenpyynnin muuttuminen Keski-*

*pohjanmaan suomenkielisellä rannikolla 1800-ja 1900-luvuilla.* This research has 329 pages. (Tuomi-Nikula 1982.)

In 1994, a pictorial book called *Kalajoki* was published at Raahen Kirjatyö, Raahе. This illustrated book has 79 pages, it has color photos by Erkki Lämsä and the text is by Erkki Valli. The book is in Finnish, but has Swedish, English and German translations at the end. The book was meant to be a souvenir and was serving very well this purpose. The book tells about all sources of livelihood in Kalajoki including the travel business. It covers the long tourism development history of Hiekkasärkät and also introduces the Kalla Islands. (Lämsä & Valli 1994, 39-41.)

Lauri Järvinen wrote two books about the Kalla Islands in year 1994 – *Kaikuja Kallasta*, and in 1995 *The Spirit of Kalajoki*. Both books are illustrated but contain a lot of history and stories about the Kalla Islands. The first book, *Kaikuja Kallasta*, deals only with the Kalla Islands and is very entertaining to read because of the writer’s wide knowledge of history and also the photos – especially when comparing old and new photos. His own interest in the subject is evident and transfers to the reader – especially the old stories make the reading fun. (Järvinen 1995.)

Another book, *The Spirit of Kalajoki*, is also an illustrated book. The book discusses the Kalla Islands, but its main subject is the whole Kalajoki. The book has interesting stories and history of the people and the places in Kalajoki. It covers the Kalla Islands on pages 62-65. The book is printed in Laaksojen Painoapu in Kalajoki. (Järvinen 1995, 62-65.)

The book *Kalajokista kalstusperinnettä, Lauri Tanska muistelee* is based on interviews with an 80-year old fisherman and his lifetime memories. The book was commissioned by the city of Kalajoki to honor the fishing heritage of the Kalajoki region. Its writer is MA Päivi Haapasaari. The book is about different types of fishing in Kalajoki. The Kalla Islands are mentioned when talking about herring or salmon fishing, but especially when describing seal hunting. The author has used some information from Tuomi-Nikula’s research and from Kustaa Vilkuna’s *Lohi* book. The book is excellent if you are interested in the fishing history of the Ostrobothnia region. It is fun to read because it was done based on recordings and that is why the old-fashioned language has been retained and also old

pictures are used to illustrate the story. This 83-page book was published by Raahen Kirjatyö in 1997. (Kalajokista kalastus-perinnettä 1997.)

Northern Ostrobothnia province where the Kalla Islands are situated consists of different types of cultural heritage, environment and construction management of projects. One of these EU-funded projects of the Ylivieska province was a publication in 2005 called *Kirkoilta kareille, Ylivieskan seutukunnan kulttuuriympäristöstä*. This book is a publication of the North Ostrobothnian TE Centre, number 22. The book itself is not available as an e-publication. The book tells about the Kalla Islands cultural heritage on pages 83-86. There is a map of Maakalla Island dating back to 1766 and some photos of the church on Maakalla Island from the inside and the outside. The text is written by Sari Alajoki and this 91-page book is published by Painopaikka Painotalo Seiska. There is more information about different projects on their webpage: [www.ymparisto.fi](http://www.ymparisto.fi), and also in English on [www.environment.fi](http://www.environment.fi). (Kirkoilta Kareille 2005, 83-36.)

The book *Viisikanta, Hyvää Rakennussuojelua*, published in 2008 is delivered by Pohjois-Pohjanmaan Kulttuuriympäristä toimikunta. Viisikanta is a building conservation award by the province of Oulu, which has been given since the 1990. The winning sites are exemplary repaired and maintained buildings and yards, or a particularly well-circuiting traditional building culture, and environmental-friendly building plans. The book deals with the time period 1990-2005 and how the award-winning buildings have withstood time. Invariably yard circuits are in use and in good condition. The publication aims to awaken the interest of owners, designers and decision makers of cultural heritage items in the maintenance and preservation. A richly illustrated book illuminates the award-winning examples of the items diversely and graphically. Maakalla Island's fishing community received the award in 2002, being the 28<sup>th</sup> of all 37 awards. The book illustrates Maakalla Island on the pages 136-137, and 150-153. The writers are Pasi Kovalainen, Britta Passoja and Juhani Turpeinen, and the photographer is Raimo Ahonen. The book can be found under the name *Viisikanta-Hyvää Rakennussuojelua. Oulun läänin rakennussuojelupalkinnot 1990-2005. Pohjois-Pohjanmaan Kulttuuri- ympäristötoimikunta*, published by Kolofon Baltic OÜ, Estonia. (Viisikanta, hyvää rakennussuojelua 2008, 136-137, 150-153.)

The book *Linnoista lähiöihin, rakennettu kulttuuriympäristö Suomessa* appeared on the market in 2010. This richly illustrated book presents the pictures and texts of our most

significant built cultural environments from geographical and cultural-historical perspectives. The places and their surroundings presented form a unique built in modules, where the Finnish cultural history is present. The book also contains a list of all available more than 1200 significant cultural environments available in Finland. In this book the Kalla Islands are presented on page 15, including a short history of the Islands and photos from the Maa- and Ulkokalla Islands. (Linnoista Lähiöihin 2010, 15.)

Today's information is moving gradually to the Internet. This is happening also with the Kalla Islands. There are already some excellent sources of information found on the Internet and in the following some of these will be discussed.

One of the best Internet sources available about the Kalla Islands is adjunct professor Reijo Heikkinen's homepages. On his homepage he has many subjects and places located in the northern part of Finland, as well as profiles of some of the famous persons in Finland. The Kalla Islands can be found under the name: *Maa- ja Ulkokalla- Perämeren uhkeat ulkokarit*. He has presented the subject in an easily readable but interesting style. Most of the information is based on Kustaa Viikuna's research. On his pages Reijo Heikkinen brings up subjects like land lifting phenomenon, autonomy, history of fishing and seal hunting and architecture. The webpage resembles an illustrated book because it has a lot of nice color photos which are in good balance with text, and the layout is pleasant. The pages need some updating, since they are dated to 1. January 2009, and especially the water-bus-company mentioned in the text has been changed. Unfortunately the pages are only in Finnish. The pages are a good example of how Maakalla's advertising pages should look like if and when they will be done in the future. (Heikkinen 2009.)

Entrepreneur Fememare Ltd also has good experience of quality-made homepages. This is a quite new tourism service providing company that is mainly providing accommodation and food services on Ulkokalla Lighthouse Island. They have been in business since 2003 and just recently upgraded their homepages. The old webpages had more information, but it is possible that some services have been removed. On their pages they introduce the history and nature of Ulkokalla Island. They also tell about their different kinds of activities on the island and the mainland. It is good that the webpage is also available in English and in German. Special information that can be found is the terms of booking and cancellation. (Fememare 2011.)

Kalajoen Matkailu is the main travel organization of the region where the Kalla Islands are located. All information needed is found on their homepage which the city of Kalajoki is maintaining. Information is available in Finnish, English and Norwegian. Most of the tourism information on these pages concerns the main attraction in Kalajoki which is the Hiekkasärkät, but because Maakalla Island is one of the most visited places in Kalajoki it can be found under the attractions heading. There is a short introduction of the island's location, history, autonomy and information about the tourist service companies who arrange the transportation to the islands. (Kalajokimatkailu 2011a.)

In Finland's official travel portal VisitFinland, the Kalla Islands can be found by using path: Where to go>West Coast>Kokkola-Kalajoki Region>Attractions. With this path you get a map of the Kokkola- Kalajoki region and the map number 3 tells about the Kalla Islets. When you click the link *Kalla Islets: Maakalla and Ulkokalla* it opens a new page. This page has a description of the Kalla Islands and eight photos. The photos are interesting and the text is not too long and well balanced. (VisitFinland 2011.)

Kallan Matkailu Ltd was the only water-bus company taking tourists to the Maakalla Island for 40 years. They closed down their business in 2008, but they still have their homepages available. Their pages are nice and full of color photos and information of the island's history and heritage. Although they are no longer in service it is still nice to read their long history from the time when they were active. (Kallan Matkailu 2008.)

Because of the Kalla Islands' special feature, autonomy, which is an unusual thing even in Finland, the Kalla Islands have achieved fame in media for generations. Since the 1960s, not only the local newspapers but also the biggest newspapers and magazines in Finland, have published long articles concerning the autonomy on the Kalla Islands. Later on the Kalla Islands' meetings, *karinkokoukset*, were filmed and shown on various TV-channels. There are several books about Kalla's history and illustrated books about the beauty of the island. Lately webpages have been made introducing the special feature of the Kalla Islands.

When starting to collect information about the Kalla Islands, it was realized that most of these books have been serving as perfect marketing material during their own time. Most

of the sources deal with the history, culture, architecture and nature which are known as the attraction factors to the Kalla Islands. Only recently material concerning the Islands can be characterized as advertising material.

The only decision-making body concerning the Kalla Islands' advertising on behalf of the Kalla Islands themselves, is Karinkokous. Without its favorable decision nobody can practice any kind of tourism business on the Kalla Islands. Any company who wishes to provide services for tourists on the Kalla Islands is required to go through the application process demanded by the Karinkokous. Finally if and when the company is allowed to do business on the Kalla Islands they are on their own, Kalla's administration does not take part in marketing and advertising. Despite the effort of trying to stay out of tourism business the Kalla's administration is not able to avoid it entirely.

All the above mentioned books functioned as marketing tools or advertising material so there was never any need for Kalla to advertise. On the contrary, there were too many visitors coming to Maakalla in the 1970s. Now Kalla has come to the point that there are not enough visitors on Maakalla Island. Now would be the perfect time to start planning the tourism strategy and it could take into consideration the aspect of sustainability.

## 5 UNSTRUCTURED INTERVIEW IMPLEMENTATION

In order to get full picture of the tourism on Maakalla Island an unstructured interview was carried out with Anna Rahja, the widower of Päiviö Rahja, who was the founder of Kallan Matkailu Ltd. After Anna Rahja's interview her son Pekka Rahja was interviewed by phone. This interview was short and the reason for it was because Anna Rahja did not have any information about the visitor's amount so she asked me to turn to her sons for that kind of information.

### 5.1 Research method and material

In his book, *“Research Methods for Leisure and Tourism, a Practical Guide”*, A.J. Veal explains, that there are four different types of qualitative research methods: interview; observation; case study and analysis of text. According to him, interview is one of the most common research methods in qualitative research used in thesis. He also describes that there are three different forms of interviews: unstructured, semi-structured and structured interviews. Unstructured interview, which is often called also in-depth interview, or life history interview was chosen to be used, because this type of interview attempts to achieve a holistic understanding of the interviewee's point of view or situation, e.g. personal experiences. The aim of this interview was to let the interviewee talk freely and the researcher to ask as few questions as possible. (Veal 2006, 197-200.)

Unstructured interview with Anna Rahja was conducted on the 4<sup>th</sup> of January in her home in Rahjankylä, Kalajoki. The time for the interview was prearranged by phone few days earlier, when she was also informed that interview would be recorded. The record player was borrowed from the student's office at COU. The time limit was planned ahead by agreeing of few hours interview. The team questions were planned ahead so that, the plan was to go through the whole history of Maakalla's Matkailu in chronological order. In addition to the record player, the pertinent points were logged in to the notebook, in case the record player would cause some problem. Establishing the report was quite easy because both parties had known each other for decades. Still the interviewee was treated with respect, by arriving on time and starting with small talk. Eye-contact was maintained

during the interview and the conversation was friendly and the interviewee was smiling a lot. During the interview the interviewee was relaxed, talking softly and laughing randomly. Overall the interview went smoothly. The interview was based on the written material from webpages of Kallan Matkailu Ltd and the interviewees' own scrapbook, which she had kept since the beginning of the water-bus company until to the end of the business.

## **5.2 In the 1960s**

Anna Rahja tells that her husband Päiviö had always a lot of ideas and he had been on Makalla Island and that is why he knew how beautiful a place it was. During the 1960s he thought that this must be made known to people. So he started to plan that if there was a water-bus going to the island it would become known to all Finnish people and maybe to foreigners also. He talks about it to Veikko Sipilä, who was living in Kalajoki at that time and who was the founder of the local newspaper, *Kalajoki-lehti*. They made the decision to buy a water-bus together. Päiviö Rahja had been in the navy and owned a forwarding company together with his brother Martti Rahja. For that reason Päiviö had captains' papers and authorities to carry both the tug and passenger boats. Veikko Sipilä in turn was educated and had some knowledge about tourism.

Anna Rahja continues that in 1966 Kallan Matkailu Ltd was founded by Päiviö Rahja and Veikko Sipilä. The company acquired their first boat and started to practice water-bus charter traffic between Hiekkasärkät and Maakalla Island. The first boat was called Kalla, it was 4 meters wide, 15 meters long and took about 40 passengers. It was only used in the summer of 1966-67 after which it was sold somewhere in the Vaasa area. It was sold because it was bought from Saimaa-lake so it was not seaworthy at all. It was also impractical, because the entrance to the engine room was from the outside at the front through a very small hatch. The boat was not originally made for passenger use so they had to transform it for that purpose. Veikko Sipilä was involved only about two years when Päiviö bought him out of the company. There was not a specific reason why Veikko Sipilä caved up his share of the company but already then it turned out that the business was not such a goldmine as they had expected.

Anna Rahja remembers that the next boat called, which was Kalla II, was 4,2 meters wide, 15 meters long and took about 60 passenger. There was a boatyard in Kalajoki, who said that if they get the layout drawings they can make the boat. The boat was built during the winter and it was made of wood, mahogany laminated. It was owned by Kallan Matkailu Ltd 1967-1980, but because they had business in other cities also this boat was operating in Oulu between 1974-1980. It was serving as a connection in Oulu River between the City of Oulu and Turkansaari. When asked about the trade of the boat, Anna Rahja said that transaction always happened fast and they actually got their new boats 'by accident'.

