

CUSTOMERS' VALUES AND ATTITUDES REGARDING ENVIRONMENTAL SUSTAINABILITY IN RURAL TOURISM

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Abstract <p>The objective of the research was to examine customers' values and attitudes regarding environmental sustainability in rural tourism. The thesis is part of the KESMA II project the purpose of which is to develop the sustainability of enterprises in the field of the rural tourism and utilize it in selling and marketing. Enterprises in rural tourism want to develop their businesses in order to comply with environmental sustainability. The problem is that these enterprises do not know the customers' points of view, which is important in a continuum of the business.</p> <p>In order to gather detailed data on the customers' values and attitudes, qualitative research methods were applied. Consequently, two kinds of qualitative methods were used to get more valuable information about the customers. The diary method was seen as a good way to get information otherwise inaccessible. The purpose of the phone interviews was to get direct answers to direct questions and receive more valuable information.</p> <p>The results of the research indicate that Finns are generally aware of sustainable development in tourism and of environmental sustainability in particular. The research revealed that customers support the intentions of rural tourism enterprises to be more environmentally friendly. It also gave vital information to the enterprises on customers' needs and opinions.</p> <p>The results can be utilized in enterprises' customer-oriented marketing and service development. Enterprises can develop more customer friendly products and services based on the results, which guarantees that a customer uses the same services again.</p>		
Keywords rural tourism, environmental sustainability, consumer behavior, values, attitudes, qualitative research, diary method, phone interview		
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Tiivistelmä Opinnäytetyön tavoitteena oli tutkia asiakkaiden arvoja ja asenteita ekologisen kestävyden näkökulmasta maaseutumatkailussa. Tutkimus tehtiin KESMA II -hankkeelle, jonka tarkoituksena on kehittää maaseutumatkailun yritysten kestävyttä ja hyödyntää sitä myynnissä ja markkinoinnissa. Yritykset maaseutumatkailussa haluavat kehittää liiketoimintaansa ekologisesta näkökulmasta. Ongelmana on se, että yritykset maaseutumatkailussa eivät tiedä asiakkaiden mielipidettä, mikä haittaa liiketoiminnan jatkuvuutta. Menetelmänä käytettiin laadullista tutkimusta, jotta saataisiin syvällistä ja hyödyllistä tietoa asiakkaiden arvoista ja asenteista. Kahta erilaista menetelmää käytettiin, päiväkirjaa ja puhelinhaastattelua, jotta saataisiin mahdollisimman monipuolista ja tarpeellista tietoa asiakkaista. Päiväkirjamenetelmää käytettiin, koska se on hyvä keino saada sellaista tietoa mitä ei muulla tavoin voisi saada. Puhelinhaastattelujen tarkoitus oli saada suoria vastauksia suoriin kysymyksiin ja lisää arvokasta tietoa. Tutkimuksen tulokset osoittavat, että suomalaiset ovat tietoisia kestävästä kehityksestä matkailussa, erityisesti ekologisesta kestävydestä. Tutkimus osoitti, että asiakkaat tukevat maaseutumatkailuyritysten aikomusta olla ympäristöystävällisempiä, koska asia on nykyään tärkeä. Tulokset antoivat tärkeää tietoa yrityksille toimia asiakkaiden tarpeiden ja näkemysten mukaisesti. Tuloksia voidaan hyödyntää yritysten asiakaslähtöisessä markkinoinnissa ja palvelun kehittämisessä. Yrittäjät voivat tuloksien perusteella rakentaa asiakasystävällisempiä tuotteita ja palveluita, jotka takaavat sen, että asiakas käyttää samoja palveluita uudestaan.		
Avainsanat (asiasanat) maaseutumatkailu, ekologinen kestävyys, kuluttajakäyttäytyminen, arvot ja asenteet, laadullinen tutkimus, päiväkirja metodi, puhelinhaastattelu		
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1 INTRODUCTION

People's values and attitudes have changed a lot in a few decades and especially towards ecology and environment. The freedom of speech, choice and receiving knowledge has an effect on people being a more aware of the state of the environment.

The earth has been "full" for many decades but the responsibility of the earth have been postponed from generation to generation. Eventually, it has been confronted and admitted that people's choices and actions have an impact on their future and for the next generations. Most people have taken this responsibility seriously, and the changes initiated in the business world and in everyday life made the action more sustainable.

Tourism is one of the actions that have a great influence on the environment. Many tourism enterprises have taken already ecology responsibility as a part of their business and strategic planning. At the moment, these enterprises are mostly big companies because it requires time, money, research and specializing. Nevertheless, the micro enterprises are also interested in these issues. One of these fields is rural tourism. Often rural tourism is based on the principles of the sustainable tourism because its business is based on the countryside's natural resources and the enterprises are usually small.

The popularity of rural tourism is increasing in Finland as people want to have original experiences and get emotional responses. Furthermore, Finnish people enjoy quietness, peaceful and pure nature.

Micro enterprises within the field of rural tourism are already acting ecologically because it is seen as a natural part of their action but this has not been utilized in marketing and sales. Rural tourism is nowadays an important part of the Finnish

countryside industry and it needs to be developed. However, information about customer's values, attitudes and needs is needed for supporting this development. Currently, qualitative customer research in particular is scarce. It is fundamental to gain customers' trust and understanding to ensure that has its place in the market in the future. Without rural tourism, the countryside will lose another important livelihood.

2 KESMA II –PROJECT

2.1 Background

The KESMA I-project was carried out in 2010-2012 resulting in what sustainable rural tourism means for customers and entrepreneurs. Sustainability was observed from the cultural, social (accessibility as part of the social sustainability) and environmental points of view.

The project was executed in four areas in cooperation: Central Finland, the Tampere Region, Southern Ostrobothnia and Ostrobothnia. The project leader in Central Finland was Petra Blinnikka who is also a project leader in the second project. (Blinnikka 2013, Maaseutumatkailu – kestävyyslaji?)

The project consisted of quantitative research on customers and entrepreneurs. As for customers, the goal was to determine how they conceive sustainable tourism, how much different aspects of sustainability affect the buying decision and if they are willing to pay more for a sustainable product. Also the visitors to rural tourism businesses estimated how the sustainability was fulfilled in these businesses (Merilahti 2012, 6). The information gathered in this project was used for building a

development model for sustainable rural tourism businesses. (Blinnikka 2013, Maaseutumatkailu – kestävyyslaji?)

2.2 Present

The KESMA II -project started in the beginning of 2013 and will last till 2014. The purpose of this second project is to determine in which terms and how the entrepreneurs should communicate about the responsible activities in view of the customers'.

The businesses will participate in sustainability assessment through which they will receive information of the development needs of their businesses. The project also gives instructions to entrepreneurs about how to execute the marketing in the perspective of customer in sustainable rural tourism businesses.

This thesis is part of a project providing needed answers and tools for enterprises. (KESMA II. Kestävydestä kilpailuetua maaseutumatkailuun, 2013)

3 RURAL TOURISM

There are many definitions of rural tourism and, its limits are unclear. It depends on from what perspective rural tourism is dealt with and from whose point of view. Furthermore the definitions may vary within one country.

It is useful first to define a rural area before defining rural tourism. Rosenqvist (2000) differentiates a rural area citing three approaches: empiricist-rationalist, cultural and post-structuralism. On the contrary, in rural area politics and research the outset is usually areal. In statistical definitions it can also be based on the EU-definition, OECD-

rural area definition, on the structure of population, statistical community classification and so on. Rural areas can also be divided into three categories: rural areas nearby cities, center of the rural area and sparsely populated areas based on the location, structure and development. Rural areas have also been defined on the basis of their quality, as the source of livelihood, profession or lifestyle. (Aho & Ilola 2004, 10-12) Rural tourism is one part of tourism and it can be seen as one specific form of tourist economy. As said before it is also part of the rural area and as Lassila (2004, 7) stated, rural tourism is a type tourism which occurs outside the densely populated areas and tourist centers.

Furthermore, rural tourism is a term which is used when talking about developing rural areas. It is a development term of rural policy. Therefore it is not used in selling. Rural tourism is not an independent line but part of the tourism industry. Its services can be divided into food, accommodation, programme and incidental services. (Maaseutupolitiikan yhteistyöryhmä 2013)

According to *Kestävä matkailu* (1997, 26), *Matkailun koulutus- ja tutkimuskeskus* (1993b) points out that states agritourism and other rural area tourism services are part of rural tourism. Services can be such as full-board in farmhouse, school camps, B&B (bed and breakfast), programme services, self-service vacations, as well as coffee and lunch services. Tourism has changed from traditional cottage rental to diversified and modern tourism enterprise activity.

According to Lassila (2004, 7), Hall (1999) & Telfer (2002) argue that for some countries rural tourism is a synonym to farm tourism or for some a nature-based tourism. Also forest tourism and wilderness tourism can be included in rural tourism in some contexts. Again according to rural area research, rural tourism is seen as part of agriculture, in tourism research its part of the tourism industry and tourism seller as part of the total supply.

Moreover, rural tourism can be defined for example through legislation both Finnish and EU. According to the Finnish legislation, rural tourism is part of the hotel and

restaurant activity therefore the enterprises must apply their given regulations. However, these regulations must be applied only if the number of customers exceed simultaneously over 40. (Hemmi 2005b, 185). To continue with legislation Ahonen & Ruponen (2007, 5) differentiates rural tourism from other types of tourism by EU, through European Structural Fund Programme. In short, from which fund to fund to what, and what in each zone can be supported.

In the article Maaseutupolitiikan yhteistyöryhmä (2013) rural tourism is linked environmentally, socially, economically and culturally to sustainable tourism, which will be called responsible tourism. As usual, the enterprise's investments are small and reasonable, and there is an economic benefit for the local community. Let alone the services are individual and the environmental responsibility is often associated with rural tourism entrepreneurship. (Kestävä matkailu 1997, 26)

Rural tourism enterprises are often small family businesses or microenterprises that are either full-time entrepreneurs or secondary occupations. In agriculture, a microenterprise is defined as an enterprise which has a maximum of 10 employees with the annual balance sheet less than 2 million euros (Definition of micro, small and medium-sized enterprises, European Community 2003). Therefore, big hotels and spas are not included to this concept. It is practiced as full-time business or nowadays quite commonly, as part-time business in agriculture. (Hemmi 2005b, 185; Lassila 2004, 7).

