



LAUREA
AMMATTIKORKEAKOULU
Yhdessä enemmän

Nature as Inspiration: A Caravanning Trip Across Canada

Högdahl, Helene

2015 Kerava



Laurea University of Applied Sciences
Kerava

**Nature As Inspiration:
A Caravanning Trip Across Canada**

Heline Högdahl
Degree Programme in Tourism
Bachelor's Thesis
October, 2015

Heline Högdahl

Nature as Inspiration: A Caravanning Trip Across Canada

Year	2015	Pages	38
------	------	-------	----

The purpose of this Bachelor thesis was to design a nature-themed trip across Canada done with a camper, heading from coast to coast of the country. A camper was chosen as a travelling vehicle because of its usefulness; if necessary, the camp can be built up almost anywhere. The author of the thesis has also previous experiences from caravanning, as well as an interest towards this form of tourism which were also reasons why a camper was a natural choice. In the destination country is also a large amount of vehicle rental companies available, and therefore a camper rental could be included into the trip plan.

The other purpose of this thesis was to research caravanning tourism in Canada; what kind of different campgrounds and services were provided for caravan tourists. It was also important to find out what should be taken into consideration when planning this kind of a longer trip. Canada is a large country and famous for its magnificent nature, and in order to see the country as widely as possible, the route of the trip was designed to go across the whole country. Following mainly the one of the world's longest and oldest national highways, Trans-Canada, the duration of the trip was going to be four weeks, and along it several nature attractions such as national parks and wildlife centres would be visited.

The theoretical framework consisted from adventure and nature tourism literature as well as from caravanning and campground sites. Google Maps was also a great help when planning the route and its distances. From the base of this nature-themed adventure tourism thesis, the trip will be conducted in the future in author's family.

Keywords: Adventure tourism, Nature tourism, Caravanning, Campground, Canada

Helene Högdahl

Luonto Inspiraationa: Karavaanarimatka Kanadan läpi

Vuosi 2015 Sivumäärä 38

Tämän opinnäytetyön tarkoituksena oli suunnitella luontoteemainen, asuntoautolla toteutettava matka Kanada läpi, rannikolta rannikolle. Matka olisi ollut mahdollista toteuttaa myös henkilöautolla, jolloin yöpyminen olisi tapahtunut motellissa, teltassa tai vuokramökissä. Asuntoauto valikoitui kuitenkin kulkuvälineeksi käytännöllisyytensä vuoksi; tarvittaessa leirin voi pystyttää melkein minne vain. Kirjoittajalla on myös aikaisempaa taustaa karavaanimatkailusta harrastuksena, sekä myös kiinnostusta juuri tätä matkailumuotoa kohtaan, minkä vuoksi asuntoauto oli kulkuvälineeksi luonnollinen valinta. Kohdemaassa on runsaasti ajoneuvojen vuokraamista tarjoavia yrityksiä, joten asuntoauton vuokraus oli mahdollista sisällyttää matkasuunnitelmaan.

Opinnäytetyön tarkoituksena oli myös tutkia matkailuautoilua Kanadassa; minkä tyyppisiä leirintäalueita ja palveluita karavaanimatkailijoille on tarjolla. Lisäksi oli tärkeää selvittää, mitä kaikkea tulisi tämänkaltaista pidempää asuntoautomatkaa suunnitellessa ottaa huomioon. Kanada on suuri maa ja kuuluisa upeasta luonnostaan, ja jotta yhden matkan aikana olisi mahdollista nähdä maata mahdollisimman laajasti, suunniteltu reitti kulkisi maan halki. Mukailten pääasiassa yhtä maailman pisintä ja vanhinta valtatieä, Trans-Canada Highwaytä, matka kesto tulisi olemaan neljä viikkoa, ja sen varrella useita luonto-aiheisia käyntikohteita, kuten luonnonpuistoja ja villieläinkeskuksia.

Opinnäytetyön teoreettinen viitekehys muodostui seikkailu- ja luontomatkauskirjallisuudesta sekä asuntoautomatka- sekä leirintäaluesivustoista. Google Maps- karttapalvelu oli myös suurena apuna ajoreittiä suunniteltaessa ja etäisyyksiä tutkittaessa.

Opinnäytetyön pohjalta tullaan kirjoittajan lähipiirissä toteuttamaan seikkailu- ja luontomatka- kailua yhdistävä neljän viikon mittainen asuntoautomatka.