Kallan Matkailu Ltd had an about 30-meter long wooden platform in both piers in Hiekkasärkät and on Maakalla Island. The location of the platform in Hiekkasärkät was ideal because it was situated right next to the camping area. At first the platform started from the sauna beach, but because the water became shallow it was moved to the middle of the camping area beach. During that time the camping area in Hiekkasärkät was the main attraction, so most of the tourists stayed on the camping site. Their stay lasted from a couple of days to weeks, always depending on the weather. It is a well-known fact that the weather plays a big role in tourism in Hiekkasärkät; it is a so-called weather-sensitive tourist attraction. When it was sunny the visitors stayed longer. But after spending a few days on the beach mostly tanning, they got bored and some of them got even too much sun. While lying on the beach and swimming in the ocean they had eye-contact all the time with the platform. They could follow daily how people stepped in and out of the boats. This makes you wonder if they were thinking of taking that trip themselves too.

There was also a tall bulletin board on the camping area, which had information about Maakalla Island and the boat's timetable. In addition, the captain, Päiviö Rahja, announced regularly by using megaphone not only when the boat was leaving, but also before that, several times. The announcement was so loud that nobody in the area was able to avoid hearing it. The announcement was: "Kalla is calling! Kalla is calling! Kalla boat calls you to the Kalla Island! Kalla boat is leaving to Maakalla Island in 15 minutes/ in half an hour/in an hour." The water-bus ran during the summer season for two months per year. The season started at Midsummer, and lasted until the end of August. At that time, the Midsummer evening was always on the 24<sup>th</sup> of June and school summer holidays lasted from the 31<sup>st</sup> of May till the 1<sup>st</sup> of September. Kalla boat operated three or four times daily, depending on the weather. The boat trip, one way, lasted two hours, so the boat took the

passengers to the island, left them there and returned immediately back to Hiekkasärkät. Passengers had four hours' time to spend on the island before the boat returned to pick them up. At that time the whole trip lasted eight hours, which nowadays can be called a full-day trip and the customers felt that they got value for their money.

### **5.3 Mass tourism 1970 - 1980**

The tourism in Hiekkasärkät and on Maakalla Island went hand in hand in the 1970s. If there were a lot of tourists in Hiekkasärkät, it was reflected on Maakalla Island. This is because Hiekkasärkät was the only port to the islands for tourists but also for summer cottage owners of the island, who did not have a boat of their own. There was not a reservation system developed yet, and you were not able to make a reservation to the trip by phone, so the tourists needed to appear in order to catch the ride. Also weather forecasting was not yet developed to give a 3-day weather forecast, so storms and big waves were not predictable.

Tourism in Hiekkasärkät had grown steadily since the mid 1960's and kept growing to an extent that it could be called mass tourism, and the month of July was the peak season at Hiekkasärkät. Unlike today, surprisingly most of the tourists came from Germany, Norway and Sweden in the 1970s. That is because in those countries they had many large factories that closed down for the whole month of July. Especially German tourists stopped at Hiekkasärkät on their way to the north or south or both, since it was on their way when heading to their main destination Lapland. Swedish and Norwegian tourists' main target was mostly Hiekkasärkät. The segmentation of the tourists was young single people looking for sun and fun.

Hiekkasärkät was not prepared for this magnitude of tourism. There was no plan or strategy for tourism developed. There had not been a need for that before, but now it appeared necessary as there was a shortage of everything. The camping area was barely able to take the campers in, in the 1970s, and they slept in tents, but there were not enough cabins or hotel and motel rooms. The cabins on the camping area needed to be reserved one year ahead. Also the few restaurants that existed were fully packed every night. They were so full you were barely able to move inside.

In the 1970s Maakalla Island experienced its own part of this mass tourism and was even less prepared for it. Maakalla's sensitive nature was ruined by tourists. While spending their time, four hours on the island they ended up destroying the ground vegetation. The small island was stumped down; it was full of narrow paths, which looked like narrow highways. Tourists were picking flowers which were rare and it was forbidden to cut them. They did not bring any money to the island but brought their own sandwiches and juices that they enjoyed while watching the ocean. Due to the fact that there were not any trash containers and no public restrooms, the island started to look and smell like a wasteland.

According to Anna Rahja, Kallan Matkailu Ltd got their third boat from Oulu, called Kalla III. They saw this boat in a yard of a storekeeper called Ohukainen. The boat was originally a minesweeper. It was bought for yacht, but because they never had pastime they transformed it to the water-bus. It was 4,2 meters wide, 17,5 meters long and took 87 passengers. It was used in the years 1969-1985. It was serving at the same time as Kalla II, before it was moved to Oulu. Anna Rahja continued by saying that Kallan Matkailu Ltd bought the next boat from an auction which was held by The Finnish Maritime Administration in 1971. The boat was so called MV-13-boat but was given name Kalla IV. It took care of the passenger traffic from 1971 to 1985. This boat was the biggest so far; it was 4,4 meters wide, 26 meters long and took 150 passengers. All the boats so far had been made of wood and was called the wooden era, but starting from 1985 the boats were made of metal. Except in 1979, when there were no water-bus services to the Kalla Islands, that summer Kallan Matkailu was serving Biteö in Sweden.

This was the first time that the authority of the Kalla Islands realized the problems and took action. New rules and decisions were made concerning these problems. Some of the main decisions were that they placed trash containers especially alongside the main path which ran from the pier where the boat arrived, to the church and continued to the other end of the island. Also new restrooms were built for the tourists on both ends of the island and right next to the church. Another kind of visitors were ruining the nature of the island at the same time because the Kalla Islands authority had given permit for the church of Kalajoki to start keeping their confirmation summer camps on Maakalla Island. After a few years, in year 1982, these camps had to stop because of the damage the participants caused to the nature. Since then, even camping on the island has been prohibited.

#### 5.4 Tourism on Maakalla Island 1980 - 1990

In the late 1980's, a new tourism serving company appeared on Maakalla Island, a local fisherman started to sell smoked fish in the Cola bay end of the island. First he was doing it as a hobby but over the years he has become one of the most popular tourist attractions on Maakalla Island. Nowadays all visitors of the island find their way to eat these famous smoked fish which is either salmon or whitefish. These days a small community of the Cola bay of the island is also offering a possibility to have sauna as an invitation based only. The old wooden platforms had big disadvantages, they needed to be torn down for the winter season and built again every summer from the beginning. It took years before Hiekkasärkät got its proper pier in the 1980s and Maakalla Island got its own pier in the 1990s. Both piers had advantages and disadvantages.

The advantages on Hiekkasärkät were that it served both the Kalla boat and its customers and it also served bypassing boaters, mostly sailboats. On Maakalla Island the biggest problem before the pier was the strong wind and big waves which together made it very difficult for a boat to anchor the platform. The new pier blocked the waves and some wind and in this way made it safe and easy for a boat to arrive and leave. The disadvantages on Hiekkasärkät were that the pier's location was much further from the camping grounds and from the whole Hiekkasärkät area. Now the tourists were not able to see where and when the boat was leaving. The tourist needed a car to get to the pier. On Maakalla Island the harbor proved to be too small, especially in the month of July. There was not enough room for the visiting boats; the number had been rising in recent years.

According to Anna Rahja, when Päiviö Rahja died 1980, Kalla II was sold to Ähtäri when the water-bus business in Oulu was stopped. Kallan Matkailu Ltd had water-bus business in Kajaani so Kalla III was operating at that time in Kajaani-Sotkamo connection. Kalla IV was operating its first summer in Vaasa, where Päiviö's third son Vesa was working with a guest skipper which they had to hire in beginning after the unexpected death of Päiviö. Anna Rahja continues that Päiviö's two sons Pekka and Mikko made a decision that they wanted to build 'a real looking ship', their 5<sup>th</sup> vessel, called Kallatar, in 1985. It was the biggest boat. It was 6, 5 meters wide, 27 meters long and took 180 passengers. The boat looked like a real passenger ship. It was built in Kalajoki by Markku Mäki, the owner of Rahjan Metallit with the help of the two sons Pekka and Mikko. When

overnight visitors' amount collapsed in Hiekkasärkät in the late 1980s the boat became too big. There were not enough passengers to fill the boat any more so it was originally sold first to Saimaa, but Anna tells that they had heard that it was sold later all the way to the Black Sea. Pekka and Mikko had visited there and had gone to the Tonava-cruising on the boat also.

Anna Rahja continues that in 1990 the last boat, Kalla Star, was built of aluminum and design with the help of Pekka and Mikko. Kalla Star was 4,3 meter wide, 15 meters long and had a passenger capacity of around 60. It was the fastest of all boats, the speed was 11 knots so it took only one hour one way. It also had a cafe and a sun deck. When Kallan Matkailu Ltd closed down in 2008 they sold Kalla Star to Rauma where it is serving Kylmäpihlaja Lighthouse visitors. About Kallan Matkailu Ltd Anna Rahja points out that even if they do not continue, that Kallan water-bus business still has the company but they have concentrated on tug boating. She suspects that they, the sons, have 'seawater in their veins', because they keep getting their livelihood from the sea.

When talking about the first years of Kallan Matkailu Ltd 1966-1967, Anna Rahja tells that they used to come to the Kolalahti on Maakalla Island because they did not have any platform of their own yet. In the summer of 1967 the platform was built to Kirkkopää, from where it has been serving ever since. It was built with the help of fishermen.

Anna Rahja tells that they needed to apply for permit to bring tourists to Maakalla Island. She is not sure who was the chief of the community, Haminamestari, at that time. She thinks it was Emil Juola. There were some conditions that they needed to satisfy. One was that tourists had to have a tour guide with them and they needed to stay on the paths. Because Kallan Matkailu Ltd had made research and had written down the history they were allowed to present it to the tourists. Part of the history is a story of Kalla's Äijä, which they used to tell to make history more colourful. Also the small Fishing Museum was updated and included in the guiding tour. The tour was in Finnish but was printed in Swedish, German and English also. The tour started from the church, where they told the history, then they went in to the vicarage where they had bought a guest book so that the visitors could write their names and places where they were from. The guest book was widely used not only by the visitors but also by the owners of the cabins, who were fishermen and their families. In the summer time, during the peak fishing season, the

fishermen had to stay in the islands for a couple of weeks. Many of them brought their whole family to the island so it was kind of a summer holiday, even wives were cooking and cleaning while men were fishing. It one was kind of tourism also.

Anna Rahja remembers that in 1964-1965 the Kalla Islands were in a bad shape, meaning that most of the original cabins were broken down. Main reason for that was that fishing was done only by a few fishermen so the majority of cabins stayed unoccupied. The weather on the islands is harsh so the buildings do not last without care. For this reason Karinkokous made a rule that whoever starts to take repair the old building for fishing purpose, will obtain the ownership, even if he or she is not a fisherman of the Kalla Islands. One requirement was that he or she needed to own a boat also, because it was the only way to get to the island. At that time one of the cabins became the first cabin purely for vacation use. Even today if the cabin on the islands is not taken care of it turns back to the ownership of the Kalla Islands.

Anna Rahja says that in the beginning they had coffee onboard only. Later on they applied for the permit to build a cafe´ building. At that time they did not leave application in written like today. They asked if it would be possible to bring a pre-assembled log frame from mainland to the Maakalla Island and make a cafe´ of it. The Administration, Karinneuvosto, supposed to look a location for it too. The frame did not mach to the rest of the cabins, being wider and bigger than any other cabin on Maakalla Island. But they got the permit because it had only one room which is one main building requirement on the Kalla Islands. The ancestors of Päiviö Rahja's had had a cabin on the other end of the island, but it had collapsed, for this reason there was not any condition clause included, e.g. that when they close the cafe´ it turns back to the ownership of the Kalla Islands. Kallan Matkailu wanted the location of the cafe´ to the Kirkkopää where the platform was built also. Kallan Matkailu Ltd got a permit from the Kalla Islands authority to build a cafeteria, and they started to keep it open during daytime, as long as the tourists stayed on Maakalla Island. Päiviö Rahja's wife Anna was operating the cafeteria and serving coffee, sandwiches and fish soup among other things.

Anna Rahja says that the cafe´ building was completed in 1970. She remembers that there were no sanitary inspectors at that time and no hygienic passes required like today. That requirement came later, perhaps in the 1980s. She emphasizes that because the Kalla

Islands have the autonomy in Finland the inspector did not come to the islands at all. The cafe´ was serving coffee and fish soup. The soup was traditional soup, which had no potatoes or milk or cream. The soup was cooked from big pieces of salmon with head and bones. The soup was thickened with wheat or potato flour. It was seasoned with onion and allspice and eaten with butter.

In the past all weather stations on the lighthouse islands in Finland were owned by the State of Finland. After automation these buildings became redundant. In the beginning the state leased the weather station building on Ulkokalla Island. Kallan Matkailu Ltd leased the Ulkokalla's weather station building for ten years (1993-2003). It took four years before they got it into such a shape that they were able to start a hostel. For groups staying in Ulkokalla they also organized fishing tours co-operating with the local fishermen. Ulkokalla is very difficult to approach because it does not have a proper pier. At one point Kallan Matkailu purchased a smaller boat called Metuulia, just because it was able to embark and disembark Ulkokalla Island also. They offered vacation and fishing packages called "Loma & Kalastus". Businesses and corporations were more interested in it as a destination for families, which was the main segment group in Kalajoki. When the lighthouse went on sale Kallan Matkailu made a decision not trying to buy it because it was not profitable and there was a lot of work and responsibility of it notes Anna Rahja.

When asking about their marketing and advertising, Anna Rahja says their company was doing a lot of co-operation directly with MEK when it was still small enough; today it is too big a company to work this way. They also had their own brochures. In the beginning Kallan Matkailu Ltd made announcements at the camping ground with a megaphone. It was very effective and a fast way to get passengers aboard but later on it became forbidden and the main reason was that the pier in mainland was moved to a new location further away from the camping ground. They were allowed to give only one announcement from the boat and they were actually threatened by the city of Kalajoki, that if they did not follow the rules they would be denied the exit through the camping ground. When asked what the best marketing way was, Anna Rahja tells that they did direct marketing with the churches, parishes and pensioners. They collected their addresses of all the above and sent those attractive letters. This way they got a lot of parish excursions. She said that this kind of segmentation was the best what they did but was a lot of work.

### **5.5 New winds starting in the 21<sup>st</sup> century**

In year 2000, the weather station building on Ulkokalla Island was sold to Pro Ulkokalla Ry, who made a major renovation on the building. The building was upgraded and leased for a brand new tourism service company by the name Fememare Ltd, in year 2003. In year 2009, Kallan Matkailu Ltd made decision to sell the company. At the beginning there were several interested parties interested, but after many years of trying to sell the company they decide to sell the boat and closed down the business after having been in business for more than 40 years. The café building on Maakalla they transformed to a private cottage.