Hemmi (2005b, 185) defines rural tourism felicitously in brief as follows:

“Rural tourism is entrepreneurship and economic activity on-site tourism in rural area which is based on rural area's natural condition and resources, such as nature, landscape, culture and small entrepreneurial.”

3.1 In Finland

Rural tourism has been developed systematically for half a century. Maaseudun Lomaliitto started to procure rural areas' vacation destinations in the beginning of 1960's. At first they supplied beach cottages, huts and cabins. And later on they also started to offer full-board farmhouses. Organization of Maaseudun Lomaliitto established a division for rural tourism which was named Sininen Rengas. Its purpose was to create a social network to agriculture habitants that rented their cottages. In 1966 was formed their own organization for rural tourism, Lomarengas, which missions were to avoid mutual competition, monitor the quality, getting support and have co- operation with the locals. (Maaseutumatkailun puoli vuosisataa 2007, 4-8)

Rural tourism's theme group started working since 1995 under the rural policy committee (YTR). Its goal is to keep rural areas valuable for living and giving possibilities for living. (Op.cit.p.56) In 1997 Lomarengas' all-purpose contribute and business operations were individualized and the name was changed back to former marketing name, Lomalaidun. However Lomalaidun ry became the biggest discrete share owner of Lomarengas with 47% share. Lomarengas ry had members which were at first Autoliitto Oy, Lomayhtymä ry, MTK, Maaseutukeskusten Liitto ry, Suomen Maaseutumatkailuryittäjät ry. Their main mission was to promote and improve rural tourism from the all-purpose base. Nowadays the mission is to develop and promote rural tourism, moreover enhance enterprises' changes and conditions to practice their businesses. Lomarengas has continued its intensive growth entire 21st century. (Op. cit. p. 39-40)

There are not any annual specific statistics about Finland's rural tourism, because most of the enterprises are microenterprises which are placed in many fields for example to accommodation, activities and such. Furthermore, the enterprise may serve also permanent customers along with the tourists. At Maaseutukatsaus 2011 (p.51), Niemi and Ahlstedt (2010) reveal that the amounts of rural tourism enterprises have multiplied during the membership of EU. There are somewhat 5000 enterprises.

Nevertheless Lomalaidun and SMMY made a survey to entrepreneurs about this summer's number of customers. Domestic leisure tourism stayed the same as same last year in 2012 in season May to August at 45 % and it grew 29 % from rural tourism enterprises. All the same there are differences between the enterprises and 27% of the enterprises had decrease. Foreigner's leisure travelers stayed also the same and it increase in 32 % of the enterprises. At domestic leisure group tourism then again had increase in 18 % of the enterprises and decreased in 28 % of the enterprises. Overnight were compiled altogether 3 047 300 in a year. 2 300 700 were from the domestic part and 746 700 were foreigners. 57 % of the foreign travelers came from Russia, then Germans with 10 %, Estonians 9 % and Swedish 8 %. Overnights increased with 0, 7 % in July and in May and June 1 %. Rural tourism enterprises' expectations towards September to December are careful and more negative compared to previous three years. Many enterprises expect that amount of customer both domestic and foreign will stay the same whereas domestic business travels would decrease. Although 111 entrepreneurs answered to survey which means that only small part respond to the survey, it gives some direction what is the situation at rural tourism in Finland in 2013. (Maaseutumatkailuyrityksillä hyvä kesä – kotimaiset ja ulkomaiset matkailijat vilkkaasti liikkeellä 2013)

3.2 In Central Finland

Ahonen & Ruponen (2007, 21) presented TravelNet data base from 2007, about Central Finland rural tourism enterprises according to their main line of business. Most of the enterprises were accommodation services (340 of 545) and other services were each under 100. Other services were food services, programme services, meeting and banquet services, visiting sites and grocery enterprises.

In October 2013, JAMK University of Applied Sciences released an article about Central Finland's rural tourism enterprises. They established cooperation group which utilizes particularly enterprises' business development, as well as possibilities

to influence on counties tourism's marketing and development operations. Ulla Mehto-Hämäläinen, who is the head of the Energia-unit and ELY-center, states in the article tourism to be a potential growing field. Therefore, in Central Finland's areal rural tourism development plan years 2014-2020 has lift it to be one of the development focuses.

Central Finland's Chamber of Commerce under the leadership of the tourism board compiled a new tourism strategy in autumn 2012. Its goals for 2020 are

- 1) Tripling the number of Russian tourists
- 2) Enterprises and regions together will set up and implement an electrical distribution channel strategy
- 3) Central Finland will increase its market share in the Finland's accommodation days from 6 % to 6,5 %
- 4) Enterprises are developing year-round weatherproofed service innovations

(Matkailuelinkeinon kehittäminen ja markkinointi 2013)

3.3 Case companies

From Central Finland three rural tourism microenterprises participated into this project. They are Wanha Vartiamäki, Ylä-Tihtarin tila and Jakolan tila. Later on to understand the project's results it is good to give a small introduction of every enterprise that are involved with this project.

Wanha Vartiamäki is located near Leivonmäki national park, in Joutsa. It provides two cottages in countryside and promotes itself as an ecological farm where they produce sod and raise suckler cow cattle. They are also members of ECEAT Finland (European Centre for Ecological and Agricultural Tourism). (Homepage of Wanhan Vartiamäen lomamökit, 2013)



FIGURE 1: Wanha Vartiamäki

Ylä-Tihtari tila is situated in Oittila, close to Korpilahti. It is a crop farm which cultivates different kind of cereals, potatoes, hay and aromatic herb. They also have three cottages, museum, farm products such as cereals and moose tinned goods. They also provide experiences such as hunting, banquets and conference organizing, and familiar visits to entrepreneurs and individuals. (Homepage of Ylä-Tihtari, 2013)



FIGURE 2: Cottage Uivelo at Ylä-Tihtari tila

Jakolan tila is at Pääjärvi, near Saarijärvi. The enterprise has two cottages and sauna next to lake. They also own a renovated banquet-conference and accommodation premises called Mulikan HillTon. There is also a car museum, and for activities there are canoeing and fishing. (Homepage of Jakolan tila, 2013)



FIGURE 3: Jakolan Tila

4 SUSTAINABLE DEVELOPMENT

Since 1972, the concept of sustainability has been used in the research on the relationships between economic development, environmental quality and social equity. Already in the United Nations Conference on the Human Environment in 1972 there were discussions keeping nature in balance and using natural resources reasonably internationally. Later on, in 1987 at the United Nations Conference on the Human Environment in Stockholm the Our Common Future report (Brundtland commission) was the first to introduce the term sustainable development. (Swarbrooke 1999, 4) According to the World Commission on Environment and Development (1987), cited by Rogers, Jalal, Boyd 2008, 42) sustainable development can be defined:

“Development that meets the needs of the present generation without compromising the ability of future generations to meet their own need.”

There are three dimensions in sustainable development, which are economic, environmental and social. These three dimensions create the triple bottom line (FIGURE 4) whereas each of them must be individually dealt with to ensure a sustainable outcome. (Rogers, Jalal, Boyd 2008, 42) Economic sustainability

presupposes a more stable development in global economy. Environmental sustainability demands that each country and enterprise freeze the natural resources from vanishing and increase the amount of renewable resources, and also taking care of that biodiversity will not be endangered. Social sustainability stands for carrying out the social equity, raising local communities' sources of income and social conditions, as well as retaining the culture. (Hemmi 2005a, 77)

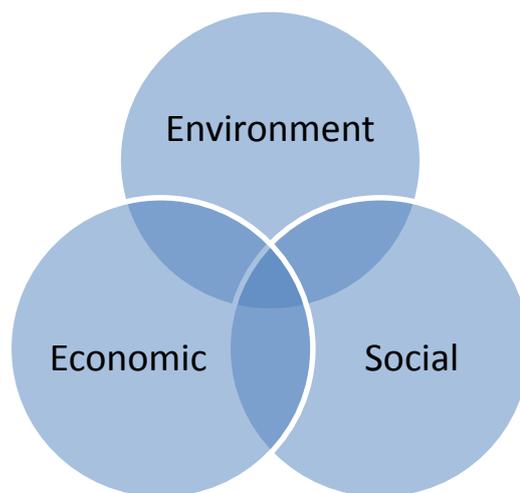


FIGURE 4: the triple bottom line, illustrated by author

This study concentrates on the environmental aspect of sustainable development. However, it is good to remember that all the aspects have influence on each other in a relationship. For example, if the economy is not in balance, neither is the environment.

One action does not represent a real sustainable development activity. Instead, it requires profound rethinking, development in the overall quality and including the environmental responsibility in enterprises' overall strategy. (Kestävä matkailu 1997, 5) According to Hemmi (2005a, 80), the content of sustainable tourism is wide and ambiguous. It is everyone's responsibility to change their behavior whether they are the enterprises, tourists or locals. Hemmi (2005a, 80) admits that sustainable development is a long-term process and to proceed with solving worldwide problems, attitudes and new values needs to be taken.

4.1 Sustainable tourism

Tourism is an economic activity which has both negative and positive effects on environment and culture. Tourists are the consumers in tourism who travel to a tourism destination to consume a product. No price has been set for tourism basic resource environment, nature and culture. Therefore, they are targeted at too much pressure which, in turn may lead to environmental problems. (Kestävä matkailu 1997, 5)

The term sustainable tourism has its origin in the late 1980s when the tourism practitioners started to implicate the Brundtland report for their industry though green tourism and green issues were used more commonly at that time. Green tourism principles were to reduce the environmental costs and maximize the environmental benefits of tourism. At that time, governments were also starting to show interest towards green tourism. For example in England, the Tourist Board made a report about tourism and the environment. (Swarbrooke 1999, 9)

The purpose of the Conference on Environment and Development in Rio de Janeiro in 1992 was to solve the world's environmental and population problems. After that, the development of sustainable tourism began through the cooperation between UNEP, WTO, WTTC, WWF and UNESCO. Sustainable tourism was defined afterwards in 1996:

“The goal is to look after that all resources so that economic, social and esthetical needs can be satisfied and at the same time maintain the cultural unity, essential ecological processes, biodiversity and life supporting systems”.