Asiasanat: Seikkailumatka, Luontomatka, Asuntoauto, Leirintäalue, Kanada

Sisällys

1	Introduction	6
2	Adventure Tourism.....	6
	2.1 Nature Tourism	8
	2.2 Wildlife Watching Tourism	9
3	Caravanning as a Form of Tourism	11
	3.1 Caravan Tourism in Finland	12
	3.2 Caravan Tourism in Canada	13
4	Canada	14
	4.1 Geography	15
	4.2 Nature and wildlife	16
5	Tourism in Canada	17
	5.1 Newest travel trends	17
	5.2 Travelling in Canada.....	18
	5.3 Campgrounds in Canada.....	20
	5.3.1 Different types of campgrounds	20
	5.3.2 Rules and etiquette	21
6	Research Methods	22
	6.1 Qualitative research	22
	6.2 Conducting the research.....	23
7	Route Across Canada	24
	7.1 Planning of the trip	24
	7.2 Estimated prices.....	25
	7.3 Arriving to the country	26
	7.4 First week	26
	7.5 Second week	28
	7.6 Third week	30
	7.7 Fourth week.....	31
8	Conclusion.....	34
	References	35
	Pictures	38

1 Introduction

The purpose of this bachelor thesis was to plan a nature-themed route across Canada done with a recreational vehicle. The author of the thesis has a background about this form of travelling in Finland as well as a strong interest towards the other theme: nature including also the activities it provides. In the author's family was also interests towards this kind of trip which were the main reasons for choosing this theme. Therefore the main idea and focus when writing this thesis has been to research how travelling with a camper could be done in Canada, and also form a route which would pass through the country. The feasibility of the trip was also assessed.

Canada's magnificent nature and its hundreds national and provincial parks made it for an obvious choice for a destination country. The purpose of the trip was already from the beginning to see as much as possible from the country, and that would naturally be done by traveling across the whole country. That would also allow visiting and experiencing most of the Canadian provinces on the same trip. National parks and Canadian nature was one of the main inspiration for planning the trip, and specially observing country's wild animals was on intent. A camper as a travelling vehicle was chosen because of its usefulness; with a camper traveller can overnight in almost anywhere! Other option would have been to do the trip by a car and stay over night in a tent or motel, but based on the author's previous experiences from caravanning as well as its benefits as a form of travelling, a rental camper seemed to be the best option.

The theoretical framework consists from the collected and analysed data about the theme. Based on the provided data and information, the author planned a route across Canada including a route plan, overnight places i.e. campgrounds or campsites and visited nature attractions along the route.

2 Adventure Tourism

The World Tourism Organization (UNWTO) has not any exact definition to adventure tourism, but the Adventure Travel Trade Association (ATTA) defines it as a trip including at least two of these elements: physical activity, natural environment and cultural immersion. Even though only two of these components are required, trips including all three elements attracts tourists to the fullest experience. As an example can be used the themetrip of this thesis: it involves hiking (physical activity) in Canadian nature (natural environment) and interaction with the locals (cultural immersion.) Adventure tourism can be domestic as well as international, and it must include an overnight stay which will not last longer than one year. (The World Tourism Organization 2014.)

Adventure tourism includes all types of commercial outdoor tourism with a significant element of excitement. The difference between nature-based tourism and adventure tourism is, that the former is focusing mainly on seeing, when the latter is on doing. (Buckley 2010, 4.) In general, there are two main categories of adventure activities, which are hard- or soft adventure; in many cases a vigorous debate surrounds which activities belong in each section. Therefore, the easiest way to identify if an adventure trip is representing hard or soft adventure, is by its primary activity. For instance, climbing to Mt. Everest is an extreme example of a hard adventure, when camping and hiking are representing the soft category (The World Tourism Organization 2014.)

Different types of outdoor activities forms the base of adventure tourism products. Activities on land can include for example mountain biking, horseback riding, quad bikes and hiking. Wildlife watching tours are also considered adventurous. Many adventure tours may involve water sports like kayaking, canoeing or even rafting, either on wilderness float trips or black-water cave rivers, lakes or oceans. Surfing, body boarding, sail boarding and kite boarding also form the basis of commercial adventure tours along with wide range of watercraft vehicles, powerboats and expedition cruise vessels, jet skis- and boats together with sailing and yachting. Diving and snorkelling tours are nowadays widespread both in cold and in warm water and some tours even operate with submarines or semi-submersibles. (Buckley 2010, 11.)