Meanwhile, Fememare Ltd has expanded its business. Today they still focus on providing a high-quality accommodation and food services on the Ulkokalla Lighthouse Island and relaxing mini holidays with varying themes in the middle of the sea. In addition they also offer guided tours in Hiekkasärkät Tourism area, nature-based activities in Kalajoki in the Archipelago of Rahja and in the riverside of Siiponjoki, including the meal and smoke sauna. All activities are based on the local nature, culture and history. They also offer boat trips to Rahja Archipelago. (Fememare 2009.)

When Kallan Matkailu Ltd closed their passenger traffic business in 2008, there was one year, a summer season 2009, when there was no water-bus connection to Maakalla Island at all. This was a loss for both the tourists and for the locals, but especially for the summer residents of Maakalla Island. The following year a new water-bus company, Blue Sea and Star Company, was started for the summer season of 2010. The owners were the three brothers Kalevi, Jukka and Seppo Alasaari, from Nivala. The vessel is called Kiira and it takes 11 passengers. The company has webpages of their own but can also be found under Kalajoki tourism information webpages. In recent years they have kept advertising in local newspapers and local tourismguide magazines quite minimal. There has not been a prescribed timetable when the boat sails, it has been sailing by inquiries. For tourists and even for locals it has been difficult to find out the sailing schedules since the company has been kind of invisible due to the minimal advertising.

## 5.6 Statistics of visitors on Maakalla Island

The interview with Anna Rahja was very fruitful, but she did not have any statistics concerning the visitors' amounts on Maakalla Island. She asked me to turn to her son Pekka Rahja, because he held this kind of information. I made a phone interview with Pekka Rahja on the 19<sup>th</sup> of March 2012. He told me that he did not have exact amounts of the visitors on Maakalla Island written down anywhere but he had them in his head, so the information was roughly speaking information, what he remembered. The company called Kallan Matkailu Ltd was operating during 1966-2008, Pekka Rahja was the second generation of the company, which his father had started. Pekka Rahja told that during the first years 1966-1967, they had about 3 000 passengers visiting Maakalla Island. The pier was in front of the camping grounds in Hiekkasärkät which made a big difference later on, as told earlier in chapter 4.4. In 1969, Kallan Matkailu Ltd bought its second boat and the passenger amounts increased in the first year to 4 000, and in year 1970 to 5 000.

The 1970s was the best decade, passenger amounts decreased yearly starting in 1971 with 6 000 passengers and claiming 1972 to 7 000. Between 1973-1974 there were about 8 000 visitors on Maakalla Island. The absolute peak years were 1974-77 reaching the all time record of 8 000-9 000 visitors. In year 1978, the location of the pier in Hiekkasärkät was moved from camping grounds to the new location, which was further on and kind of invisible location for the campers. This had a large effect on the passenger's amounts. They dropped the first time almost to the half of the previous amounts, being only 5 000 to 6 000 in years 1978 to 1979. Years 1986-1989 were still good years because of the Jukumaa, which was opened 1986. It brought steadily 5 000-6 000 visitors to the Maakalla Island.

In 1990, Maakallan Matkailu Ltd got a smaller boat and the passenger amount dropped to 4 000. From that year on the passenger amounts kept declining yearly being in 1992 3 000. We have to remember that this time Finland suffered a bad economy, which was partly reflected also on the tourism. Starting in 1992 and ending in 2008 the passenger amounts stayed between 2 500-3 200. In graph 7 below, Kallan Matkailu Ltd's advertisement of year 2008 as seen.



GRAPH 7. Kallan Matkailu advertisement 2008(adapted from Kallan Matkailu webpage 2011)



GRAPH 8. Visitors on Maakalla Island 1966-2010

Kallan Matkailu Ltd finally closed down their business in 2008 after being in business 43 years. Graph 8 above shows Maakallan Matkailu's visitors amounts on Maakalla Island 1966-2008. It also shows Blue Sea and Sky companys visitors amount in the recent two years 2009-2011.

## **6 QUANTITATIVE QUESTIONNAIRE IMPLEMENTATION**

There were many reasons why a quantitative research was carried out in the form of a questionnaire survey in this thesis. One reason was the interest to know what the ultimate decision makers, the cabin owners, really thought about the tourism development of Maakalla Island. Another reason was because there has not been any kind of research done concerning the tourism development of Maakalla Island. Last but not least, there was a hope that this questionnaire would be useful and the results could be used when or if needed later on in planning and developing the tourism strategy for Maakalla Island. Not only was it interesting to find out the opinions of the residents, cabin owners, but also to give them a possibility to participate in the development process to build a more functional living environment. The target group for the questionnaire was all cabin owners of Maakalla Island. The results of their answers are analyzed and discussed later in this chapter. The quantitative questionnaires can be found in the end of this work in Finnish and English as APPENDIX 1 and APPENDIX 2. First there is a description of the chosen method and material. Then there is information about the planning and implementation phase. After that all the needed statistical tools are defined and after that the results are presented and illustrated. After that the found dependencies are presented and lastly there are conclusions drawn.

### **6.1 Research method, planning and implementation**

The technique which is most commonly used in leisure and tourism research is called questionnaire survey, which involves the gathering of information from individuals using a formally designed schedule of questions called questionnaire or interview schedule. (Veal 2006, 231.) In the stage of planning, first the topics for the questions were chosen. There were four different topics. Totally 32 questions were decided to be used. Most of the questions were close-end questions, meaning that there were boxes for ticking. Unfortunately some of the interviewees ticked more than one box as answer. If the interview had been planned better it would not have allowed choosing more than one box at a time. The questionnaire was planned to take about 15 minutes. The target group included all cabin owners of Maakalla Island. Totally 48 cabin owners were interviewed.

There are 44 cabins on Maakalla Island and the purpose was to interview at least one of the owners of each cabin. Another purpose was to reach different genders – of all the interviewees 31 were male and 14 female. The third purpose was to reach all age groups. There are 29 different age groups between ages 34 and 87. The age group question was not well thought out because when making cross tabulations it was almost impossible to get a proper answer. It would be better to organize age groups rather asking for only the age. The questionnaire was implemented in two ways. The oldest cabin owners were interviewed in their homes and the rest of the owners were interviewed by phone. The interviewees were told that the questionnaire was confidential. All interviewees were willing to answer the questionnaire so nobody refused. Thus this questionnaire survey can be considered as a successful survey. After collecting the answers they were fed into the SPSS program and analyzed.

## 6.2 Statistical Package for the Social Sciences, SPSS

SPSS program, which is a statistical software package, was used to analyze the answers. SPSS stands for Statistical Package for the Social Sciences, which is one of the packages to use for file manipulation and transforming data. In order to understand the analyzed results there are some statistical concepts which need to be understood. One of them is *Frequency*, which means the count of numbers of interviews in each status group. *Per cent* converts frequency numbers in to percentages. *Valid per cent* shows e.g. errors like invalid codes or missing values. *Cumulative per cent* adds percentages cumulatively-which may be useful for a variable like spend or age, but is not particularly useful for a variable *status*. (Veal 2006, 309.)

Graphical presentation of data is essential to illustrate the results. There are four kinds of graphics; bar graph, stacked bar graph, pie chart and line graph. In this work only pie and bar charts have been used to illustrate the results. The pie chart is perfect when the results need to be shown in the percentage of the answers. The bar charts have been used so that they illustrate the number of the given options instead of percentages. (Veal 2006, 320-321.) All the results of the questions are illustrated below with tables, graphs and explanations. All the questions have been analyzed because this is the first research made concerning the tourism development on the Kalla Islands and the hope was that it may be

used later on. Altogether there were 45 respondents who participated in this questionnaire and because it was voluntary to participate there are also missing values which mean that some questions were left empty. In this chapter all the questions of the questionnaire are being analyzed and explained so that first comes the explanation, then tables and graphs that illustrate it.

### 6.3 Background information and relationship with Maakalla Island

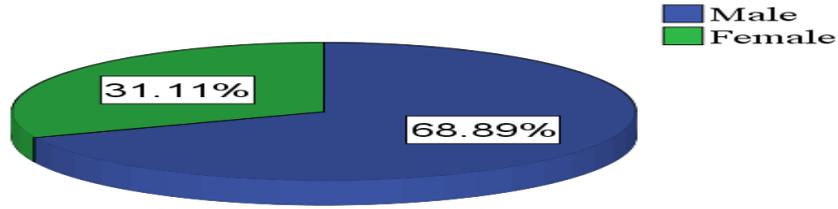
In this chapter the background of the respondents is going to be illustrated and analyzed. The chapter includes among other things gender, age and the place of birth. It also includes the residences where they are and have been living, both town and region. The respondent's relations with Maakalla Island like ownership of the cabin, fishing background and visiting information will also be illustrated and analyzed. This background information is important especially later on when analyzing dependencies.

#### Gender

Table 1 below tells that altogether there were 45 respondents of which 31 respondents were male and 14 were female. In the pie-chart in graph 9 below it can be seen that 68.5% of the respondents were male and 31.11% were female.

TABLE 1. Gender distribution of respondents ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	31	68.9	68.9	68.9
Female	14	31.1	31.1	100.0
Total	45	100.0	100.0	



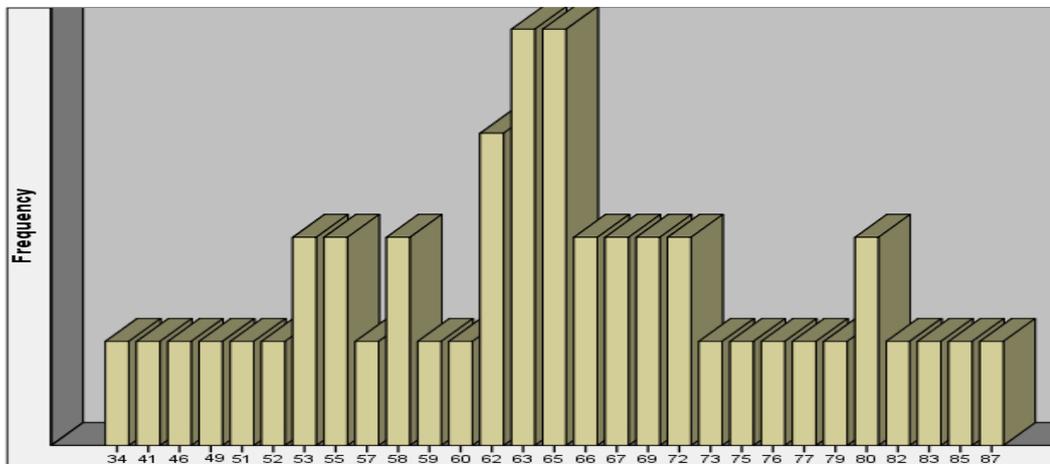
GRAPH 9. Gender distribution of respondents?

**Age?**

Table 2 below shows that 25% were on an average 57.5 years old, 50% were 65 years old and 75% were 72.5 years old. In this bar-chart in graph 10 below it can be seen how wide the age range of respondents is. Range is 53, starting from 34 and ending with 87 years olds.

TABLE. 2 Age?

N	Valid	45
	Missing	0
Range		53
Percentiles	25	57.50
	50	65.00
	75	72.50



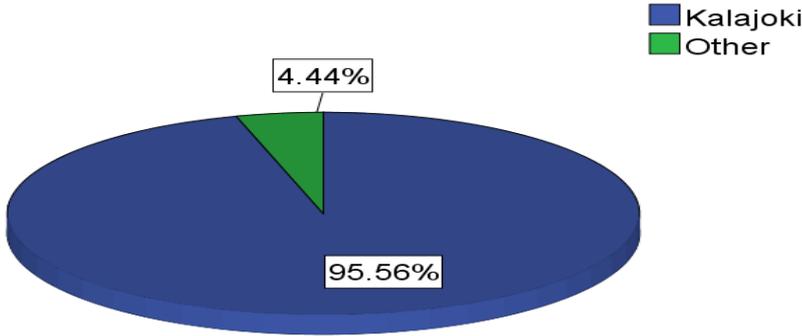
GRAPH 10. Age?

**Place of birth?**

In table 3 below it can be seen that 43 respondents were born in Kalajoki and only 2 elsewhere. In the pie-chart in graph 11 below it can be seen that 95.56% of respondents were born in Kalajoki, where Maakalla Island is located. Only 4.44% were born somewhere else.

TABLE 3. Place of birth?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Kalajoki	43	95.6	95.6	95.6
Other	2	4.4	4.4	100.0
Total	45	100.0	100.0	



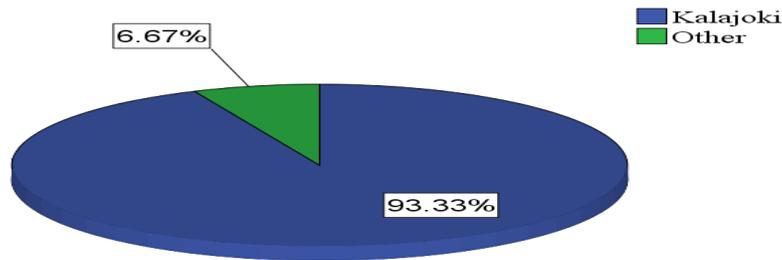
GRAPH 11. Place of birth?

**Current place of residence?**

Table 4 below tells that 42 respondents out of 45 respondents were currently living in Kalajoki. In the pie-chart in graph 12 below it can be seen that 93.33% of respondents are currently living in Kalajoki, where Maakalla Island is located. Only 6.67% are living somewhere else.

TABLE 4. Current place of residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kalajoki	42	93.3	93.3	93.3
	Other	3	6.7	6.7	100.0
	Total	45	100.0	100.0	



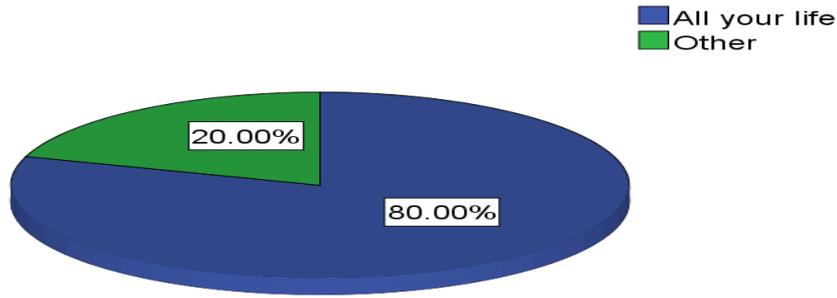
GRAPH 12. Current place of residence?