Since then, sustainable tourism has been developing in stages. Nowadays, they are establishing global, areal and local strategies, programs, directives, laws, suggestions and plans to develop sustainable tourism. For example EU made an environmental programme “Towards Sustainability” that reminds of the economic importance of

the tourism to the European Union countries, but also reminds us that environmental aspects have to be paid more attention in developing tourism. Also Finland started to pay attention to sustainable tourism in the 1990s. The Finnish Tourist Board, Ministry of the Environment has published some guides for more environmentally friendly management but a strategy concerning sustainable development related to the tourism industry has not yet been published. (Hemmi 2005a, 81-84)

Meters and indicators are needed to measure sustainable tourism. They provide knowledge of the present situation and determine the direction of the development. (Op. cit. p. 85-86)

Carrying capacity is an important planning device in sustainable tourism even though it is difficult and complicated to measure. (Hemmi 2005a, 87) Generally speaking, the carrying capacity means the number of visitors that a tourism destination can accept so that the visitors are satisfied and the environment do not get damaged (Kestävä matkailu 1997, 48). Carrying capacity was at first only environmental but in tourism there are also economic and social carrying capacities which identifies the partial factors to carrying capacity (Hemmi 2005a, 88-90). Using the concept is not easy because tourists are different and they experience the same things differently. It may change depending on the circumstances of tourism activity, nature, season, extensiveness and repetition. (Kestävä matkailu 1997, 48) According to Hemmi (2005a, 87), carrying capacity depends on the stress due to tourists and how much a destination can endure these stresses. According to carrying capacity model every tourist destination has its own limited carrying capacity, which ca not be exceeded without negatively affecting the destination's development. A life cycle model is closely linked to carrying capacity. (Hemmi 2005a, 87)

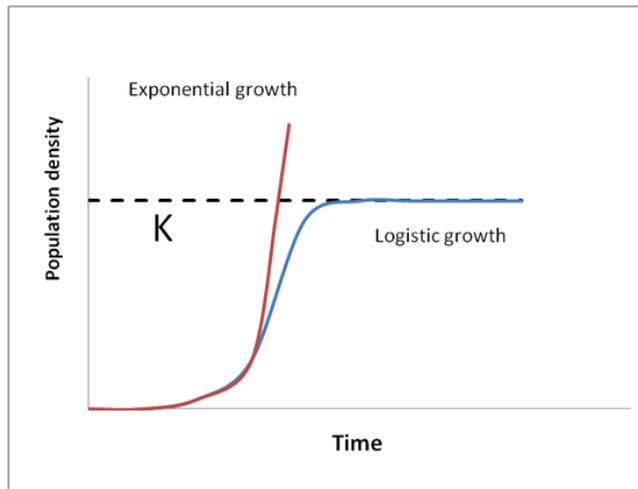


Figure 5: Carrying capacity (Sarah Friedl, Educational Portal)

4.2 Environmental sustainability

Sustainable development used to mean only environmental side and it still is in a very important role in sustainable development. Environmental sustainability perspective is based on nature centralized aspect. Environmental sustainability entails that each country and enterprise bring to stop natural resources from vanishing and also increase the use of renewable natural resources. Also biodiversity is one of the prerequisites for sustainable development. (Hemmi 2005a, 77)

Swarbrooke (1999, 49) opinion about environmental aspect is that it should be seen more than just the environment, more like terms of ecosystem. Citing Hunter and Green (1996) major potential impact of tourism on natural environment are floral and faunal species composition, pollution, erosion, visual impacts (buildings, litters etc.) and natural resources (Swarbrooke 1999, 51).

There are different kinds of indicators, measurements and indexes to express sustainable development. In environmental sustainability biodiversity can be an indicator mainly in environmental protection. Ecological footprint measures how much land is needed to produce those resources that the human or human group consumes. Eco efficiency then again is term for between the production and

consumption relation. In practice it would mean new kind of producing methods for energy, material, transporting and recycling and goods. (Hemmi 2005a, 78)

There are different kinds of tools that are meant for executing environmental management but they also serve tourism business. Most important tools are; environmental systems, environmental audit, life cycle analyze, environmental accounting indicators, environmental reporting and informing, eco label and different kind of indicators. The best known environmental systems are for example, ISO 14000 and EMAS. And eco labels such as swan label, WWF and organic labels. (Hemmi 2005a, 122-154)



FIGURE 6: Nordic ecolabel, "Swan" (E.P.S Europe, Environmental Awareness)



FIGURE 7: WWF label (WWF)



FIGURE 8: EMAS (European Commission, Environment)

Environmental sustainability in rural tourism

Pure nature is one of the strengths in Finnish rural tourism business. Therefore, environmental responsibility and overall tourism responsibility should be taken for the basis of the development work, because it gives an advantage in tourism marketing competition. Only by executing environmental responsibility in practice, the tourism industry can build up credibility and maintain the purity of countryside and landscape. (Maaseutumatkailun teemaryhmä, 2013)

Possibilities to reduce impacts and environmental strains in rural tourism are somewhat different compared to build-up area's enterprises. Rural tourism's location provides pros and cons, but mostly it provides positive possibilities. Most general disadvantages are the lack of sewers and water systems. Furthermore, most of the rural tourism enterprises' buildings are quite old but with small renovating for example windows, doors and sealing the frames decrease the energy loss.

Then again good aspects in rural tourism regarding environmental sustainability nowadays are more efficient solutions for example in solar panels, wind power and geothermal the structures have been developed and efficiencies have got better. Environmental sustainability aspects in rural tourism can be for example natural farming, local food, organic food and recycling. Furthermore, recycling bio waste for animals and fields, and using natural building materials. Hiking and cycling are naturally moving choices which as well support environmental sustainability. Also biodiversity in nature and landscape are one aspect in environmental sustainability. Also many rural tourism enterprises have their own forest where they can get wood for warming since most of the cottages have fireplaces. Furthermore the wood can be chipped and used it as bio energy. (Hemmi 2004a, 170-173)

5 CONSUMER BEHAVIOUR IN TOURISM

Generally, marketing is understood to mean selling, advertising, product and such, but since 1990's a customer-oriented marketing has become one of the essentials part of marketing. And it is one of the advantages today in competition (Puustinen & Rouhiainen 2007, 66). Due to demand of the consumers, it is necessary in marketing to understand consumer's needs and wishes (op. cit. p. 132). The Marketing environment has become more networked and customer's needs and wishes are changing rapidly. Therefore, it is important to keep customer-oriented marketing updated and fresh (op. cit. p. 66).

Essential elements in marketing are customer's needs, customer's satisfaction and customer relationship. It is fundamental that also tourism marketing decisions in tourism enterprises are based on perceptive analyze of the consumers' purchasing behavior. Due to it is important to be aware of the consumer's needs, its changes and understand the reasons and consequences in purchasing behavior. (Albanese & Boedeker 2003, 87) Furthermore Puustinen and Rouhiainen (2007, 156) indicates that the message in marketing planning and formulating the marketing message is better understood when receivers, in this case consumers, values and attitudes are able to be recognized.

According to Swarbrooke (1999, 166) too many times has rural tourism development been up to the planners and public sector agencies. Therefore, tourists have been seen as a core problem in the tourism, but nowadays it has started to go other way round.

In an individual level demand for tourism is linked to the consumer's behavior because people are different from each other. Attitudes, motivations, perceptions and images have a great influence on consumer's purchasing decision. Furthermore, there are large amount of different reasons for consumer's decision making and

roughly these include settings of sociology, economics and psychology. (Cooper 2005, 51-52)

There are physical, mental and emotional factors that direct people's behavior. Consumer behavior is all-inclusive examination where all factors that are linked to the purchasing behavior are observed. They include processes that happen before purchasing, actual purchasing activity and processes after purchasing. In the first phase examination focuses on understanding the phenomenon, that which factors effect on the decision making before the purchasing. Before purchasing, reference group and information seeking may effect on the decision. Then again, in actual purchasing situation consumer's mood or the atmosphere in the store may influence on the decision making. And after the purchase the experience of the purchasing may effect on the future choices and communication. (Albanese & Boedeker 2003, 103-104)

In tourism, the decision making can be complicated. Albanese & Boedeker (2003, 105-106) refers to Howard & Seth (1996) and Swarbrooke & Horner (1999) state, that the complexity can be seen in practice as in decision process. These complexities can be that it requires lot of time, buying decision is not done in routine, decision making processes is considered a lot of risks, decision making process is associated with a strong emotional charge and search of information from different sources to support the decision. For this reason it hard to predict consumer's choices and behavior.

Simultaneously amount of different factors are effecting on the consumer's decision making and purchasing. These impact factors are internal and external stimuli which are presented in FIGURE 9 (Albanese & Boedeker 2003, 106; Puustinen & Rouhiainen 2007, 144). In this thesis emphasize is in internal stimuli where are consumer's internal factors, more accurately psychological factors which are values and attitudes. Therefore, they acquire more declaration in a basic level and in aspect of environmental sustainability.

External stimuli	Internal stimuli
Culture (social class)	Social (family, roles, reference group)
Other social and civil factors	Personal (age, gender, occupation, personality)
Marketing	Psychological (needs, values, attitudes, motivation)
Changes in regulations	
Global economic	
Technology	

FIGURE 9: Factors effecting to purchasing decision, illustrated by author

5.1 Values

Along with needs and motives, personal attitudes and values are associated with person's image of the world and themselves. They are factors that guide people's thinking, choices and actions. Values are shown and executed in people's actions. A person can transmit their own values by revealing them through their own choices. Products and services have both a tangible and intangible character and they can reveal a person's personality, values and such. (Puustinen & Rouhiainen 2007, 155)

On the other hand Hemmi (2005, 461) describes values as learned conceptions which a result from a socialization process where parents' and community's set of values are transmitted to children through parenting, education, culture environment and social class. Values can be, for example, materialism, traditions and protection of nature.

Puustinen & Rouhiainen (2007, 155) refer to future scientist Mannermaa (2004) in their book saying that values which enhance environment, culture, ethics, internationality, spiritual wellbeing and education are going to be reinforced in the future. Also personal learning, development will become more important.

According to Puohiniemi (2002, 19-20), values are much talked about and value conservation is a trend. However, the conservation usually stands still when other's values are not understood and the interrelationship between the values is not defined. Puohiniemi defines value as guiding principles for choices. All values are conscious motives at the same time but then again all motives are not values. Values aid in choices and monitors behavior. Values are also quite stable so they usually change very slowly. Values can create conflicts and confusing situations because sometimes they can take to different directions, for example a person wants to be environmentally friendly but at the same time financially successful.