Winter sports including skiing, snowboarding, snowshoeing, sledding, dog sledding, snowmobiling and heliskiing forms one part of commercial adventure tours. Even aerial adventure activities; parachuting, parapenting, hand gliding and ballooning are all offered in terms of adventure tourism. Nowadays great popularity achieved, so called rope-based adventure activities from abseiling and canyoning to bridge swings and bungy-jumping are all based on rock climbing, ice climbing and mountaineering, and all of them are in an important role in commercial adventure tours. It can also be inferred, that almost any kind of excitement-based activity what people tries for to create a recreation can be packaged in a commercial adventure tours. (Buckley 2010, 11.)

Like other components in the commercial tourism industry, also adventure tourism provides accommodation, transport and activities. In many cases, it is mainly the activities which are most commonly linked together with adventure tourism, however, there are still examples where both transport as well as accommodation are considered being adventurous. Also, sometimes transport or accommodation are the activity in themselves, for example the Overlander tours held in Africa or Asia, or the ice hotel in Kemi. (Buckley 2010, 8.)

Sometimes into adventure tourism is included independent travel as well, and then travellers themselves are providing the adventurous experience. However, as explained before, the theme can be described in many ways because there is not yet no officially accepted universal definition. (Buckley 2010, 7.)

Adventure tourism is attracting attention because of its focus on rural areas and local culture. This emphasis can often be developed together with existing infrastructure. According UNWTO, adventure tourism relies on a destination's combination between top-level, both natural and cultural assets, which attracts adventure tourists. In general adventure tourism is a large industry sector having an annual global turnover with about one trillion US dollars. (Buckley, 8.) Even though this form of tourism might require less capital investments for infrastructure, investment in elements which would compliment natural, cultural and also adventure assets, are necessary. To those investments includes extensive stakeholder consultation and policy development, therefore to create a thriving adventure tourism market, the requirements for the well-managed natural assets and healthy and educated rural populations remain complex and in important consideration. (The World Tourism Organization 2014.)

2.1 Nature Tourism

Nature in tourism in its broadest sense involves experiencing natural places, typically through outdoor activities that are sustainable in terms of their impact on the environment. For nature tourism has been given many different definitions throughout the last decades. It has often been used as a synonym with ecotourism and nature-based tourism, and in fact those three terms are all very close to each other. (Destination New South Wales 2014.)

An American wildlife foundation, Texas Parks and Wildlife Department, defines nature tourism as tourism based on natural attractions of an area. It includes, for instance, birdwatching, photography, camping, fishing, stargazing and visiting parks. A typical nature tourist is interested from nature's diversity and cultural resources, emphasizing on a rich natural, cultural or historical experience. (Texas Parks and Wildlife Department 2015) Then, according UNWTO, ecotourism is a form of tourism including all nature-based forms of tourism, where the main motivation is observing and appreciation of nature, and also prevailing the traditional cultures in natural areas. (The World Tourism Organization 2014.)

When having conservation as a standpoint, nature-based tourism provides incentives for local communities and landowners to conserve wildlife habitats, and that is where the industry depends: promoting conservation by placing an increasing value on remaining areas. If nature tourism becomes important to the local economy, communities have incentive to conserve remaining natural areas for wildlife. (Texas Parks and Wildlife Department 2015) However,

according to The International Ecotourism Society, there are still differences between these two terms. The significant difference is in the focus of the tourist; nature tourist simply wants to experience the nature of the destination while ecotourist's focus is to benefit also the local communities and destinations environmentally, culturally and economically. (International Ecotourism Society 2014.)

Nature tourism involves activities from active to passive, and it includes everything from bushwalking and adventure experiences, to sightseeing and wildlife viewing. As in adventure tourism, also in nature tourism a tourist may combine several of these elements in one trip. These two terms are also dependent from each other: the majority of adventure activities needs nature and natural environments for their conduct. Therefore, the role which nature has, varies from the active and passive measures of the involved activity. Fundamentally, for both passive and active visitors, nature is also playing a significant role in giving something, for instance relaxing and enriching the spirit, to people. (International Ecotourism Society 2014.)

2.2 Wildlife Watching Tourism

In general wildlife is a term covering both flora and fauna, although it is commonly used to refer to animals in the wild. It is often thought, that the term describes only large mammals or a flock of wild birds, but in fact it is widely used to cover all types of animals from insects to marine life. Summarized, wildlife watching is an activity that involves the watching of wildlife. This definition differs wildlife watching from other, wildlife-based activities. Usually, it is an observational activity, although sometimes it can involve interactions with the animals, such as touching or feeding. According to two organizations, United Nations Environment Programme (UNEP) and the Secretariat of the Convention on the Conservation of Migratory Species of Wild Animals (CMS), the tourism industry uses the term 'wildlife tourism' rather than wildlife watching tourism. Those two terms can be identical in some cases, but wildlife tourism is sometimes used to refer to hunting or fishing tourism as well. In a few cases it is used even to the viewing of captive wildlife in zoos or confined parks, which is confusing when thinking that there the animals are not even living in a wild existence, and wildlife watching tourism should describe tourism that is organised and undertaken in order to watch wildlife. (United Nations Environment Programme & the Secretariat of the Convention on the Conservation of Migratory Species of Wild Animals 2006.)