**How long have you lived at your place of residence?**

Table 5 below shows that 36 respondents of 45 respondents have lived all their life in Kalajoki. In the pie-chart in graph 13 below it can be seen that 80% of respondents have been living all their life in Kalajoki, 20% have been living somewhere else.

TABLE 5. How long have you lived at your place of residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All your life	36	80.0	80.0	80.0
	Other	9	20.0	20.0	100.0
	Total	45	100.0	100.0	



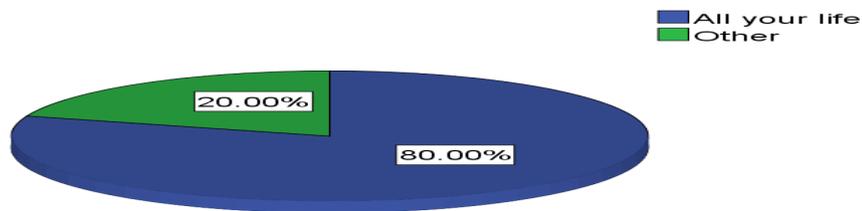
GRAPH 13. How long have you lived at your place of residence?

**How long have you lived in Northern Ostrobothnia?**

Table 6 below shows that 36 respondents out of 45 respondents have lived all their life in Northern Ostrobothnia and 9 have lived somewhere else. In the pie-chart in graph 14 below it can be seen that 80% of respondents have been living all their life in the Northern Ostrobothnia area, 20% have been living somewhere else.

TABLE 6. How long have you lived in Northern Ostrobothnia?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid All your life	36	80.0	80.0	80.0
Other	9	20.0	20.0	100.0
Total	45	100.0	100.0	



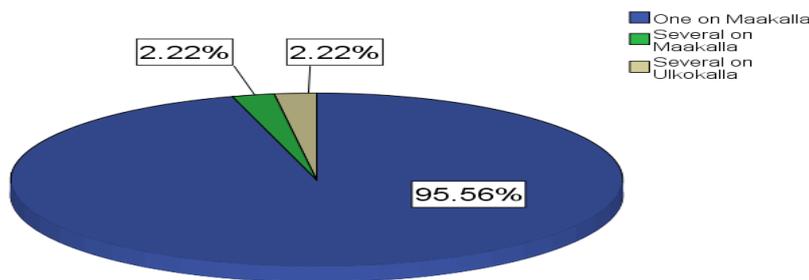
GRAPH 14. How long have you lived in Northern Ostrobothnia?

**Does your family own one or more of the cabins on the Kalla Islands?**

Table 7 below shows that 43 respondents of 45 respondents own only one cabin on the Kalla Islands, and 2 own more than one. In the pie-chart in graph 15 below it can be seen that 95.56% of respondents owns a cabin only on Maakalla Island, 2.22% owns two cabins, one on Maakalla and the second on Ulkokalla Island.

TABLE 7. Does your family own one or more of the cabins on the Kalla Islands?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid One on Maakalla	43	95.6	95.6	95.6
Several on Maakalla	1	2.2	2.2	97.8
Several on Ulkokalla	1	2.2	2.2	100.0
Total	45	100.0	100.0	

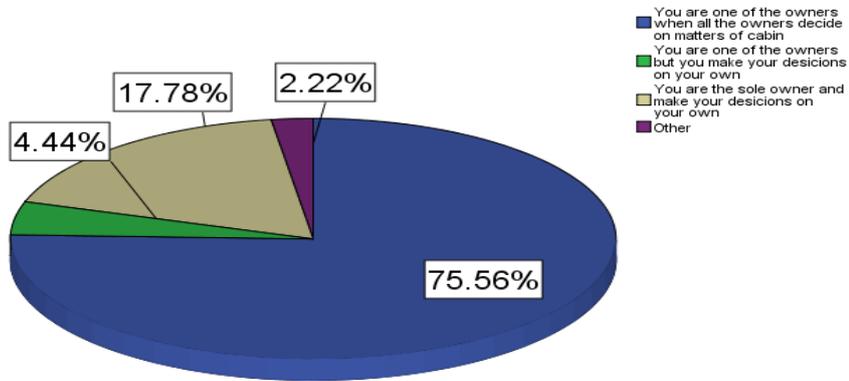


GRAPH 15. Does your family own one or more of the cabins on the Kalla Islands?

**What kind of ownership and rights to make decisions do you have on your cabin on the Kalla Islands?**

In Table 8 below 34 respondents say that they are one of the owners, when all owners decide on matters of cabin. Eight respondents tell that they are sole owners and make their decisions by themselves. Two respondents say that they are one of the owners, but make their decisions by themselves. In the pie-chart in graph 16 below it can be seen that 75.56%

of the respondents own and make decisions concerning the cabin together. There are 17.78% sole cabins owners, 4.44% of the owners even if they are one of the owners they still make decisions by themselves. One of the respondents is not a cabin owner and that is why he does not make any decision.



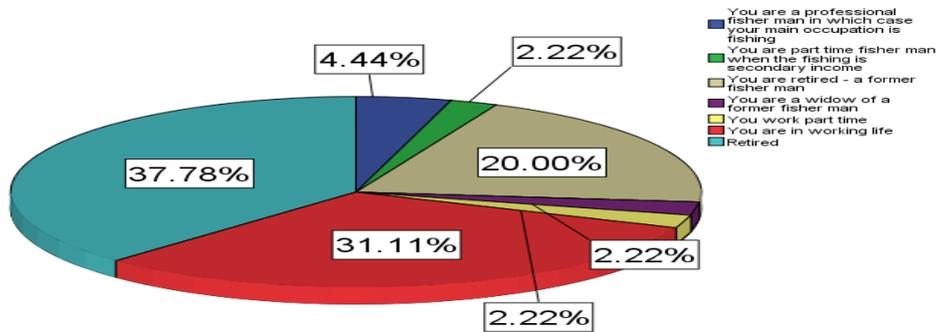
GRAPH 16. What kind of ownership and rights to make decisions do you have on your cabin on the Kalla Islands?

TABLE 8. What kind of ownership and rights to make decisions do you have on your cabin on the Kalla Islands?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid You are one of the owners when all the owners decide on matters of cabin	34	75.6	75.6	75.6
You are one of the owners but you make your decisions on your own	2	4.4	4.4	80.0
You are the sole owner and make your decisions on your own	8	17.8	17.8	97.8
Other	1	2.2	2.2	100.0
Total	45	100.0	100.0	

**Which of the following describes your situation best?**

In table 9 below it can be seen that 14 are still in working life. Two respondents are professional fishermen at the moment and one is a part-time fisherman. Out of the total 45 respondents, 17 are retired and 9 respondents are retired, former fishermen. One is a widow of a former fisherman. In graph 17 it can be seen that 37.78% of respondents are retired, 31.11% are still in working life and 20% retired, former fishermen. There are only 4.44%, of all respondents, who are still fishing professionally full time and 2,22% fishing part-time. Of part-time workers there are 2.22%, and then there is 2.22% who are the widowers of former fishermen.



GRAPH 17. Which of the following describes your situation best?

TABLE 9. Which of the following describes your situation best?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid You are a professional fisherman in which case your main occupation is fishing	2	4.4	4.4	4.4
You are part time fisherman when the fishing is secondary income	1	2.2	2.2	6.7
You are retired - a former fisherman	9	20.0	20.0	26.7
You are a widow of a former fisherman	1	2.2	2.2	28.9
You work part time	1	2.2	2.2	31.1
You are in working life	14	31.1	31.1	62.2
Retired	17	37.8	37.8	100.0
Total	45	100.0	100.0	

**Does your household income consist of incomes from Kalla Islas?**

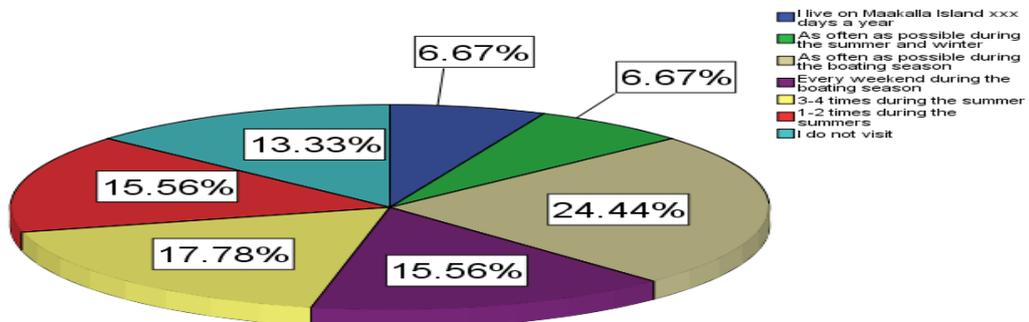
Table 10 below shows that 39 out of 45 respondent’s income comes from somewhere else than from fishing and from the Kalla Islands. Only six told that they got their income from fishing. The same in percentages, there are 13.3% fisherman while 86.7% are getting their income from somewhere else.

TABLE 10. Does your household’s income consist of incomes from Kalla Island?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid From fishing	6	13.3	13.3	13.3
Other	39	86.7	86.7	100.0
Total	45	100.0	100.0	

**How often you visit Maakalla Island?**

Table 11 below shows the results to the question: How often you visit Maakalla Island? Graph 18 below shows that the biggest visiting group is 24.44%, who visit as often as possible during the boating season. The second largest group is 17.78%, who visits 3-4 times during the summer. The third largest groups are 15.56% another visiting every weekend and other visiting 1-2 times during the summer. There is 13.33% who do not visit at all and 6.67% who visit as often as possible both in the summer and winter or visit more than 10 times.



GRAPH 18. How often you visit Maakalla Island?

TABLE 11. How often you visit Maakalla Island?

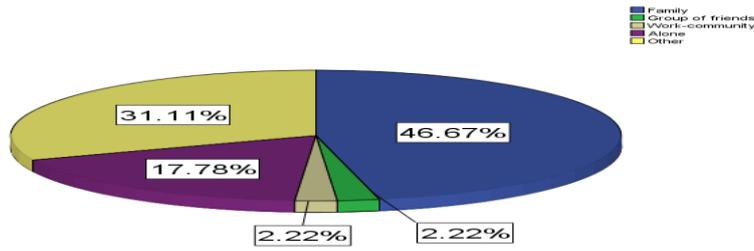
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I live on Maakalla Island xxx days a year	3	6.7	6.7	6.7
As often as possible during the summer and winter	3	6.7	6.7	13.3
As often as possible during the boating season	11	24.4	24.4	37.8
Every weekend during the boating season	7	15.6	15.6	53.3
3-4 times during the summer	8	17.8	17.8	71.1
1-2 times during the summers	7	15.6	15.6	86.7
I do not visit	6	13.3	13.3	100.0
Total	45	100.0	100.0	

**During your visit to Maakalla Island who do you have as your companion?**

Table 12 shows that almost half, 21 of the 45 respondents, visited Maakalla Island with their family, and eight were visiting alone. Other options in this table mean that they visited either with family, friends or alone. In graph 19 it can be seen that 46.67% visit with the family, and 17.78% visit alone. Other means that 31.11% visit with the family, alone, with friends or with the members of a work community.

TABLE 12. During your visit to Maakalla Island who do you have as your companion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Family	21	46.7	46.7	46.7
Group of friends	1	2.2	2.2	48.9
Work-community	1	2.2	2.2	51.1
Alone	8	17.8	17.8	68.9
Other	14	31.1	31.1	100.0
Total	45	100.0	100.0	



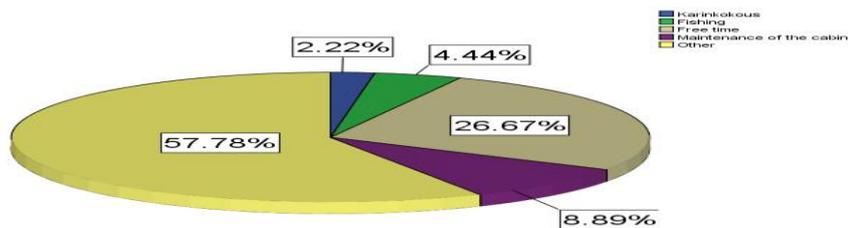
GRAPH 19. During your visit to Maakalla Island who do you have as your companion?

**Your reason for visiting Maakalla Island?**

Table 13 tells that the reasons to visit Maakalla Island are many. Most of the respondents, 26, chose “Other”, meaning that they had more than one reason to visit, sometimes all reasons listed in the questionnaire. Free time the was second biggest group of 12 respondents. In graph 20 it can be seen that “Other” is 57.78%, free time is 26.67% , maintenance of the cabin is 8.89%, fishing is 4.44% and “Karinkokous” 2.22%.

TABLE 13. Your reason for visiting Maakalla Island?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Karinkokous	1	2.2	2.2	2.2
Fishing	2	4.4	4.4	6.7
Free time	12	26.7	26.7	33.3
Maintenance of the cabin	4	8.9	8.9	42.2
Other	26	57.8	57.8	100.0
Total	45	100.0	100.0	



GRAPH 20. Your reason for visiting Maakalla Island?

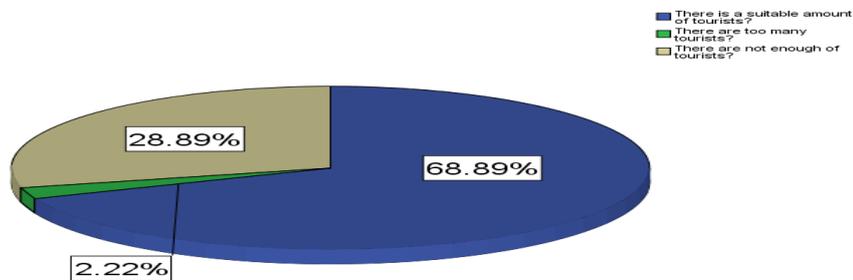
**6.4 Tourism development and current status of Maakalla Island**

**What is your opinion of the amount of the visitors to Maakalla Isle**

In Table 14 below, 31 of the 45 respondents felt that the visitor amounts had been suitable, 13 felt that there had not been enough visitors and only one felt that there had been too many visitors. In graph 21 below it can be seen that 68.89% thought that visitor amounts were suitable, 28.89% thought there were not enough of them and only 2.22% thought there were too many visitors.