The most functional value model was presented by an internationally respected value researcher professor Shalom Schwartz. He has created a universal value indicator. The most important insight of the value study relates to mutual relations between values, aware of value structure' positions content of values and meanings when examining. Value model is a theoretical generalization to Schwartz theory basis structure (FIGURE 10). On the basis of the theory, Schwartz has created a structure of value relations which is based on 57 questions aimed to determine the importance of different values as life guiding factors. These are divided into ten value entities which are universalism, benevolence, tradition, conformity, security, power, achievement, hedonism, stimulation and self-direction. A value map, then again, clarifies the mutual relations between the three main types. Some people experience certain values against each other, towards each other or independent of each other. (Puohiniemi 2002, 27-30)

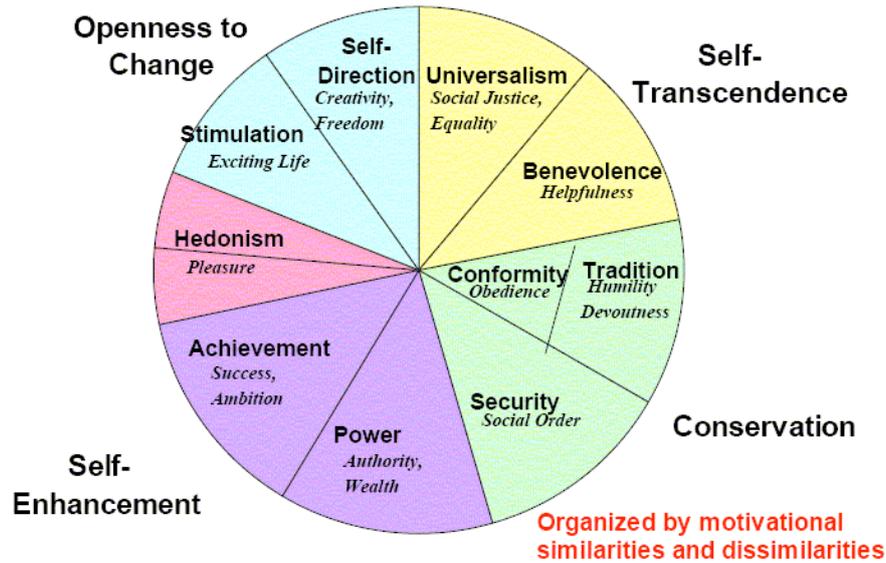


FIGURE 10: Theoretical model of relations among ten motivational types of values (Schwartz, 3)

The most important value among Finns is benevolence. In the second place comes safety and in the third universalism. Collective values are more important than individual. (Puohiniemi 2002, 67) Finnish people have nine different sets of values based on the dominant values in the A3 research (op. cit. p. 43)

5.2 Attitudes

Attitudes examination is the basis of the marketing. Mostly tourist researches are about opinions and attitudes. It is important to entrepreneur know why tourist have selected their destination, what expectation they have and have they satisfied their needs. (Hemmi 2005, 460)

Attitudes research has an important role especially when they are targeted in tourism destination but also in consumer's purchasing decision. Therefore following attitudes and anticipating attitude changes are pertain to tourism marketing missions. (Albanese & Boedeker 2003, 110-111)

Attitudes are manners which refer to way to react to surrounding environment. Attitudes can be positive, negative and neutral operative readiness, which help to act in different situations. Whereas values are more stable, attitudes change more often, because attitudes form when new things are faced. Attitudes have also a close connection with images of that time for example people have to take a stand for global warming, internet and such, that has not existed before. (Puohiniemi 2002, 5)

Albanese and Boedeker view (2003, 110) attitudes as are learned and relatively permanent. Attitudes can be influenced through personal experiences, through other consumer's received information and marketing communication. Albanese and Boedeker states that consumer wants to hold on to the attitudes and changes do not happen in short time of period.

According to Puustinen and Rouhiainen (2007, 156), cognitive, emotional and functional elements affect to formation of attitudes. Social environment has a huge impact on person's attitudes as well as on purchasing behavior. Attitudes towards the tourism destination are developed through received information, through emotional images and through experiences by the reference group.

Salonen (2005, 181-186) brought forth an interesting state about environment behavior and attitudes that attitudes and behavior can be opposite. According to Salonen, researches agree that people feel conflicts between their attitudes and actions. To remove the conflict between those two, person explains the problem out. Researches Uusitalo and Aalto (1986) say that especially environmental problems are generally worried about, but people are not willing to put on effort to environmental protection. According to Salonen, Tikka (1995) defines that least support gets things that demand sacrifices from themselves and threatens their own behavior. Usually the environmental problems are not seen happening nearby but they increase the further they are moved from their own habitat.

5.3 Finns' attitudes and values towards environment and rural tourism

Finns' attitudes towards countryside have always been positive. Generally the countryside is respect of principle. It does not necessary mean that they have personal familiarity but still the general view is that countryside is important and, that it should be inhabited. Existence of countryside can be bound vital hence presence of countryside can be as such a value. Quite general attitude is that living in the countryside is seen as contingent and good but often because of the reality facts it is not seen possible. Finns respect countryside as residential environment yet experience the city habitation more suitable. (Aho & Ilola 2004, 20)

According to Toivonen (2013, 1-7), EVA has made a survey about the Finns' attitudes and values in the beginning of 2013 which has been made regularly since 1984. Overall Finns' environmental conscious is strong and half of the respondents are willing to decrease their living standard in order to diminish environmental problems. Half of the Finns reckon that industries are acting responsibly to environmental issues and trust on their environmental responsibility. Three-quarters believe that efficient environmental protection and stable economic growth can be possible at the same time. Still majority of the Finns believes that continuous aim towards economic growth destroys nature little by little and eventually it destroys people. However in this issue, it is the lowest in this survey history. Then again 30 % thinks that environmental protection holds back industrial functioning too much. In general level of trust towards science's and technology's possibilities to solve the problems have increased. Furthermore over half of the respondents reckon that government could tighten the line behalf of the environmental protections. For the last, climate change worries 70% of the respondents as it has in previous surveys. Whereas attitudes towards nuclear power have eased off.

According to Kestävä matkailu (1997, 19), Järviluoma (1995) states beautiful nature and climate to be the most extensively proved attraction elements in tourism. Many

researches on travelers have proved this to be true. According to *Kestävä matkailu*, (1997, 19), SMK (1996) states nature opens up in three principal factors to travelers: through landscape, natural sights and personal participation.

General environmental awareness is growing continuously. For example, in 1986 72% of the EU citizens estimated that environmental issues were a current interest and in 1992 it rise up to 85% (Cited MEK 1995c). Awareness of the environment and taking care of environment has increased. Also the need of actualizing the sustainable development principles on tourism has increased and the popularity of pure nature destinations has increased as well. (*Kestävä matkailu* 1997, 20)

According to *Maaseutumatkailun teemaryhmä* (2013), most important outsets of values in Finland are environmental responsibility, health and cherish of countryside's cultural heritage.

6 RESEARCH METHODS

6.1 Research Aims

There are hardly any earlier studies where rural tourism services users would have been studied thoroughly, especially in Finland. Mostly, studies have been quantitative and therefore they have not given any specific details about tourists' behavior. In addition, the questions have deal with superficial issues and have not brought out the real behavior of the customers. The purpose of this thesis is to provide deeper knowledge of consumers' values and attitudes towards environmental sustainability in rural tourism for the entrepreneurs so that they could improve their marketing and customer-oriented business.

The objective of this thesis is to explore the environmental sustainability phenomenon in rural tourism through the eyes of the customers who use rural tourism services. The aim of the research is to find out the values and attitudes of customers using rural tourism services as regards environmental sustainability. In addition, give information for entrepreneurs how to provide customer-oriented services and how to market their services, so that the business would be profitable. Furthermore, the base of this research can be used for other two of sustainable factors, cultural and social, to give a deeper perspective to entrepreneurs of those as well.

6.2 Research question

The research theme is adequate to be crystallized into a research problem. The research problem entails the purpose, vision and goals of the thesis. As a research problem is identified it is easier to manage the research process because the research is outlined. (Kananen 2008, 51)

In this research, the problem is that there are not many surveys about Finnish consumer behavior, especially in rural tourism, because the concept is quite as a business term. It is fundamental to build customer-oriented business at rural tourism businesses as well for it is nowadays an important part of a business plan. Enterprises are building businesses that customers need and want. The KESMA I project included a quantitative survey of customers which brought new questions and problems around the theme.

The research problem is a wider concept. Therefore, it is wise to disassemble it into a question or questions. Answering the research question will be the same as answering the research problem. Moreover, the research question helps to form the body of the thesis. (Kananen 2008, 51)

The main research question is **what are customers' values and attitudes to environmental sustainability in rural tourism services**. To answer the main question, supporting questions are needed along with quantitative research answers that were gained in the KESMA I- project. The questions can be divided into different sections: Personal information, personal relationship to environment, environmental sustainability in rural tourism and the marketing perspective.

6.3 Methodology

A quantitative research is not needed because KESMA I -project conducted a quantitative research related to the phenomenon. Also a project leader of KESMA II – project wanted to have qualitative research of the phenomenon. Moreover, the phenomenon is explored in a more perceptive and deeper understanding which demands qualitative research. Qualitative research provides necessary information that is needed in order to this thesis to be able to answer those questions that has been settled. Furthermore, Rastas & Tapio (2011, 90-92) bachelor thesis from KESMA I –project, stated that some themes stand out from the value questions and that these issues should be explored more. They also agreed that some questions could have been submitted orally. In the end they highly recommended to do qualitative research that would complete the questionnaire's information and get a better knowledge of the themes.

KESMA I -project's customer questionnaire's answers were researched and necessary theory data was applied to the interview's questions basis, in order to perform validity and useful data for thesis research. This kind of collecting data for the material is called a secondary data (Järventausta, Moisala & Toivokka 1999, 51)

Kananen (2008, 24) quoted Koskinen & Alasuutari & Peltonen (2005), that qualitative research can be seen in a role of precognition and quantitative as an actual research, but on the other hand qualitative research can be used to deepen and understand

the results of the quantitative research. In qualitative research the interest is in meanings, how people experience and see things (Kananen 2008, 25).

As Kananen (2011, 41) stated on his book, qualitative research helps to understand the phenomenon deeper. The purpose of the qualitative research is to describe and understand the phenomenon, and giving a pleasant rendition (Kananen 2008, 24). Furthermore, this study supports the qualitative research method, because qualitative explores one particular case in thorough in depth (Kananen 2008, 25).

6.4 Qualitative methods

To gain liable and informative data, it is adequate to use two kinds of qualitative methods. This way, the research gives more valuable and perceptive knowledge of the phenomenon and increases the reliability and validity of the research. When more than one research method is used in one single research, it is called triangulation. It may improve the knowledge of the phenomenon and it may reveal different angles to the phenomenon that may have not been discovered by using only one research method. However it can also cause confusions and lose of the focus in the research. (Clark, Riley, Wilkie & Wood 1998, 39)

Diary method

First data collection method was conducted as a diary method. Diary method is based on the self-documenting which is a cultural probe method in service design. Diary is used, when a designer does not have time to observe the target group in its own environment.

Person who is a target in research fills up the diary according to given instructions. (Tuulaniemi 2011, 66) In short, service design means innovation, development and planning with resources of design (Op. cit. p. 14). It is mode of actions and thinking, a tool, so called common language to co-operation for developing the services

between the different specializations (Op. cit. p. 30). One of the key factors in service design is to know values, motivations and expectations of the service's user, the customer (Op. cit. p. 35). Asking directly does not give enough deep knowledge of the customer but observing the customer's everyday life and its activities will bring out the real values, motives and needs which customer has. (Op. cit. p. 36)

In this research, it is vital to get the customers' real values and attitudes. The diary method gives customer's to share their own point of view from the issue freely and openly. It is a suitable method for this research because customers use rural tourism services usually several days in the same place and not just one hour. Furthermore, in the cottages there are usually cottage diaries or guest books which are often filled up. For these reasons, the research diary is the best solution to get information about customer's attitudes and values, so that the customers are not disturbed on their holiday. Also the research might get some valuable information that could not perceive another way, because few people can express themselves directly in an interview situation.

In order to receive valuable and useful data for the research, it is fundamental that some guidance is given to the diarist, so that the diarist records the matters that are related in to the phenomenon. Securing the understanding of the task, the diary includes different themes of the phenomenon and understandable literature. Information about the research is placed on the diary instructions and also needed questions for to conduct the second phase of the research. (Clark, Riley, Wilkie & Wood 1998, 104-105)

Diary consisted of introduction of the research and instructions on how to fulfill the diary so that the customer understands what is looked for. Requested by the entrepreneurs the diaries were both in Finnish and English if foreigner customers are willing to fill up the diary. However, the research is essentially about the Finnish customers so to get foreign customers is not that relevant.

To make the phone interview shorter the diary part also contained background information and contact information which would be needed for the phone interview. Background information and the diary's instructions were planned together with KESMA II -project leader. In background information there were questions regarding the holiday and personal information. Contact information contained phone number and also e-mail address, because we wanted to give the phone interview questions before hand so that the respondents could be more ready for the interview. Also a date for the phone interview was discussed via e-mail. The diary where the respondents did their writings was a notebook that was given by entrepreneur. (See Appendix 1)

Interview

Purpose of the second data collection was to receive more information and answers to questions that were not answered in the first method or answers that required additional questions. This way the research ensures its certainty to gain the solution.

Questions in the interview were open-ended questions, because this way the research may get better and filling answers. The questions are divided into the themes so that all the aspects of the phenomenon are covered and that phenomenon is understood thoroughly. (Kananen, 2011, 51-55)

The best means to do the interviews were through phone as the case companies are located all around the Central-Finland. Furthermore, customers usually want to spend their holiday in peace and the time is limit in a location. The timetabling for interviewing would have been challenging and time consuming for both of the parties.

Phone interview questions were designed and proved together with KESMA II - project leader and some of the questions came from the need of KESMA I-project research. To break the ice in the phone interview there was two warm up questions; how did your trip went and how often do you visit in rural holiday? After that the

questions turned to more difficult and related to environmental sustainability. In a phone interview the parts were divided into rural tourism, sustainable development, environmental sustainability, marketing, and personal. This way the course of the interview was clearer and logical. And also it helped later on in the analysis process. (See Appendix 2)

6.5 Reliability and validity

Verification of reliability and validity are important part of the thesis, because it brings more credibility to the thesis. In qualitative research reliability and validity are more difficult than in quantitative research, because they were at first developed to natural science. Moreover, human being does not work usually in a rational way. Reliability means the consistency in research results whereas validity indicates the right things, researched in a right way. In qualitative research the criterions in reliability and validity are documentation, consistency of interpretation, saturation and reliability from the informant's point of view.

In this case the documentation was the most important criterion which adduced reliability towards research. Furthermore, using more than just one research method it increases reliability of the research. There are different triangulations, this case it was a methodological triangulation. Other triangulation options are data, theory and investigator. Hence the phenomenon is approached from different angles. (Kananen 2011, 66-71)

6.6 Data collection

A short presentation about the qualitative research was sent to microenterprises participating in the KESMA II-project. Three entrepreneurs were interested in participating in this research. Also two others were interested but shortly it was noticed that the research was not suitable for their needs.

The manager of the KESMA II -project was in contact with the entrepreneurs to set up the date when the diaries and visits to enterprises would be executed. Visits and taking the diaries were conducted on 15 to 16 July. The contents and purpose of the diaries were explained to the entrepreneurs with instructions on how to proceed after the diaries would have been completed. Two notebooks and envelopes of different size were also given to the entrepreneurs to be returned with.

To collect the data for the diary research was up to the entrepreneurs. The goal was to receive 10-15 responses to gain reliable data. Therefore, ten diaries were given to each entrepreneur. The deadline for collecting the data was until end of August because usually after August the number of customers in rural tourism enterprises decreases so it was seen unnecessary to last any longer. Every entrepreneur wanted to give small bait to their customers in order to make them fill in the diary.

The phone interviews were conducted after the diaries were send back to be studied. The contents of the phone interviews were send to the respondents approximately two weeks before the phone interview to give them time to read them through before the actual interview.

The phone interviews were carried out in weeks 36-37 in a suitable time for the respondents and taking approximately 15-20 minutes per interview.

6.7 Data analysis

In a diary data analysis, the starting point was given reading the diaries through couple of times. Then seeking the main themes and putting them into the mind maps. After that, seeking valuable text from the respondents' writing and putting them under the themes. Whereon writing the subject matter from mind maps into a readable form to the thesis.

In phone interviews data analyzing process started before the interviews by dividing the phenomenon's different aspects to themes. Therefore it would ease the analysis process after the interviews. Next phase was interviewing the respondents and at the same time record those interviews to ease the analysis afterwards. After the interviews, the responses were transcribed word-for-word. After that all the answers were put together and then deleting all unnecessary texts from the text which did not have any value on this research. Then it was time to read answers repeatedly to find out the key issues that was said by taking notes, mind maps and figures.

7 RESULTS

7.1 Diary Research

Even though entrepreneurs tried to do their best to receive enough responses, they managed to get only 10 respondents. Two of the ten had filled only the background information and another one also filled the contact information but when I contacted with respondent, the respondent was not cooperative. Eight diaries were filled and one of the diaries' respondent lives in Germany so the phone interview could not be done. Later on, the respondent did not answer to phone interview questions which were sent by e-mail. Another one who filled the notebook did not leave the phone number and even though the respondent was contacted via e-mail couple of times, no reply was received. Overall six of ten were capable for the phone interview.

Background information

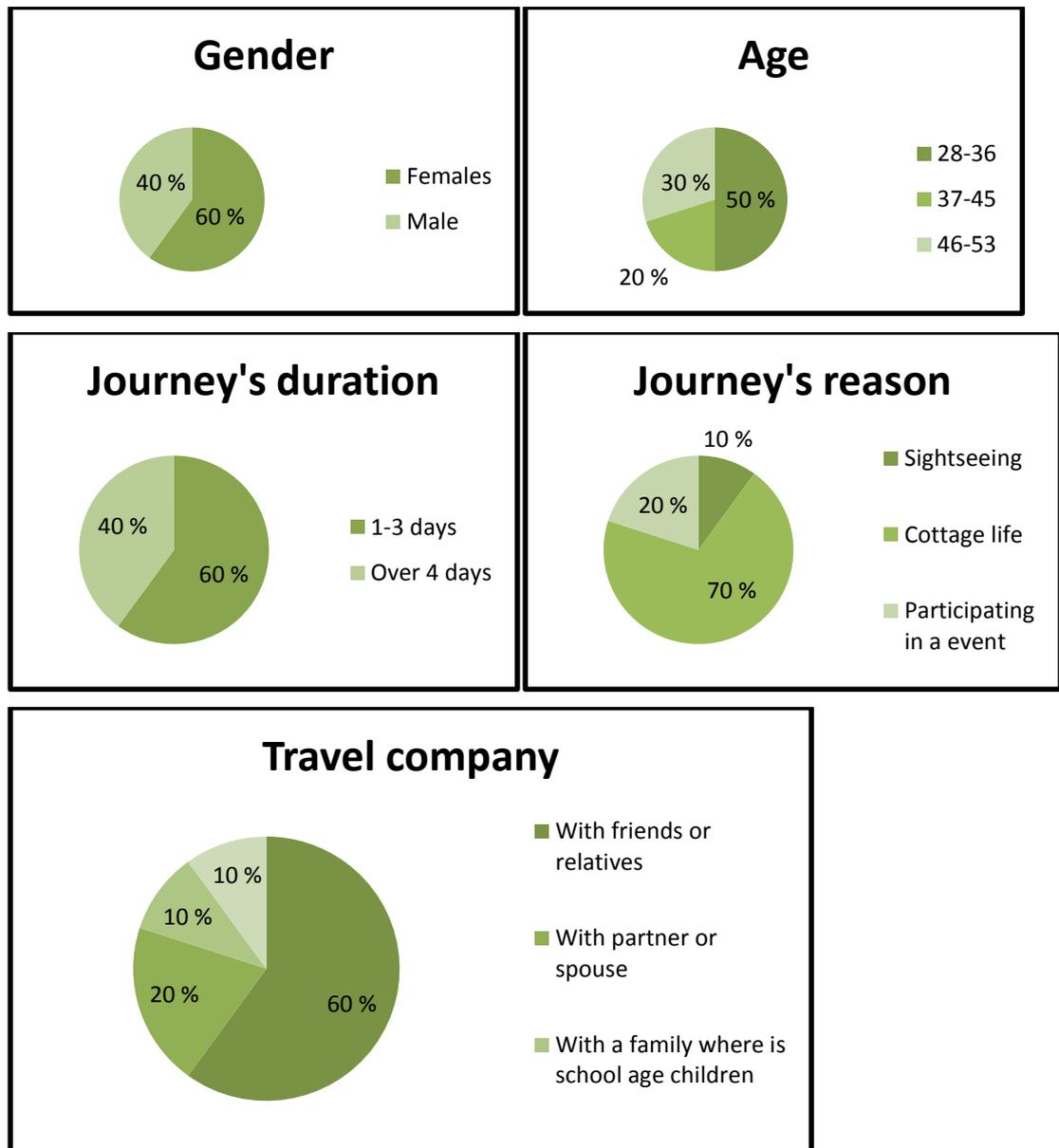


FIGURE 11: Background information

Ten background information sheets were filled. Six of them were females and four men. Ages varied from 28 to 53 and the average age was 39. Main reason for the journey was a cottage life. Only two out of ten answered differently, other one answered was sightseeing and another one an event. Six of the respondents had a short trip which was one to three days and four had a longer trip which was over four days. (See FIGURE 9)

Most of the respondents travelled along with relatives or friends. There was also couple of families which had children under 18 and children over 18. There was also couple of respondents who travelled with their partner or spouse (see FIGURE 9). Who travelled with relatives and friends had also often children along, from one to four children. Size of the groups varied from two persons to nine and average was five.