TABLE 14. What is your opinion of the amount of the visitors to Maakalla Isle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid There is a suitable amount of tourists?	31	68.9	68.9	68.9
There are too many tourists?	1	2.2	2.2	71.1
There are not enough of tourists?	13	28.9	28.9	100.0
Total	45	100.0	100.0	

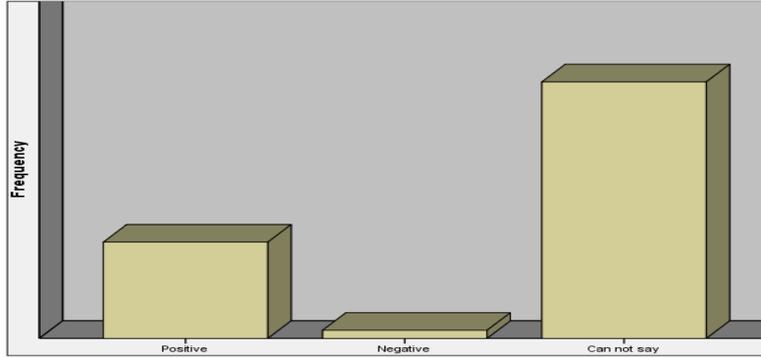


GRAPH 21. What is your opinion of the amount of the visitors to Maakalla Island?

**What kind of effect do you think tourism has had on Maakalla's nature?**

Table 15 below shows that most of the respondents 32 answer “cannot say”, meaning that they did not feel that tourism had no positive, no negative effect on the nature, twelve

answered positive and only one answered negative effects. This result can also be seen in graph 22 below.



GRAPH 22. What kind of effect do you think tourism has had on Maakalla's nature?

TABLE 15. What kind of effect do you think tourism has had on Maakalla's nature?

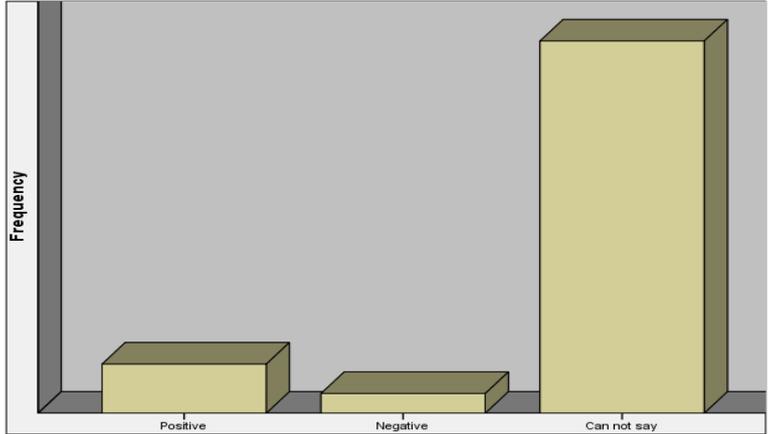
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Positive	12	26.7	26.7	26.7
Negative	1	2.2	2.2	28.9
Can not say	32	71.1	71.1	100.0
Total	45	100.0	100.0	

**What kind of effect do you think tourism has had on Maakalla's peace?**

Table 16 below shows that most of the respondents, 38, answer “cannot say”, meaning that they did not feel that tourism had no positive, no negative effect to the peace, five answered positive and only two answered negative effects. The same can also be seen in graph 23 below.

TABLE 16. What kind of effect do you think tourism has had on Maakalla's peace?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Positive	5	11.1	11.1	11.1
Negative	2	4.4	4.4	15.6
Can not say	38	84.4	84.4	100.0
Total	45	100.0	100.0	



GRAPH 23. What kind of effect do you think tourism has had on Maakalla's peace?

**How important do you consider the following tourism services on Maakalla Island to be?**

Table 17 below shows that most of the respondents 26 (57%) of 45 respondents thought that the boat connection was very important, eleven (24.4%) thought it was important and five (11.1%) thought it was not at all important.

TABLE 17. Boat connections

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very important	26	57.8	57.8	57.8
Important	11	24.4	24.4	82.2
Not very important	1	2.2	2.2	84.4
Not at all important	5	11.1	11.1	95.6
Cannot say	2	4.4	4.4	100.0
Total	45	100.0	100.0	

Table 18 below shows that most of the respondents 23 (51.1%) of 45 respondents considered that smoked fish was important, 15 (33.3%) thought it was very important and four (8.9%) thought it was not very important.

TABLE 18. Smoked fish

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very important	15	33.3	33.3	33.3
Important	23	51.1	51.1	84.4
Not very important	4	8.9	8.9	93.3
Not at all important	3	6.7	6.7	100.0
Total	45	100.0	100.0	

Table 19 below shows that 13 (28.9%) of 45 respondents considered that the café was important, ten (22.2%) considered it was very important. Meanwhile 13 (28.9%) considered it not at all important and eight(17.8%) not very important.

TABLE 19. The cafe

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very important	10	22.2	22.2	22.2
Important	13	28.9	28.9	51.1
Not very important	8	17.8	17.8	68.9
Not at all important	13	28.9	28.9	97.8
Cannot say	1	2.2	2.2	100.0
Total	45	100.0	100.0	

Table 20 below shows that six (13.3%) of 45 respondents considered that the shop was not at all important, five (11.1%) considered it was not very important. Missing value was considerably high 31 (68.9%).

TABLE 20. The shop

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	1	2.2	7.1	7.1
Not very important	5	11.1	35.7	42.9
Not at all important	6	13.3	42.9	85.7
Cannot say	2	4.4	14.3	100.0
Total	14	31.1	100.0	
Missing 99	31	68.9		
Total	45	100.0		

Table 21 below shows that 16 (35.6%) of 45 respondents considered that the dock was Very important and 13 (28.9%) considered it important. At the same time, 6 (13.3%) considered it not at all important and three (6.7%) not very important.

TABLE 21. The dock

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	16	35.6	38.1	38.1
	Important	13	28.9	31.0	69.0
	Not very important	3	6.7	7.1	76.2
	Not at all important	6	13.3	14.3	90.5
	Cannot say	4	8.9	9.5	100.0
	Total	42	93.3	100.0	
Missing	99	3	6.7		
Total		45	100.0		

Table 22 below shows that 10 (22.2%) of 45 respondents considered that the sauna was very important, and 8 (17.8%) considered it important.

Missing value rate was high, being 21 (46.7%).

TABLE 22. The sauna

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	10	22.2	41.7	41.7
	Important	8	17.8	33.3	75.0
	Not very important	1	2.2	4.2	79.2
	Not at all important	2	4.4	8.3	87.5
	Cannot say	3	6.7	12.5	100.0
	Total	24	53.3	100.0	
Missing	99	21	46.7		
Total		45	100.0		

Table 23 below shows that 19 (42.2%) of 45 respondents considered that accommodation was not at all important, while 7 (15.6%) considered it important.

Missing value rate was quite high, being 10 (22.2%).

TABLE 23. Accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	1	2.2	2.9	2.9
	Important	7	15.6	20.0	22.9
	Not very important	4	8.9	11.4	34.3
	Not at all important	19	42.2	54.3	88.6
	Cannot say	4	8.9	11.4	100.0
	Total	35	77.8	100.0	
Missing	99	10	22.2		
Total		45	100.0		

Table 24 below shows that 16 (35.6%) of 45 respondents considered that guide service was not at all important, while 10 (22.2%) considered it important.

Missing value rate was 7 (15.6%).

TABLE 24. The guide service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	2	4.4	5.3	5.3
	Important	10	22.2	26.3	31.6
	Not very important	3	6.7	7.9	39.5
	Not at all important	16	35.6	42.1	81.6
	Cannot say	7	15.6	18.4	100.0
	Total	38	84.4	100.0	
Missing	99	7	15.6		
Total		45	100.0		

Table 25 below shows that five (11.1%) of 45 respondents considered that the restaurant was not at all important, while two (4.4%) considered it important.

Missing value rate was very high 36 (80%).

TABLE 25. The restaurant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	2	4.4	22.2	22.2
	Not at all important	5	11.1	55.6	77.8
	Cannot say	2	4.4	22.2	100.0
	Total	9	20.0	100.0	
Missing	99	36	80.0		
Total		45	100.0		

Table 26 below shows that six (13.3%) of 45 respondents considered that a visit to Ulkokalla was important, while five (11.1%) considered it not at all important. Missing value rate was very high 31 (68.9%).

TABLE 26. The visit to Ulkokalla

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	6	13.3	42.9	42.9
	Not very important	1	2.2	7.1	50.0
	Not at all important	5	11.1	35.7	85.7
	Cannot say	2	4.4	14.3	100.0
	Total	14	31.1	100.0	
Missing	99	31	68.9		
Total		45	100.0		

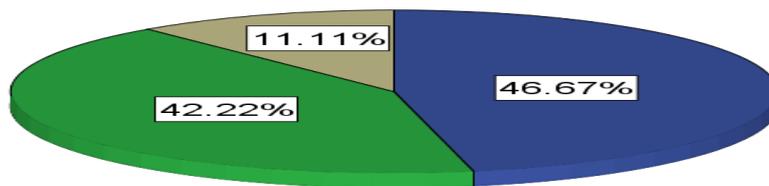
### **Should a cafe building be given a building permit on Maakalla Isle?**

Table 27 below shows that almost half, 21 of the respondents answered yes and less than half, 19 answered no. Five respondents answered “cannot say”. Graph 24 shows the same in percentages 46.67% said yes, 42.22% said no and 11.11% answered “cannot say”.

TABLE 27. Should a cafe building be given a building permit on Maakalla Island?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	21	46.7	46.7	46.7
No	19	42.2	42.2	88.9
Cannot	5	11.1	11.1	100.0
Total	45	100.0	100.0	

■ Yes  
■ No  
■ Can not



GRAPH 24. Should a cafe building be given a building permit on Maakalla Island?

### What time should the cafe be open?

Table 28 shows that only 21 of 45 respondents replied to this question. Most of the respondents, 8 chose answer numbers four and 6 answered five meaning that they could not say.

TABLE 28. What time should the cafe be open?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid During the boats visit	2	4.4	9.5	9.5
In the Morning	4	8.9	19.0	28.6
Daytime	1	2.2	4.8	33.3
In the evening	14	31.1	66.7	100.0
Total	21	46.7	100.0	
Missing 99	24	53.3		
Total	45	100.0		

### What kind of sweet products should be available in a cafe?

Table 29 shows that only nine of 45 respondents replied to this question. Most of the respondents, six answered ice cream and 3 answered pancakes.

TABLE 29. What kind of sweet products should be available in a cafe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pancakes	3	6.7	33.3	33.3
	Ice cream	6	13.3	66.7	100.0
	Total	9	20.0	100.0	
Missing	99	36	80.0		
Total		45	100.0		

### What kind of savory food products should be available in a cafe?

Table 30 shows that only eight of 45 respondents replied to this question. Most of the respondents, seven answered salted fish sandwiches and one answered savory pies.

TABLE 30. What kind of savory food products should be available in a cafe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salted fish sandwiches	7	15.6	87.5	87.5
	Savoury pie	1	2.2	12.5	100.0
	Total	8	17.8	100.0	
Missing	99	37	82.2		
Total		45	100.0		

### What kind of refreshment products should be available in a cafe?

Table 31 shows that only eleven of 45 respondents replied to this question. Most of the respondents, nine, answered coffee/tea and two answered soft drinks/juice.

TABLE 31. What kind of refreshment products should be available in a cafe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coffee/tea	9	20.0	81.8	81.8
	Soft drinks/juice	2	4.4	18.2	100.0
	Total	11	24.4	100.0	
Missing	99	34	75.6		
Total		45	100.0		

### What kind of warm food products should be available in a cafe?

Table 32 shows that only seven of 45 respondents replied to this question. More than half of the respondents, four answered salmon soup and less than half answered white fish soup.

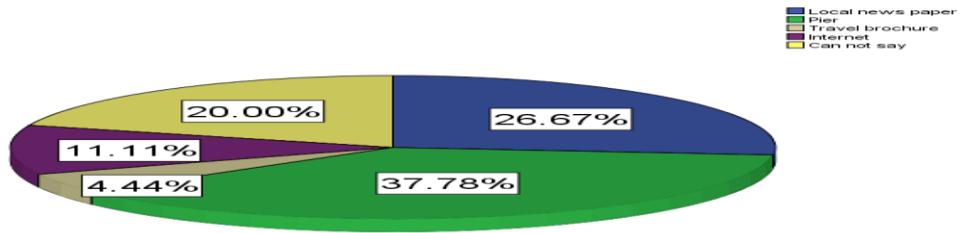
TABLE 32. What kind of warm food products should be available in a cafe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salmon soup	4	8.9	57.1	57.1
	White fish soup	3	6.7	42.9	100.0
	Total	7	15.6	100.0	
Missing	99	38	84.4		
Total		45	100.0		

## 6.5 Boat connections to Maakalla Island

### Where do you find information about boat connection schedules?

Table 33 shows that 17 respondents of 45 think that they find information from the pier, twelve from the local newspaper, five from the Internet and 2 from travel brochures. Nine do not know where to find information. Graph 25 shows the same in percentages 37. 78% answered pier, 26.67 % answered local news paper and 20% did not know.



GRAPH 25. Where do you find information about boat connection schedules?

TABLE 33. Where do you find information about boat connection schedules?

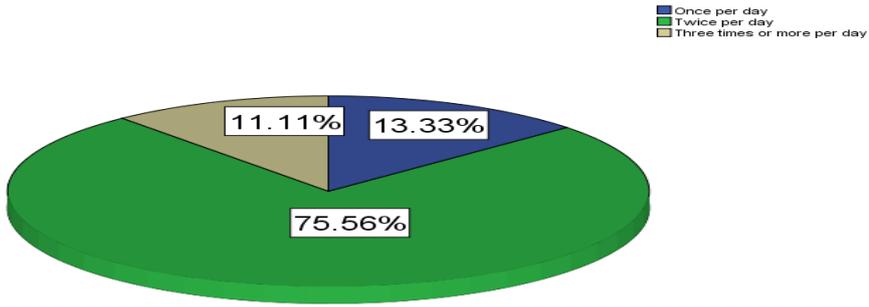
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Local news paper	12	26.7	26.7	26.7
Pier	17	37.8	37.8	64.4
Travel brochure	2	4.4	4.4	68.9
Internet	5	11.1	11.1	80.0
Cannot say	9	20.0	20.0	100.0
Total	45	100.0	100.0	

**How often should the boat sail?**

Table 34 tells that most of the respondents 34 of 45 say twice a day, six say once a day, three say three or more times a day, and two cannot say. In graph 26, 75.56% say twice a day, 13.33% say once a day, 6.67% say three or more times a day, and the remaining 4.44% cannot say.