There was variety in the education level. Vocational school and University of Applied Sciences were the most common and in both of them had three respondents. Then there was one respond to each other category which was high school, comprehensive school, academic university and further vocational school. Households' gross income in a year was also asked, it included all the source of income such as salary, benefits and retirement payments. The most common income level was 50 000-59 999 in a year (three respondent), then there was two respondents in 30 000-39 999 income level and rest of them had 60 000-69 999, 15 000-19 999 and 40 000-49 999.

Diaries

Diaries' contents varied slightly; some of the diaries had more text and a matter-of-fact text and some answered only with couple of sentences. Some of them had more text including ecological aspect and some were more focused on what they did and how they experienced the journey. After all, the diaries gave more information about customers' thoughts, attitudes and values on overall rural tourism.

Overall the respondents were on a holiday therefore they did not want to focus on ecological issues that much, also the time in the holiday was generally short. They wrote mostly about what they saw and did in the journey and why they chose that particular location. Reasons to choose a specific location were example; dog friendliness, safety for children, good beach and of course the location. The respondents seek from the journey comfortableness, free time, being together and

peacefulness. The respondents link together the nature such countryside to this peacefulness and quietness. Almost every diary emphasizes the beautiful, pure and untouched nature as the most important issue.

“We arrived in the middle of the amazing nature”

“It was lovely to come in the middle of the lovely countryside”

“I chose this place which would be as peaceful place as it can be, out in the open and where the dogs are welcome, our lovely family members”

Diaries mostly contained five different aspects; cottage, ecology, environment, activities and surroundings. The respondents brought out detailed information about cottages and their framework, environment, also about improvements etc. The respondents have written very concrete matters so the easiest way to examine the results is that every enterprise is examined separately.

Activities were somewhat the same in every enterprise. The respondents' activities were swimming, fishing, grilling, relaxing, hiking, card playing, and picking up berries and mushrooms. Hiking activity was especially favoured in Wanha Vartiamäki, where the national park was nearby. And the respondents from Wanha Vartiamäki thought it was fabulous to have a national park close by.

Every enterprise had more than one cottage so the framework of the cottages may vary.

Wanha Vartiamäki

Cottages were seen comfortable, well equipped, ecological and a good size. Other one was with modern-time convenience and another more like traditional cottage with no electricity and running water on it. To the respondents the outward was important and it was satisfying. Small details for example in WC and in the cottage made it cozy. One of the respondent said that the cottage was from the ecological

side very good compared to other cottages which was seen only as a positive thing. Outside toilet, water from the well and grill outside was perfect. Then again others' opinion was that this kind of life was too simple and inconvenience however they would not miss this kind of experience. The convenience levels were different in each respondent but overall the respondents were satisfied on the level of convenience.

“Small beautiful details are very significant”

In a modern-time cottage there is electric sauna which the respondents were not that satisfied because the wood-fired sauna in the shore would have been fine but it cost 50 € . Whereas in traditional cottage has a wood-fired sauna.

Many good things were found in an ecological aspect. There were solar panels, geothermal (although some mention that it still consumes), sorting of waste (bio waste, glass, combustive waste), environmental friendly products were used in sauna and dishwashing. Good thing was also that former customers leave recyclable magazines, food ingredients and detergents for new customers. The enterprise had very good environmental grin in furnishing which also respects the traditions. Also environment's view was amazing, lake was clear and there were not motorboats nearby.

Distance to different places was small and there was local services which some of the respondents used also for example there was a bus which took nearby to dance place. Food store was more far away and the selection was large and organic foods were available as well. Then again they did not have local fish on sell. Some of the respondents would have used more local services if they would have more time.

“Rye bread baked by the hostess when we arrived to the cottage was delicacy and a nice surprise. If we had more time, we would have like to explore the farm and other related nearby services.”

Many good suggestions came out also for example the waste collecting could be clearer, because someone who has not been familiarized with the topic may not understand the stickers. Customers could be informed better about recycling and also have a separate notebook in the cottage about local services. To improve environmental friendliness, the enterprise could also recycle cardboard and paper and also pay attention to the lighting, because halogen lamps consume a lot.

Jakolan Tila

The cottage in Jakolan Tila was suitable for the research purposes. A family with underaged children it is more in need of all the basic things such as electricity, running water, WC, shower and sauna. However, the cottage was a bit too big for the family so they did not use the second floor at all. The family expected comfortable and clean accommodation. In a key position was the environment and being together. The peacefulness of the countryside has a calming effect.

There were suggestions for making improvements in cottage; a gate would be good upstairs for the safety of the children and also the cellar door is dangerous in the living room because children can open it and fall down. The front door lock was difficult, which decreases the cottage's functionality.

The respondent had used the local services, for example sightseeing, restaurants and a children's place called Vekkuli.

As had for ecological details, the dishwasher has eco- programme. The front door was renovated to reduce energy waste but on the other hand the windows were old wasting energy. The electric sauna was not seen as environmentally friendly and the wood-fired sauna would have been suitable for the respondents instead of the electric sauna. Direct electric heating is not the most ecological option either, but there were also fireplaces in the cottage. The respondent used the outside grill shelter instead of the electric oven inside to reduce the consumption of energy.

“In ecological way this accommodation place was too big for our group, but we wanted to have “adventure tourism” and we chose this location”

Ylä-Tihtarin Tila

The farm is situated next to lake, Päijänne which makes it a good location. There is a small village shop called Villa Gaven, which the respondents thought is valuable both for the villagers and for those living in the cottages. The farm sells potatoes, oat flakes and rye flour, and also there are farm animals for the tourists to watch.

“From Tihtari farm you can also buy potatoes, oat flakes and rye flour. These kinds of things are not probably available in every farm these days.”

7.2 Phone interview

There were six respondents in the phone interview. Every respondent's answers varied a bit and some were more interested and some of them were not. This also effect on the qualitative research and its results. The quality of the results impends from the respondents' willingness and interest to answer.

To the beginning the phone interview started with warm up questions; how your trip did went and how often do you visit in rural holiday. Overall the trips went as expected and were very satisfied for the trip. Almost everyone has been in a rural holiday before and half of the respondents have been spending their rural holidays in the same place.

Sustainable development and sustainable tourism

Many of the respondents relate sustainable development's generations' continuum that future generations can function with same amount of resources than the present generation. Things should be seen and thought in long time frame so that

the earth will stay the same. According to one respondent, development is which does not strain environment and does not leave terrible marks to the society. Moreover, issues like nature friendliness, energy friendly, ecology, local food and local services are connected with sustainable development. Also thinking beforehand, when going to the destination and knowing how they function in the destination. Alternatively, one of the respondents saw sustainable development as a location is developed so that it functions.

The respondents responded quite same to sustainable tourism as to sustainable development. Especially ecological aspect, such as environmental friendliness, recycling, spirituality of wilderness and conservation of nature are attached to sustainable tourism. Additionally, when looking for holiday location it is good to choose a location from a suitable distance, because then there is less consumption. And also plan how to get to the location and how to function there. Also couple of the respondents mentioned that aiming to keep the old customers and binding new relations according to customers' wishes is one of the aspects in sustainable tourism.

“Ecology at first. Conservation of nature, environmental friendliness, recycling. Different values of sustainable development.”

Whereas sustainable tourism in rural tourism, enterprises should market by enhance countryside in that particular environment and through that also enhance ecological aspects. Also according to the respondents, the location should pay more attention to peace of nature and taking care of the environment. In countryside you should be able to enjoy environment and use those services which it has to offer. In practice, the location could focus on recycling and repairing windows and doors. Also supply heating systems that are more energy friendly and domestic appliances' eco friendliness. All in all, that there are not any terrible consuming systems. Alternatively, the sustainable tourism should also stand out in a way that the customers in rural tourism would come to the same place next year again by listening the customers' need.

Values, choosing the place

Reasons to choose the location varied on the life situation, on the personal motives so they were mostly personal reasons to choose the location. Rarely, environmental sustainability aspects were the main reason to choose the location among the respondents. The families which had underage children, the important thing was that the shore is low where the children can swim. Other important issues were distance, location, easiness and the good services nearby. For dog owners, the important thing was that the location is dog friendly where neighbors do not live nearby so that the dogs could run freely and would not disturb anyone. Closeness to nature and peace were also important issues to many of the respondents.

“We are looking for a peaceful place where there is no disturbance of people and where we can relax.”

“I do not think that much is it optimal from sustainable development point of view, it is more on personal motives which affect more on decision.”

Values, rural tourism services and products

The respondents thought that in rural tourism services it would be good to have small local shops nearby where basic groceries would be available. Also it would be pleasant to get fresh food and ingredients nearby the location. And farms where would be able to get fresh food was seen as a positive thing. In rural tourism services and products quality and the domestic were vital among the respondents. Moreover, if children were along in a trip then a farm with animals would be nice. In a summary, accessibility, a short distance to grocery store and purity were the most important in rural tourism.

Rural tourism's environmental favorability

The respondents saw environmental favorability as a good thing. Environmental favorability affects some more and some less among the respondents. Especially, when the place does not favor environmental sustainability then it has influence. One of the respondents said that mostly where these sustainable development issues are taken care of it occurs there in an environment so that is clean, pure and more idyllic place. Closeness to nature can also be a reason in decision making. Even though it is plus that these issues are covered, the need in specific circumstances influences the most.

“Of course it is always plus, but on this point why we chose this place it was not a first idea because we needed a big cottage for a big group. “

In practice environmental friendliness did not occur that clearly. Some of the respondents said that environmental friendliness was not seen at all and some said it was seen in a certain way. Recycling was the only one that was a concrete issue that was paid attention. It was pointed out that rural enterprises rarely promote themselves through environmental values; only closeness to nature might be mentioned. One of the respondents was in a location where there were not any electricity and running water. They saw it as simplicity which they wanted from their holiday.

The differences in seeing environmental aspects varied how people were interested in these matters and which cottage they were staying.

Environmental sustainability in rural tourism

Rural tourism enterprises' environmental sustainability investment had a positive impact on the respondents. Most of the respondents said it had a meaning to them and that it would bring more customers to the location. In a wider scale it is important issue, especially nowadays when these kinds of issues affect many people in many matters. It brings more value on enterprise, considering that common

opinion is going to that direction where nature values are brought out more and more. There is a positive impact if ecology and nature friendliness are taken into account. This argument is supported by the question about preferring of environmental friendly enterprises. And half of the respondents preferred businesses, which were environmental friendly.

The respondents were asked their opinion about the instructions and guidance for environmentally friendly actions in rural tourism. Every respondent thought it would be a great idea and very important. Furthermore, there are very little of guidance and it would be much needed solution so that people would pay more attention to these issues, because some of the people do not know how to function more sustainable. Instructions should be clear, easy, practical and in brief. Especially, if there is lot of foreigners visiting, the instructions should be also in their language. The respondents would not mind if there is also more accurate instructions for those who are interested. The instructions could be placed in a notebook or in a file where would be told about optional ways to do things. The instructions could be exactly guide; how to recycle and where, where water comes from, and how to use home appliances more environmental friendly for example eco programs. Also ecological solutions that have been made in a location would be told as well. Therefore, this might courage people to continue these environmental friendly actions at home as well.

“It would be a great idea. Probably then they would be paid more attention. The instructions should be very practical at least to this kind of basic townsman.”

Invoicing based on consumption did not get unanimous approval from the respondents. As an idea it was fairly good but in practice it was seen more difficult and non-reasonable. According to the respondents, it is easier to choose the location if the final price is known beforehand so that any surprises would not come afterwards. For consumption invoicing some kind of price-list would be needed, if there will be such invoicing. Let alone, it might be difficult for the entrepreneur to do

invoicing based on consumption. However, some of the respondents would be willing to pay assuming that this kind of invoicing would be functioning. The enterprise should comprehensively make environmental investments for instance to refrigerators and washing machines.

Choosing more environmental options shared opinions among the respondents. Some were more interested and some of them less. Alternatively, it would depend on personal needs on that particular occasion. Location's suitability, idyllic and price mostly determines in the very end. The percentages which the respondents would be willing to pay more on the ecological choice varied from zero to 30 percent, an average of 10 percent.

Rural tourism enterprises could improve their environmental responsibility by investing more on recycling, heating systems, environmentally friendly products and decreasing energy consumption. Moreover, new construction is one way to make allowance in energy matters, although it is more difficult in an old house. The respondents wanted that enterprises could inform customers about the environmental aspects and advice customers to act environmentally friendly. Enterprises should advertise local service too for instance bakeries and farms where you can get local products. Much less making an effort and showing that these issues are taking care about so that customers would also pay attention differently to these aspects.

Customers' values and attitudes

People are still a bit careful and skeptical about the importance of their choices to the environment. The respondents believe that their choices have a marginal significance to environment and that their choices are only one individual's choices which do not have any impact. Yet, there was a little bit of hope: they would not change their habits and some hope that other people would adopt their ways to act more environmentally friendly.

Some respondents said that the environmental responsibility seems more like a trend nowadays. Then again the issue is not discussed enough, because it is a real problem that should be noticed and spread around. Somehow it has become part of the everyday life through recycling and such. It will not be decidual trend and people are thinking and should think this way. On the other hand, it is has gone to that direction where many advertise themselves as environmentally responsible entrepreneurs but do not act according to the principles of environmental responsibility.

The respondents did not feel pressure from the society on them to be environmentally responsible. However, some agreed that in some degree, the society does pressures but it is not felt uncomfortable. One of the respondents thought that the society should make people act in a more environmentally responsible way because it would be for the common good.

“Although it is only one person here or one family who aims to this, I think it has some small affect. The more you get people along, the better it is.”

“In certain way yes, that yes the message comes from every corner, but then again it is such a message which is worth of spreading.”

Main worries among the respondents were pollution, global warning and earth’s resources. It was worried that how long there will be any wildlife forests and clear water, if there are any longer. Also the world is very materialistic today so everything should be recycled as much as possible. Also it was argued that are the people more careless these days because this kind of terrible things happen.

Some of the environmental labels and systems had more value than others to the respondents. Also level of signification to these labels and systems varied among the respondents. However, nobody of the respondents have anything bad to say about these environmental labels and systems. Almost everyone tries to pay attention to

these labels and tries to buy products which have a label. For example swan label and the domestic labels. Some of the respondents knew some environmental labels through their work about, but environmental systems were unknown.

Over half of the respondents try to buy more environmentally friendly products and services. Especially if there are two products in same price range, the environmentally friendly products is chosen. Furthermore, if there is a small difference in price between environmentally friendly and regular product, the respondents would choose environmentally friendly product. Because usually it is known where the product comes from and what does it contains if it is environmental friendly product. Even more, some of the respondents support and use organic food, fair trade products and domestic products.

“Yes they do make you consider if there is a choice of two products where in another has markings and knows where it comes from and what is used for that. So yes I would rather choose that product even if it is pay more. “

The respondents were little bit of suspicious about donations and fundraisings. Considering that it does not have a huge impact on saving the world and secondly they could be more informative. Though it is great idea and donations do a good work, the respondents were suspicious about where the money is actually going and what amount of money goes rightfully to the subject matter. Even so, they had some concerns about the fundraising and donations some of the respondents have given money to these.

The respondents mentioned firstly recycling as environmentally friendly action which is mandatory these days. Other everyday actions were to do all the short distances by walking, bicycle or public transportation, and use car as little as possible. Furthermore, prefer products in grocery store which have labels or are organic food. Also avoid useless packaging and generally to buy less goods.

Some of the respondents lived in energy efficiency house which reduces the use of electricity. Also some have made procuring for instance for doors so that there is not that much energy loss. Despite these solutions are environmentally friendly, they are also beneficial from the economic efficiency aspect. More importantly, the respondents would like to more environmentally sustainable actions if it was more attainable for the people. Furthermore, it would be very important that this option would be available to everyone. Also some of the respondents would like to more environmentally friendly actions but often the money issues comes in the way.

“Yes, but mostly they are based on economic efficiency so the reasons are personal”

“We live in energy efficiency house where we aim to reduce especially in electricity use. I walk and go by public transport. I rather buy organic and fair trade.”

8 CONCLUSION AND DISCUSSION

In this research, the objective was to receive deeper information and a deeper understanding of customers' values and attitudes towards environmental sustainability in rural tourism. To get valuable and reliable data for the research, it was relevant to explore those customers' values and attitudes that are using rural tourism services.

Unfortunately, even though enterprises tried their best to enough answers, people were not interested to take part of this research. The reasons for this are unknown. Therefore, the quality of the research was not optimal. If there had been more enterprises involved, the number of respondents might have been larger. Then again the results might have been harder to analyze or it would have not make any difference to the number of responses.

In addition, the results of the phone interview were not as good as expected. It seemed that the respondents felt that they were disturbed and they just wanted to get over with the interviews. Or then the environmental issues were not close to their interest. Although the questions were sent beforehand, most of the respondents did not familiarize themselves with them. However, the topic was difficult and the questions were difficult so it required a lot from the respondents. Considering this, the interview would have been better if done face-to-face. Generally, the information that was received was valid and reliable to use for the analysis although the number of the responses could have been better.

In conclusion, the respondents' answers supported the theoretical framework and previous results, especially about the Finns' attitudes and values towards environment. Finns value the purity of the nature and they take the environment seriously. The respondents recognized the problems that occur in the environment and understood the basics of it. Nevertheless, the respondents did not know any details of environmental sustainability even though it has been an issue for decades. In addition, some of the enterprises had already made some changes in their businesses even though these were not always observed by the customers. With this in mind it seems that these issues have not been sufficiently presented to citizens. Respondents agreed to this statement in a question when asked about are environmental issues talked enough.

More importantly, it seems that Finns are quite open-minded and willing to take more environmentally friendly measures in the future. On the other, environmentally friendly measures should be in decent prices and available to everyone. New ways and tools are made to develop environmental sustainability but these tools have not been on display to users. The respondents were not quite sure and aware of how to sustain the environment, and they were a little of suspicious about for instance invoicing based on the consumption.

The overall the diaries revealed that the respondents are on holiday when visiting rural tourism destinations. Therefore, environmental issues are not being observed. Although it seems that different environmental actions are slowly becoming part of everyday life, that no matter which gender or age, they are aware that these issues are vital and should be knowledge. For example, one of the respondents said during a phone interview:

“It takes time to people to absorb new things that may eventually bring out something good.”

The results give support and courage to the enterprises in their activities. Whatever an enterprise's interests are, it does not bring more customers if the entrepreneurs do not respect customers' interests. Respecting customers' opinions is important for a business to be successful otherwise the business will turn to be non-profitable.

Many of the enterprises in rural tourism are interested in developing their businesses, also environmentally. The enterprises were quite of unaware of the customers' opinions. For this reason, it was necessary to find out customers' values and attitudes. It seems that the enterprises could do more because the respondents agreed on the need for more guidance and because environmental responsibility is seen only as a positive thing. Enterprises could emphasize environmental sustainability and tell what environmental actions have been taken. Furthermore, enterprises could improve their environmental responsibility by recycling, renovating, buying environmentally friendly domestic appliances and products. And also advertising the local services to the customers and advertising them as environmentally friendly. Most importantly enterprises should give example to others to act environmentally friendly and to invest on environmentally functions.

It did not seem to disturb customers if there were very detailed information on how the customers could behave in an environmentally friendly way. Overall environmental responsibility and environmental friendliness was seen as a good thing, and customers supported the enterprises in favor of them.

In summary, this research gave some information of customers' values and attitudes towards environmental sustainability even though the number of responses remained minor. The larger scale of responses might have given more reliability and continuum to the answers being that now the answers are more individual, subjective. On the other hand, the topic itself is difficult because every person experiences environmental sustainability in a different way. Secondly, the respondents' answers were quite narrow and superficial because they were not that familiar with the topic. If more guidance would have been given, it would have changed the results and it would have been too much interfering.