TABLE 34. How often should the boat sail?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Once per day	6	13.3	13.3	13.3
Twice per day	34	75.6	75.6	88.9
Three times or more per day	3	6.7	6.7	95.6
Cannot say	2	4.4	4.4	100.0
Total	45	100.0	100.0	



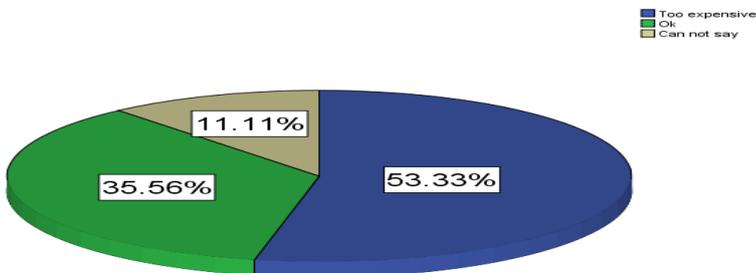
GRAPH 26. How often should the boat sail?

**What do you think about the ticket fares on the boat?**

Table 35 below divides the answers into three segments. 24 of 45 respondents holds the ticket fare too expensive, for 16 the fare is OK and 5 cannot say. The same can be seen in graph 27, where 53.33% hold the fare too expensive, for 35.56% fare is OK and 11.11% cannot say.

TABLE 35. What do you think about the ticket fares on the boat?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Too expensive	24	53.3	53.3	53.3
Ok	16	35.6	35.6	88.9
Cannot say	5	11.1	11.1	100.0
Total	45	100.0	100.0	



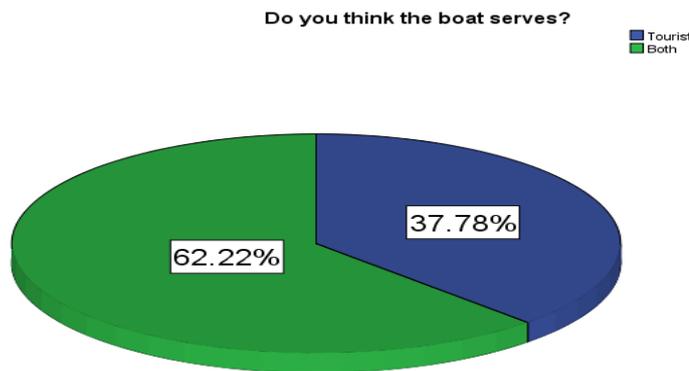
GRAPH 27. What do you think about the ticket fares on the boat?

**Do you think the boat serves the cabin owner or tourist?**

Table 36 shows that 28 respondents thought that the boat serves both the cabin owners and tourists, and 17 thought that it serves only tourists. The same can be seen in graph 28, where 62.22% think that the boat serves both, and 37.78% think that it serves only tourists.

TABLE 36. Do you think the boat serves the cabin owner or tourist?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tourist	17	37.8	37.8	37.8
Both	28	62.2	62.2	100.0
Total	45	100.0	100.0	



GRAPH 28. Do you think the boat serves the cabin owner or tourist?

**6.6 Participation in the tourism development of Maakalla Island**

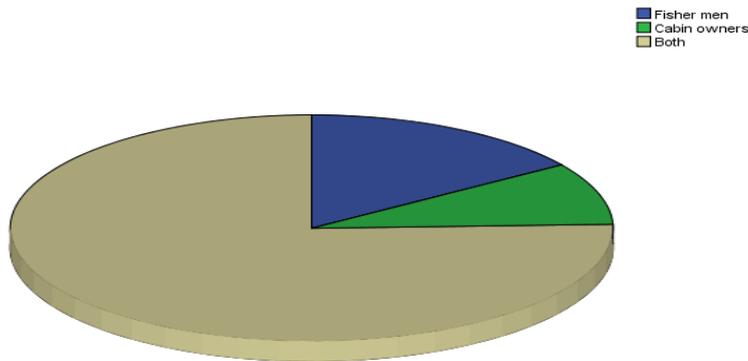
**What parties do you think have mostly influenced the development of tourism on Maakalla Island?**

Table 37 below shows that 34 of 45 respondents think that both fishermen and cabin owners have influenced the development of tourism, seven think fishermen and four think

that cabin owners have influenced more, In graph 29, a majority of 75.56% says both, 15.56% says fishermen, and the rest 8.89% says cabin owners.

TABLE 37. What parties do you think have mostly influenced the development of Maakalla Island?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fishermen	7	15.6	15.6	15.6
Cabin owners	4	8.9	8.9	24.4
Both	34	75.6	75.6	100.0
Total	45	100.0	100.0	



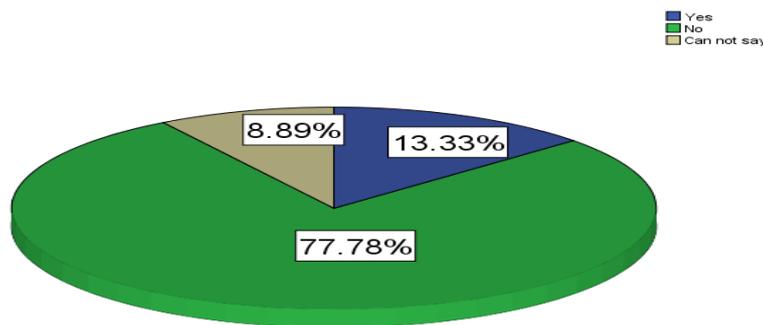
GRAPH 29. What parties do you think have mostly influenced the development of Maakalla Island?

**Have you had possibilities to influence the development of Maakalla Island?**

Table 38 shows that the majority 35 of 45 respondents did not feel that they have had possibilities to influence the tourism development of Maakalla Island, and only six felt that they have had, four could not say. Graph 30 shows same in percentages, 77.78% say no, 13.13% say yes, and 8.89% cannot say.

TABLE 38. Have you had possibilities to influence the development of Maakalla Island?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	6	13.3	13.3	13.3
No	35	77.8	77.8	91.1
Cannot say	4	8.9	8.9	100.0
Total	45	100.0	100.0	



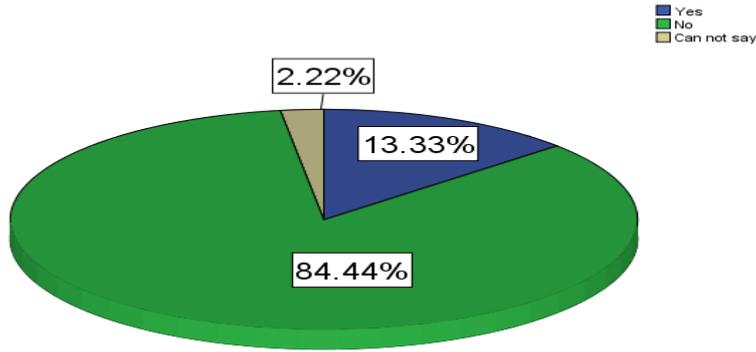
GRAPH 30. Have you had possibilities to influence the development of Maakalla Island?

**Would you be interested in being more involved in the tourism developing and planning of Maakalla Island?**

Table 39 below shows that a majority 38 of 45 respondents answers no, when only six answers yes, one cannot say. The same can be seen clearly in graph 31 where 84.44% say no, 13.33% say yes, and 2,22% cannot say.

TABLE 39. Would you be interested in being more involved in the tourism developing and planning of Maakalla Island?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	6	13.3	13.3	13.3
No	38	84.4	84.4	97.8
Cannot say	1	2.2	2.2	100.0
Total	45	100.0	100.0	



GRAPH 31. Would you be interested in being more involved in the tourism developing and planning of Maakalla Island?

**What is your assessment of the future tourism on Maakalla Island?**

Table 40 below shows that more than half, 26 of 45 respondents felt that the future of tourism would be quite positive and eight saw it as very positive. Six saw it as quite negative and five could not say.

TABLE 40. What is your assessment of the future tourism on Maakalla Island?

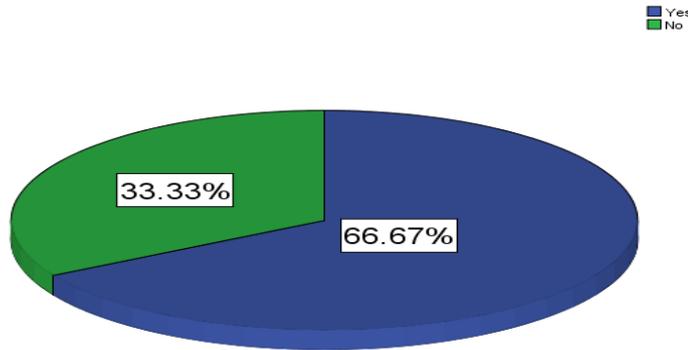
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very positive	8	17.8	17.8	17.8
Quite positive	26	57.8	57.8	75.6
Quite negative	6	13.3	13.3	88.9
Cannot say	5	11.1	11.1	100.0
Total	45	100.0	100.0	

**Do you participate in Karinkokous?**

Table 41 below shows that 30 of 45 respondents answered yes, and the rest 15 answered no. Graph 33 below shows the same in percentages, where 66.67% say yes, and 33.33% say no.

TABLE 41. Do you participate in Karinkokous?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	30	66.7	66.7	66.7
No	15	33.3	33.3	100.0
Total	45	100.0	100.0	



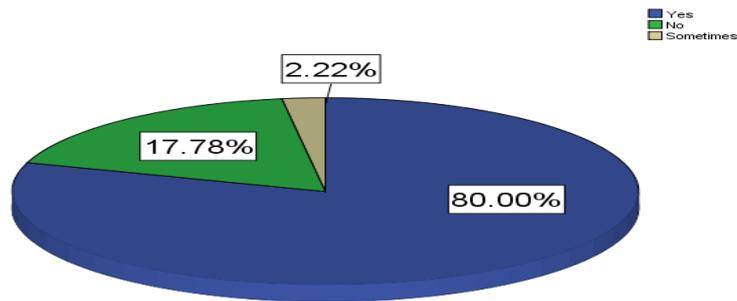
GRAPH 32. Do you participate in Karinkokous?

**Do you always have one cabin owner representing your cabin at Karinkokous?**

Table 42 below shows that 36 of 45 respondents answered yes, 8 answered no, and one answered sometimes. Graph 34 below shows same in percentages, where 80% say yes, 17.78% say no, and 2.22% say sometimes.

TABLE 42. Do you always have one cabin owner representing your cabin at Karinkokous?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	36	80.0	80.0	80.0
No	8	17.8	17.8	97.8
Sometimes	1	2.2	2.2	100.0
Total	45	100.0	100.0	



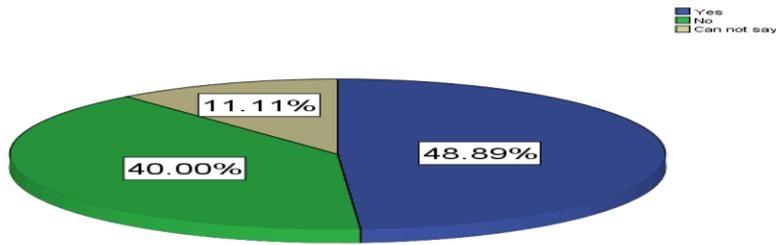
GRAPH 33. Do you always have one cabin owner representing your cabin at Karinkokous?

**Would you like cabin renting to be allowed?**

Table 43 shows that 22 of 45 respondents answered yes, while 18 answered no, and the remaining five could not say. In graph 35, 48.89% said yes and 40% said no while the remaining 11.11% could not say.

TABLE 43. Would you like cabin renting to be allowed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	48.9	48.9	48.9
No	18	40.0	40.0	88.9
Cannot say	5	11.1	11.1	100.0
Total	45	100.0	100.0	



GRAPH 34. Would you like cabin renting to be allowed?

**In the future, how should tourism on Maakalla Island primarily be developed?**

In table 44 it can be seen that 11 out of 45 respondents wished more docks, and five wished a common barbeque shelter to Kirkkopää. The rest of the choices were divided more or less equally. Graph 36 shows the same in percentages where 24.44% choose more docks and 11.11% a barbeque shelter.

GRAPH 44. In the future, how should tourism on Maakalla Island primarily be developed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More docks	11	24.4	24.4	24.4
Common smoking oven	3	6.7	6.7	31.1
Common barbeque shelter to Kirkkopää	5	11.1	11.1	42.2
Surcharge garbage bins	4	8.9	8.9	51.1
Recycle points for bottles/cans	4	8.9	8.9	60.0
Food to be purchased at site	4	8.9	8.9	68.9
Wheelchair wide boardwalk from Kirkkopää to Kolapää	4	8.9	8.9	77.8
Fire woods, water or barbecue coal to be purchased on site	3	6.7	6.7	84.4
Movable chemical toilet or rent (can be placed inside the cabin)	4	8.9	8.9	93.3
Eco toilet	3	6.7	6.7	100.0
Total	45	100.0	100.0	

## Cross tabulation and Chi-square

After *Frequencies*, the most commonly used SPSS command is probably *Crosstabs*. This procedure relates two or more variables to produce tables of sort commonly encountered in social research. In analysing the relationship between variables, cross tabulation marks the move from purely descriptive to explanatory analysis. (Veal 2006, 316.) The *Chi-square*-test can be used in many situations, but is used here to demonstrate the relation to cross tabulations of two *nominal* variables. This test is designed to judge whether the overall difference is significant or not.

### Null hypothesis and cross-tabulation

The null hypothesis is a common concept of statistical methods. It is based on the idea of setting up two mutually incompatible hypotheses, so that only one can be true. The null hypothesis usually proposes that there is not difference between the two observed values, or that there is no relationship between variables (Veal 2006, 337). There are therefore two possibilities; H0: no dependency, and H1: the opposite condition is true. During this analysis we set the risk level to be 5% ( $P = 0.05$ ). In conclusion at a 5% level of signification the null hypothesis is rejected, i.e.  $P = 0.000 < 0.05$ . With this feature it is possible to analyze if there is a relationships between two or more variables. (Veal 2006, 316.) In this research it was found out that it was difficult to find values which had relationship between each other.

TABLE 45. Would you like cabin renting to be allowed? \* Gender?

		Gender?		Total
		Male	Female	
Would you like cabin renting to be allowed?	Yes	19	3	22
	No	11	7	18
	Cannot say	1	4	5
Total		31	14	45

TABLE 46. Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.219 <sup>a</sup>	2	<b><u>.010</u></b>
Likelihood Ratio	9.212	2	.010
Linear-by-Linear Association	8.768	1	.003
N of Valid Cases	45		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.56.

Above in table 45 and 46, can be seen that gender of respondent and opinion if cabin renting should be allowed are dependent because the Pearson Chi-Square value is 0,010 is less than 0,05 which is the set risk level. This result is statically significant. In conclusion of Chi-square test, at 5% level of significance the null hypothesis is rejected. In other words, this means that the gender of the respondent has an effect on the opinion if the cabin renting should be allowed. It seems that the male respondents “yes” is relatively higher than the females.

## 7 CONCLUSIONS

Tourism was one of the biggest industries in Kalajoki in 2011. Hiekkasärkät in Kalajoki has for generations been one of the main tourism destinations in Finland during summer time. Maakalla Island has been one of the most visited places in Kalajoki, because of its unique history and culture, and its autonomy.

Hiekkasärkät has been a steadily growing tourist destination since the 19<sup>th</sup> century and Maakalla Island starting from the 1960s. When tourism in Kalajoki has been increasing, the tourism on Maakalla Island has also increased, the two going hand in hand. In the past these two tourism attractions have had a similar tourism development. The tourism business in both places has been increasing steadily simultaneously until the late 1970s. During the best years Maakalla received around ten thousand visitors but now only hundreds of visitors per year. In recent years, while the tourism development of Hiekkasärkät has increased, Maakalla Island's tourism has decreased.

Since the 1960s when the first water-bus company Kallan Matkailu Ltd started to bring tourists to the island, the tourism was increasing. The tourism business started decreasing at the end of 1970s, when the pier was moved from Hiekkasärkät camping grounds further on to a new location. After that, the pier was no more visible and it reflected to the passenger amounts immediately. In year 2008 Kallan Matkailu Ltd closed down but a new water-bus company, the Blue Sea and Star Company, started to operate with Kiira boat in year 2010. The amount of tourists has not started to increase.

The study starts by describing the tourism history of Hiekkasärkät and Maakalla Island, both in Kalajoki. Hiekkasärkät has been included because first of all it has the only area, harbor, wherefrom the tourist has access to the boat connection going to the Maakalla Island. Secondly, it seemed for a long time that the visitors' amount on Maakalla Island was directly dependent of the visitors' amounts in Hiekkasärkät.

By surprise while trying to find information of tourism development history of Maakalla Island, it turned almost to be an impossible task. There exist a lot of books, magazines articles, some previous researches and nowadays, several webpages even some movies

about Kalla Islands. Unfortunately they focus is on culture and history, not on tourism. With the purpose to find information about tourism, a text analysis was conducted. The result was that there were interesting things found out about the Kalla Islands, but not about tourism development.

After having carried out an in-depth interview with a former owner of water-bus company, Kallan Matkailu Ltd, the full picture of the tourism development of the Maakalla Island opened up. Not only that the entrepreneur was able to tell the whole history of tourism but also about marketing. Her son was also able to tell the actual numbers of visitors to the island during those 43 years when they operated the water-bus business to the Maakalla Island.

Finally, a comprehensive quantitative questionnaire was carried out among the cabin owners of Maakalla Island. The purpose was to find out the opinions and feelings of the owners concerning the tourism of the island. Since the Kalla Islands have autonomy the cabin owners have a decision-maker role.

There were found several reasons for the minimal amount of tourists arriving to Maakalla Island, and in the following some of them are being presented. Undoubtedly the first reason was that the pier was moved further on to almost invisible location in late 1970s. Then the water-bus company changed. New water-bus company do not have all the knowledge what the previous company had gained while being in business for over 40 years. One reasons to lack of tourists is the size of the boat. The previous company had a boat fitting around 60 passengers but the new company's boat takes only 11 passengers. When the weather is nice like it has been in the last two summers, there should be a bigger boat to be able to take more tourists to the island, especially during the peak season. Also the fare may play a role since it it has doubled.

The lack of advertising is one of the reasons also. At this moment tourists do not get enough information on an attraction called Maakalla Island; it is kind of invisible. The tourists or the locals do not find information from the publications like newspapers or tourism guide magazines, which are widely distributed for free around the Hiekkasärkät tourism area, and among the tourist serving companies. There is only a small mention in local newspapers about the trip to Maakalla Island. The company has webpages and has a

link also under Hiekkasärkät webpages but all tourists do not have an Internet connection available during their stay in Hiekkasärkät.

There should be a big bulletin board in the main tourist area and inside of Hiekkasärkät Camping place. Also on pier they should have a good size of bulletin board, which should have the most needed elements. Some of these elements are beautiful pictures from Maakalla Island, an attractive description of the destination, basic information such as a fixed scheduled and the limitations or reasons for when the boat cannot leave eg. due to bad weather.

Customer service is a key element when making reservations by phone. There should always be a person answering the phone, at least during the business hours, and during the peak season beyond the business hours. The phone call, which is the first contact, must be a pleasant experience for the client. Advertising should be in many languages but then again the company should have personnel talking all the languages under which they are advertising. In today's tourism industry it is important that the company co-operates with other branches in the field. In this way the advertising cost can be minimized and the tourist can have many sources to find the information from. Co-operation with the local program service company could benefit more than simply trying alone

It would be appropriate for the administration of the Kalla Island to carry out a tourism strategy. So far the amount of tourists visiting the Island has been the responsibility of the entrepreneurs. Administration has been in the position of only setting the limits and restrictions, but marketing and advertising has been left to the entrepreneurs. The Kalla Island's administration could in help of centralized tourism strategy start to take responsibility of visitors' amount and also start advertising on its own. With a proper plan the administration could ensure the sustainable tourism development on the Kalla Islands. In recent years two topics have been brought up in the community meeting, the so-called "Karinkokous". One is café building and another is cabin renting, because it is the administration which makes these big decisions. At this moment there is not a café building on Maakalla Island. When Kallan Matkailu Ltd stopped the water-buss business they turned their café to the private use and since the rules dictate that only 'fishermen' are given a permit to build a cabin, the application of a café building have difficulties to pass.

Even the boat brings small amounts of visitors to the island the café could serve also the boats visiting the marina, since boating is nowadays a growing form of vacationing.

Another topic is cabin renting which has been brought up in Karinkokous, but the permit to allow cabin renting has not been accepted. When Fememare Ltd started the tourism business on Ulkokalla Island, the administration of the Kalla Island made a decision that only on Ulkokalla the accommodation was allowed, meaning that cabin renting was allowed there but not on Maakalla Island. Whenever the issue of cabin renting has been raised, some of the cabin owners have misunderstood the concept. Some of them are afraid that if the act shall be approved each cabin owner has to rent his or her cabin. Based on the questionnaire there are some of the owners who do not use their own cabins or the use of the cabin is so minimal that they are willing to rent it out, but if and only after the administration has allowed it. There are 44 cabins on Maakalla Island, but the utilization rate is very low, 5-10%. There are 5-10 cabins in regular use and the rest of the cabins stay empty most of the summer. Because of the rough weather the cabins need more often maintenance than in mainland, so it would benefit both parties if the cabins would be allowed to be rented out. Tourist could enjoy the rare nature of Maakalla and the cabin owners would get money for maintenance costs.

In marketing and advertising the Islands' special status, autonomy, should be utilized by making tourism products around that theme. Products highlighting the autonomy of the island would stand out clearly and make the tourist experience one of a kind. This would boost the tourism market. Unfortunately based on the questionnaire, neither the administration nor the cabin owners are ready for this kind of `radical` change. Most of them want to keep the Islands as original as possible, meaning that they do not really want much more tourists in to the Island. The cabin owners are afraid that Maakalla Island turns to the so called "tourist trap", meaning that there would be too many of visitors coming to Maakalla Island. This kind of thinking is a little bit of paradoxical, since during the best fishing decades Maakalla Island was occupied of around two hundred cabin owners, which was four times more than nowadays. Tourism is like a double-edged sword if you want to increase the visitors' amounts, you have to sacrifice something. The author hopes this research to be useful in the future if and when making a tourism strategy for the Maakalla Island.

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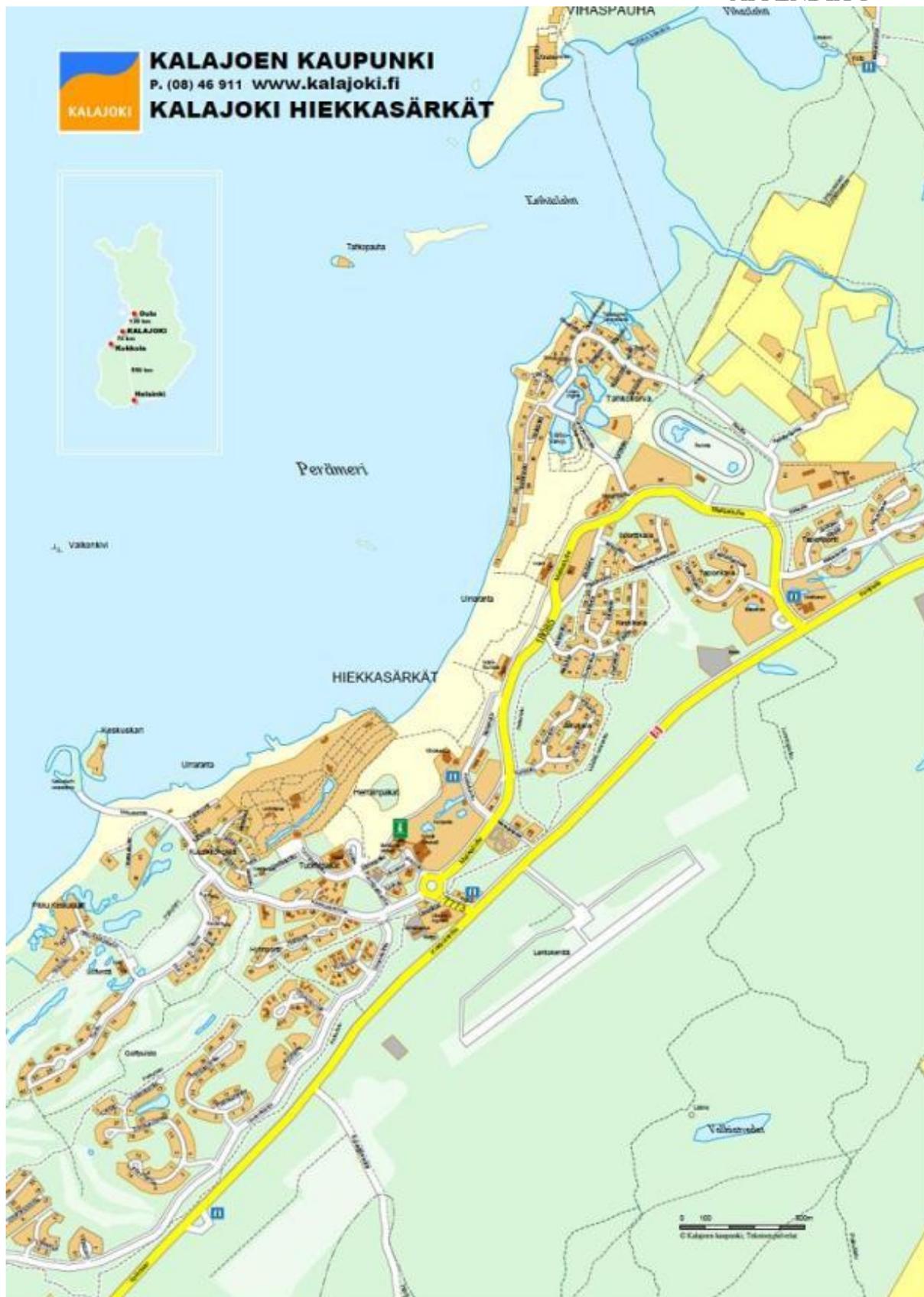
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Map of Kalaoki Hiekkasärkät 2012

Hyvä Maakallan saaren mökinomistaja,

Te olette yksi Maakallan saaren mökkinomistajista, joita pyydän osallistumaan kyselyyn. Vastaamalla kyselyyn olette suureksi avuksi tutkimuksen teossa.

Tutkimuksen tarkoituksena on selvittää Maakallan saaren mökinomistajat tyytyväisyyttä matkailun kehittymistä kohtaan. Tavoitteena on myös parantaa mökinomistajien osallistumismahdollisuuksia heidän omien ideoidensa pohjalta.

Kysely toteutetaan osittain henkilökohtaisessa haastattelussa, mutta suurin osa toteutetaan puhelinhaastatteluna, teille sopivana ajankohtana. Puhelinhaastattelu kestää noin 15 minuuttia. Kyselyssä saatavia tietoja käytetään tutkimukseen täysin nimettöminä. Vastaamalla annatte oman osuutenne tutkimusaineistoon, jonka perusteella matkailua pyritään kehittämään entistä enemmän Maakallan asukkaiden näkökulmasta ja heidän mielipiteitään huomioiden.

Tutkimusta koskeviin kysymyksiin vastaan sähköpostitse osoitteessa: [anne.vierimaa@cou.fi](mailto:anne.vierimaa@cou.fi).

Kiitoksia jo etukäteen vastauksestanne!