Through this thesis enterprises got valuable information about customers' values and attitudes regarding environmental sustainability in rural tourism. Customers gave instructions and guidance to enterprises which they may use in business developing. Also they shared their thoughts and opinions which help enterprises act in a way that is customer friendly.

In the future, it would be beneficial to do also survey to other nationalities for comparison to Finns and also as a marketing tool. One nationality could be Russian, because they are growing a customer group in rural tourism services in Finland. Also it would be good to do interviews in face-to-face situation. Therefore it might give more beneficial and useful information on customers' values and attitudes. Diary method is a good option in rural tourism and it would be good to have a diary always in a cottage where customers could share their thoughts.

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FIGURE 10: Theoretical model of relations among ten motivational types of values.

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APPENDICES

Appendix 1

Vastauspaikka

Arvoisa vastaaja. Olen kolmannen vuoden opiskelija Jyväskylän ammattikorkeakoulusta ja opiskelen Facility Management-alaa. Tällä hetkellä teen tutkimusta opinnäytetyön muodossa asiakkaan arvoista ja asenteista ekologisesta näkökulmasta maaseutumatkailussa. Tutkimus on laadullinen tutkimus ja se sisältää päiväkirjan ja puhelinhaastattelun. Tutkimuksen tavoitteena on saada syvempää ymmärrystä asiakkaan ajattelusta ja täten kehittää maaseutumatkailupalveluja myös asiakkaan näkökulmasta.

Olisin erittäin kiitollinen jos täyttäisitte päiväkirjan ja osallistuisitte puhelinhaastatteluun, jotta tutkimuksesta saataisiin paras mahdollinen hyöty. Tätä kautta voitte myös itse vaikuttaa mihin suuntaan maaseutumatkailun pitäisi kehittyä jotta te viihtyisitte lomallanne. Antamanne tiedot ovat luottamuksellisia ja ne käsitellään ehdottoman luottamuksellisesti.

Mikäli teillä on jotain kysyttävää, vastaan mielelläni kysymyksiinne

Ystävällisin terveisin,

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Opinnäytetyön toimeksiantaja on KESMA II-hanke,

<http://www.kestavamatkailu.fi/>

Päiväkirjan ohjeet:

Voitte kuvailemalla ja kertomalla tuoda esiin tunteita ja kokemuksia joita koette maaseutumatkailunne aikana tai ennen saapumista paikalle. Näistä kokemuksista, havainnoista ja ajatuksistanne voitte vapaasti kirjoittaa mukana tulevaan viikkoon.

Kuten jo aiemmin on mainittu, tutkimuksen tarkoitus on saada selville asiakkaan arvoja ja asenteita ekologisesta näkökulmasta maaseutumatkailussa, joten päiväkirjassa voit myös tuoda esille ekologista kestävyyttä ja luonnonympäristöä. Voitte tarkastella kokemuksianne esimerkiksi muiden ohella alla olevien teemojen kautta, jos niistä on apua teille.

Ekologiseen kestävyteen/ympäristövastuulliseen maaseutumatkailuun liittyy mm. seuraavia aspektoja:

- Energian käyttö matkakohteessa
- Jätehuolto ja kierrätys
- Erilaiset päästöt maahan, veteen ja ilmaan
- Kotimaisuus (usein), lähiruoka ja lähipalvelut

Voitte myös miettiä miksi valitsitte juuri tämän maaseutumatkailukohteen, jossa olette nyt ja mitä odotatte lomalta.

Lomanne päätyttyä palauttakaa päiväkirjavihko ja tietonne kirjekuoressa henkilökunnalle.

TAUSTATIEDOT

Sukupuoli

Asuinpaikkakunta

Syntymävuosi

Postinumero

Puhelinhaastattelua varten tarvitsemme sähköpostiosoitteen johon lähetämme kysymykset etukäteen. Puhelinhaastattelut tapahtuvat _____ välisenä aikana.

Sähköpostiosoite

Puhelinnumero

Mikä olisi mieluisin ajankohta puhelinhaastatteluun (esim. Ma-to, kello 16-20)?

1. Mikä on matkanne pääasiallinen tarkoitus? Ympyröikää yksi vaihtoehto.

- a) sukulaisten tai tuttavien luona vierailu
- b) loma maatilalla
- c) mökkeily

- d) nähtävyys tai käyntikohde, mikä? _____
- e) luontoharrastus (esim. kalastus, retkeily, kiipeily)
- f) osallistuminen tapahtumaan, mihin? _____
- g) ostosten teko
- h) muu, mikä? _____

2. Matkan kesto

- a) päivämatka (ei yöpymistä)
- b) lyhyt matka (1-3 yöpymistä)
- c) pitkä matka (4 yöpymistä tai enemmän)

3. Matkustatteko?

- a) yksin
- b) avo-/aviopuolison kanssa
- c) perheen kanssa, jossa alle kouluikäisiä lapsia
- d) perheen kanssa (ei alle kouluikäisiä lapsia)
- e) ystävien tai sukulaisten kanssa
- f) ryhmämatkalla (vähintään 10 henkilöä)
- g) muu vaihtoehto? _____

4. Montako henkilöä matkaseurueeseen kuuluu?

_____ henkilöä, joista alle 18-vuotiaita on _____

5. Mikä on koulutuksenne?

- a) Peruskoulu, kansakoulu tai keskikoulu
- b) Ammattikoulu tai vastaava
- c) Lukio
- d) Opistotutkinto
- e) Ammattikorkeakoulututkinto

6. Mitkä ovat kotitaloutenne bruttotulot vuodessa?(kaikki tulonlähteet kuten palkka, eläke, lapsilisä ja tuet ennen veroja)

- a) Alle 10 000 euroa/vuosi
- b) 10 000–14 999
- c) 15 000–19 999
- d) 20 000–24 999
- e) 25 000–29 999
- f) 30 000–39 000
- g) 40 000–49 999
- h) 50 000–59 999
- i) 60 000–79 999
- j) Yli 80 000

Appendix 2

Aloitus

- Lämmittelykysymys: Miten matkanne meni?
- Voitteko kuvailla muutamalla sanalla tämänkertaista maaseutumatkaa?
- Kuinka usein käytte maaseutulomalla?

- Mitä kestävä kehitys mielestänne on?
- Mitä teille tulee mieleen kestävästä matkailusta?

Maaseutumatkailu

- Millä tavoin kestävä matkailu tulisi ilmetä maaseutumatkailussa?
- Mitkä ovat tärkeimmät asiat kohdetta valitessanne?
- Mitkä asiat ovat tärkeitä maaseudun tuotteissa ja palveluissa?
- Millä tavoin matkailuyrityksen ympäristömyönteisyys vaikuttaa valintaanne vai vaikuttaako lainkaan?
- Miten olette kokeneet ekologisen kestävyuden käytännössä maaseutumatkailuyrityksessä?
 - Markkinointiviestinnässä
 - Fyysisissä puitteissa
 - Tuotteissa/Palveluissa
 - Liikeideassa
 - Henkilökunnassa
 - Asiakkaiden ohjeistamisessa
 - Hinnassa
- Mitä mieltä olette siitä jos maaseutumatkailuyrityksessä olisi opasteita ja ja ohjeita asiakkaille ympäristöystävällisempään käyttäytymiseen ja tekoihin? Koetteko siitä olevan hyötyä? Millaisia ohjeiden tulisi olla ja kuinka ohjauksen tulisi tapahtua?

- Mikä on teidän mielipiteenne kulutusperusteisesta laskutuksesta (asiakkaalta veloitetaan se määrä sähköstä ja vedestä mitä kulutetaan)?
- Haluaisitteko valita ekologisemman vaihtoehdon kohteessa mikäli sellainen olisi tarjolla? Kuinka monta prosenttia enemmän olisit valmis maksamaan ekologisemmasta vaihtoehdosta (5, 10, 15, 20 %)?
- Oletteko tietoisia erilaisista ympäristöjärjestelmistä ja -merkeistä. Onko näillä konkreettista merkitystä ja arvoa teille?

Kehittäminen & Markkinointi

- Mikä merkitys mielestänne sillä on että maaseutumatkailun mikroyritykset panostavat tai alkavat panostaa enemmän ekologiseen kestävyys?
- Koetko että mikroyrityksen ja ison yrityksen ympäristövastuullisuudella jätteillä on eroja? Jos on niin millaisia
- Mitä mieltä olette, onko ekologisella kestävyydellä vaikutusta maaseutumatkailun (markkina)arvoon?
- Miten maaseutumatkailuyritykset voisivat lisätä ympäristövastuullisuuttaan?

Henkilökohtainen

- Suositteko yrityksiä jotka ovat ympäristöystävällisiä/ympäristövastuullisia?
- Minkälaista merkitystä uskotte valinnoillanne olevan ympäristölle?
- Mitkä asiat tällä hetkellä huolestuttavat teitä luonnonympäristöön liittyen?
- Mikä on mielestänne tämän hetkinen tilanne ympäristövastuullisuudessa Suomessa verrattuna muihin maihin?
- Onko ympäristövastuullisuus ja kestävä kehitys pelkkä trendi ja onko siitä puhuminen mennyt liian pitkälle? Mitä mieltä te olette
- Luoko yhteiskunta mielestänne paineita olla ympäristövastuullinen?
- Oletteko tietoisia erilaisista ympäristöjärjestelmistä ja -merkeistä. Onko näillä konkreettista merkitystä ja arvoa teille?
- Mikä on teidän mielipiteenne ympäristöjärjestöistä ja erinäisistä lahjoitus/keräyksistä?

- Miten ympäristöystävälliset palvelut ja tuotteet vaikuttavat ostopäätökseenne esim. luomuruoka?
- Mitä ympäristöystävällisiä valintoja teette arkena?
 - kierrätystä (ruoka, vaatteet, tavara)
 - käytättekö mieluummin autoa vai bussia
 - matkustus (työ- ja lomamatkat)
 - ruokavalinnat (ruuan määrä, kasvisruoka, eko)
 - sähkön kulutuksen vähentäminen (valot, ekojääkaappi jne.)
 - entä suurempia ekotekoja? (Rakentamisessa, ekoauto, aurinkopaneeli)
- Haluaisitteko tehdä enemmän ekologisesti kestäviä asioita/tekoja (jos siihen olisi mahdollisuus)?
- Tuleeko teille jotakin muuta mieleen mitä haluaisitte sanoa?