Ystävällisin terveisin,  
Anne Vierimaa

### Taustatiedot ja suhde Maakallan saareen

1. Sukupuoli?  Mies  Nainen.
2. Ikä? \_\_\_\_\_ Synnyinkunta?  Kalajoki  Muu
3. Nykyinen kotipaikkakunta?  Kaljoki  Muu
4. Olette asunut kotipaikkakunassanne koko ikänne?  
 Kyllä  Ei
5. Olette asunut Pohjois-Pohjanmaalla koko ikänne?  
 Kyllä  Ei

**6. Omistaako sukunne yhden tai useampia mökkejä Kallan saarilla?**

- Yhden Maakallassa
- Yhden Ulkokallassa
- Useampia Maakallassa
- Useampia Ulkokallassa

**7. Minkälainen omistajuus ja päätösvalta teillä on mökkiinne Kallan saarilla?**

- Olette yksi omistajista, jolloin kaikki osakkaat päättävät mökin asioista
- Olette yksi omistajista, mutta päätät yksin mökin asioista
- Olette ainoa omistaja, jolloin päätät yksin mökin asioista
- Muu

**8. Mikä seuraavista kuvaa parhaiten nykyistä tilannettanne?**

- Olette ammattikalastaja, jolloin pääelinkeinonne on kalastus.
- Olette osa-aikakalastaja, jolloin sivutulonne on kalastus.
- Olette harrastuskalastaja, jolloin kalastatte omaksi tarpeeksi.
- Olette eläkeläinen-entinen ammattikalastaja.
- Olette leski-entinen ammattikalastajan puoliso.
- Olette osa-aikatöissä.
- Olette työelämässä.
- Olette työtön.
- Eläkeläinen

**9. Muodostuvatko taloutenne tulot Maakallasta saaduista elinkeinoista?**

- Kalastuksesta  Matkailusta  Muu

**10. Kuinka useasti vieraillette Maakallan saarella?**

- Vietän aikaa Maakallan saarella enemmän kuin 30 päivää vuodessa.
- Niin usein kuin mahdollista kesällä ja talvella.
- Niin usein kuin mahdollista veneilyaikana.
- Joka viikonloppu veneilyaikana.
- 3-4 kertaa kesän aikana.
- 1-2 kertaa kesän aikana.
- En käy enään.

**11. Käydessänne Maakallan saarella matkaseurananne on?**

- Perhe
- Ystäväporukka
- Työyhteisö
- Yksin
- Muu

**12. Maakallan saarelle vierailunne tarkoitus on yleensä?**

- Karinkokous  
 Kalastus  
 Vapaa-aika  
 Huoltotyöt mökillä  
 Muu

**Maakallan matkailun kehitys ja nykytila****13. Mitä mieltä olette Maakallan saaren matkailijamäärästä?**

- Matkailijoita on sopivasti  
 Matkailijoita on liikaa  
 Matkailijoita on liian vähän  
 En osaa sanoa

**14. Miten matkailu on mielestänne vaikuttanut Maakallan luontoon?**

- Myönteisesti       Kielteisesti       En osaa sanoa

**15. Miten matkailu on mielestänne vaikuttanut Maakallan mökkirauhaan?**

- Myönteisesti       Kielteisesti       En osaa sanoa

**16. Kuinka tärkeänä pidätte seuraavia matkailupalveluja Maakallan saarella?**

	Erittäin tärkeä	Tärkeä	Ei kovin tärkeä	Ei lainkaan tärkeä	En osaa sanoa
Laivayhteydet	<input type="checkbox"/>				
Savustettu kala	<input type="checkbox"/>				
Kahvila	<input type="checkbox"/>				
Myymälä	<input type="checkbox"/>				
Laituripaikka	<input type="checkbox"/>				
Sauna	<input type="checkbox"/>				
Majoitus	<input type="checkbox"/>				
Opaspalvelut	<input type="checkbox"/>				
Ravintola	<input type="checkbox"/>				
Vierailu Ulkokallaan	<input type="checkbox"/>				
Muu _____	<input type="checkbox"/>				

**17. Pitäisikö mielistänne Maakallan saarella antaa rakennuslupa kahvila rakennukselle?**

- Kyllä                       Ei                       En osaa sanoa

**JOS VASTASIT EI EDELLISEEN KYSYMYKSEEN SIIRRY KYSYMYKSEEN 20**

**18. Mihin aikaan kahvilan tulisi mielestänne olla auki?**

- Laivan käydessä               Aamulla     Päivällä     Illalla     Koko päivän

**19. Mitä tuotteita kahvilassa tulisi mielestänne olla tarjolla?**

1. Makeaa tarjottavaa               Lätyt     Pulla     Jäätelö
2. Suolaista tarjottavaa               Suolakala voileipä     Suolainen piirakka
3. Virvokkeita                       Kahvi/Tee     Vesi                       Virvokkeet/Mehu
4. Lämmin ruoka                       Lohikeitto     Siikavelli

**20. Mitä palveluja kahvilassa tulisi mielestänne olla tarjolla?**

1. Mökkivuokraus                       Varaus     Avaimet     Siivous  
 Lakanat     Makuupussit     Tyynyt, peitot  
 Polttopuut     Vesi                       Kaasu  
 Hella                       Kylmäkallet     Puhelimen lataus
2. Mökkihuolto                       Korjaukset     Siivoukset, esim. kevätsiivous, ikkunat
3. Matkaopas                       Suomi     Englanti     Muu
4. Välinevuokraus                       Kiikarit     Soutuvene
5.  Matkamuuistoja kuten kortit jne.

**Laivayhteydet Maakallan saarelle**

**21. Mistä löydätte tietoa laivayhteyksien aikatauluista?**

- Paikallislehti                       Matkailuwebsite  
 Satama                               Internetti  
 Tuttavat/Ystävät                       Muu

**22. Kunka usein laivan tulisi mielestänne kulkea?**

Kerran päivässä     Kahdesti päivässä     En osaa sanoa

**23. Mitä mieltä olette laivayhteyden matkalipun hinnasta?**

Kallis                       Sopiva                       En osaa sanoa

**24. Palveleeko laivayhteys mielestänne**

Mökkiläisiä               Turisteja                       En osaa sanoa

**OsallistuminenMaakallan matkailun kehitykseen****25. Mitkä tahot ovat mielestänne vaikuttaneet eniten Maakallan matkailun kehitykseen?**

Kalastajat               Mökkiläiset               Muu

**26. Oletteko mielestänne voinut vaikuttaa Maakallan matkailun kehitykseen?**

Kyllä                       Ei                               En osaa sanoa

**27. Olisitteko kiinnostunut olemaan enemmän mukana Maakallan matkailun kehitykseen ja suunnittelussa?**

Kyllä                       Ei                               En osaa sanoa

**28. Millainen on arvionne mukaan Maakallan matkailun tulevaisuus?**

Hyvin myönteinen  
 Melko myönteinen  
 Melko kielteinen  
 Hyvin kielteinen  
 En osaa sanoa

**29. Osallistutteko Karinkokoukseen?**

Kyllä,                       Ei

**30. Onko teillä aina yksi omistaja edustamassa mökkiänne Karinkokouksessa?**

Kyllä                       Ei

**31. Haluaisitteko, että mökkien vuokraus olisi sallittua?**

- Kyllä                       Ei                                       En osaa sanoa

**32. Miten Maakallan matkailua tulisi jatkossa ensisijaisesti kehittää?**

- Lisää laituripaikkoja  
 Yleinen savustus uuni  
 Yleinen grillikota Kirkkopäähän.  
 Maksulliset jäte astiat.  
 Pullojen/Tölkkien kierätys pisteet.  
 Ruokaa ostettavissa paikan päällä.  
 Rullatuolin levyinen lankkupalu Kirkkopäältä Kolapäähän.  
 Polttopuut, vesi tai grillihiiliä ostettavissa paikan päällä.  
 Vuokrattava ja kuljetettava kemiallinen käymälä(voi sijoittaa omaan mökkiin).  
 Ego käymälä

**Muita ideoita tai tarpeita?**

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**Kiitoksia avustanne!**

Dear cabin owner of Maakalla Island

You are one of the cabin owners on Maakalla Island, who I asked to participate to the questionnaire. By answering to the survey you are to a great help in my research.

The purpose of the questionnaire is to find out the level of satisfaction among the cabin owners on Maakalla Island with the island's tourism development. The object is also to improve participation possibilities of the cabin owners based to their own ideas.

The survey will be conducted partly as a face to face interview but mainly as a telephone interview. This will be done in the most appropriate time for you and will take about 15 minutes. The data from the survey will be used for research purposed only and entirely anonymous. Your answers will provide valuable information about the resident's perspective on developing tourism on Maakalla Island.

If you have any questions about the research you can contact me by the following e-mail address: [anne.vierimaa@cou.fi](mailto:anne.vierimaa@cou.fi).

Thank you in advance for your answer!

Best regards,

Anne Vierimaa

### **Background information and relationship with Maakalla Island**

1. **Gender?**             Male             Female
2. **Age? \_\_\_\_**            **Place of birth?**  Kalajoki     Muu
3. **Current place of residence?**     Kalajoki             Muu
4. **How long have you lived at your place of residence all your life?**  
 Yes                     No
5. **How long have you lived in Northern Ostrobothnia all your life?**  
 Yes                     No

**6. Does your family own one or more of the cabins on the Kalla Islands?**

- One on Maakalla
- On on Ulkokallassa
- Several on Maakalla
- Several on Ulkokalla

**7. What kind of ownership and right to make decision do you have on your cabin on the Kalla Islands?**

- You are one of the owners when all the owners decide on matters of the cabin.
- You are one of the owners but you make your decision on your own.
- You are the sole owner and make your decision on your own.
- Other

**8. Which of the following describes your situation best?**

- You are a professional fisherman in which case your main occupation is fishing.
- You are part time fisherman, when the fishing is a secondary income.
- You are a recreational fisherman when you fish only for your own needs.
- You are retired-a former fisherman.
- You are a widow of a former fisherman.
- You work part-time.
- You are in working life.
- You are unemployed.
- Retired

**9. Does your household's income consist of incomes from Maakalla Island?**

- From fishing     From tourism     Other

**10. How often do you visit Maakalla Island?**

- I stay on Maakalla Island more than 30 days a year.
- As often as possible during the summer and winter.
- As often as possible during the boating season.
- Every weekend during the boating season.
- 3-4 times during the summer.
- 1-2 times during the summer.
- I do not visit.

**11. During your visit to Maakalla Island who do you have as your companion?**

- Family
- Group of friends
- Work-community
- Alone
- Other

**12. Your reason for visiting Maakalla Island?**

- Karinkokous
- Fishing
- Free time
- Maintenance of the cabin
- Other

**Tourism development and current status of Maakalla Island**

**13. What is your opinion of the amount of the visitor's to Maakalla Island?**

- There is a suitable amount of tourists
- There are too many tourists
- There are not enough of tourists
- Cannot say

**14. What kind of effect do you think tourism has had on Maakalla's nature?**

- Positive
- Negative
- Cannot say

**15. What kind of effect do you think tourism has had on Maakalla's peace?**

- Positive
- Negative
- Cannot say

**16. How important do you consider the following tourism services on Maakalla Island to be?**

	Very important	Important	Not very important	Not at all important	Cannot say
Boat connections	<input type="checkbox"/>				
Smoked fish	<input type="checkbox"/>				
Café	<input type="checkbox"/>				
Shop	<input type="checkbox"/>				
Dock	<input type="checkbox"/>				
Sauna	<input type="checkbox"/>				
Accommodation	<input type="checkbox"/>				
Guide service	<input type="checkbox"/>				
Restaurant	<input type="checkbox"/>				
Visit to Ulkokalla	<input type="checkbox"/>				
Other	<input type="checkbox"/>				

**17. Should a café building be given a building permit on Maakalla Island?**

- Yes                       No                       Cannot say

**IF YOU ANSWERED NO PLEASE MOVE TO QUESTION 20**

**18. What time should the café be open?**

- During boar's visit       Mornings    Daytime       Evenings       All day

**19. What kind of products should be available in a café?**

- 1.Sweet products               Pancakes    Buns               Ice cream
- 2.Savory food products       Salted fish sandwiches       Savory pie
- 3.Refreshments               Coffee/Tea  Water               Soft drinks/Juice
- 4.Warm food                   Salmon soup                   Whitefish soup

**20. What kind of services should be available in the café?**

- 1.Cabin renting               Booking    Keys               Cleaning  
 Sheets       Sleeping bags  Pillows, Blankets  
 Fire woods  Water               Gas  
 Range       Coolers               Phone charger
- 2.Maintenance               Repairs       E.g. spring cleaning, window washing
- 3.Guide                       Finnish       English               Other
- 4.Equipment rentals               Binoculars  Rowing boat
- Souvenirs (postcards etc.)

**Boat connections to Maakalla Island****21. Where do you find information about boat connection schedules?**

- Local newspaper               Travel brochure  
 Pier                               Internet  
 Acquaint./Friends               Cannot say

**22. How often should the boat sail?**

- Once a day                       Twice a day  Three or more     Cannot say

**23. What do you think about the ticket fares on the boat?**

- Expensive                       Ok                       Cannot say

**24. Do you think the boat serves ?**

- Cabin owners                       Tourist                       Both

**Participation in the tourism development of Maakalla Island**

**25. Which parties do you think have mostly influenced the development of Maakalla Island?**

- Fishermen                       Cabin owners                       Other

**26. Have you had possibilities to influence the development of Maakalla Island?**

- Yes                       No                       Cannot say

**27. Would you be interested in being more involved in the developing and planning of Maakalla Island?**

- Yes                       No                       Cannot say

**28. What is your assessment of the future tourism on Maakalla Island?**

- Very positive  
 Quite positive  
 Quite negative  
 Very negative  
 Cannot say

**29. Do you participate in Karinkokous?**

- Yes                       No

**30. Do you always have one cabin owner representing your cabin at the Karinkokous?**

- Yes                       No

**31. Would you like cabin renting to be allowed?**

- Yes                       No                       Cannot say

**32. In the future, how should tourism on Maakalla Island primarily be developed?**

- More docks.
- Common smoking oven.
- Common barbeque shelter to Kirkkopää.
- Surcharge garbage bins.
- Recycle points for bottles /cans.
- Food to be purchased at site.
- Wheelchair wide boardwalk from Kirkkopää to Kolapää.
- Fire woods, water or barbeque coal to be purchased on site.
- Movable chemical toilet for rent (can be placed inside the cabin).
- Ego toilet.

**Other ideas or needs?**

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**Thank you very much for your help!**