Wildlife watching tourism is related with many other elements of tourism. It can be practised by tourists who have purchased a specialist package, for example birdwatching holiday, which purpose is seeing certain kinds of wildlife. There are tourists who include wildlife watching as part of activities focusing on adventure in wild places. For them watching animals

is an added attraction, but not the main motivation. As nature tourism, also wildlife watching tourism is particularly overlapped with ecotourism. Both forms of tourism are often based on relatively low levels of tourism in an area, and are therefore suitable for independent travelers as well to organised tours for small groups. Then again, especially wildlife watching can also include appropriately operated mass tourism activities, such as the 'Penguin Parade' on Phillip Island, Australia, where over 425 000 visitors in a year watch Little Penguins come up the beach each evening to their nesting sites on the island. When thinking about which species attracts most of the public attention, it is clear that people's interests in wildlife are hugely varied and may change over time. As key factors in wildlife watching tourism can be found:

- Being able to experience animals in the wild
- Observing their natural behaviour (although this may be affected by tourism activities)
- Appreciating their beauty

As mentioned before, in its broadest sense wildlife watching has links with a wide range of different types of tourism, and tourists participate in this activity because of many different reasons. Their main motivation for the trip might be entertainment - but at the end, they may not only have had fun and excitement, but also learned a lot about the animals they have seen, and are even likely to return. In addition, the money they pay for their trip will contribute to the local economy, and to jobs and businesses that depend on conservation for their survival. (United Nations Environment Programme & the Secretariat of the Convention on the Conservation of Migratory Species of Wild Animals 2006.)

The Travel Activity and Motivations Survey (TAMS) conducted in 2006 a research, where nature-related activities and travel habits of Canadians and Americans were examined. The survey researched out-of-town, overnight travel behaviour of one or more nights. TAMS was sponsored by, for example, Ontario Ministry of Tourism, Statistics Canada and Canadian Tourism Commission. According the results of the survey, 30.7% of adult Canadians went wildlife viewing while on an overnight trip of one or more nights. Wildlife viewing was also the second most common outdoor activity among Canadian Pleasure Travelers, and visiting a nature park was the most popular activity with 22,8 %. In addition, 35.3% of answers reported that wildlife viewing was the main reason for taking at least one trip. (TAMS 2006.)

In the destination country of this thesis, Canada, the most important for wildlife tourism are the large and charismatic mammals. Several national parks and wildlife sanctuaries are established in order to cater to these needs, and to provide for visitors a possibility to see those mighty creatures during their visit. (Attractions Canada 2015.)

3 Caravanning as a Form of Tourism

Freedom is the biggest attraction in caravan tourism; in the other words it can be defined as travelling without being dependent on different schedules. All this combined with home-like accommodation and with a possibility to experience various attractions and events in a vehicle moving throughout the year, makes caravans a unique form of tourism. The quote of the founder of International Camping Club, John Cotter, also a keen camper and caravan trailer enthusiast describes excellent what caravanning is about: "Outdoor holidays and touring holidays in a tent or motor home are simply the best, fresh air, great walks and lots to explore, there is so much choice, unbeatable!" (International Camping Club 2013.)

The International Federation of Camping and Caravanning (F.I.C.C.) is the main international association, and promotes this growing form of tourism. It helps affiliated federations and clubs as well as campers who hold the International Camping Card issued by the F.I.C.C. When the federation was founded in 1933, it comprised 16 Clubs from 7 countries. Today it numbers 56 federations and clubs from 32 countries being a unique force representing and protecting camping at national and international level. Federation organizes, among other happenings, the F.I.C.C. General Assembly during the annual International Rally to which all members are invited. (Fédération Internationale de Camping, Caravanning et Autocaravaning 2014.)

Caravanning has a long history. The word itself is led from the Persian term "Karwan", which means 'van' and is derived from 'caravane', its French translation, and was used to describe people travelling across the desert. Already in the end of 1800th Century, the first caravan was build for entirely recreational purposes. It was the first example of a trailer used to recreational activities. The idea attracted people who could afford such a luxury, and those for whom the temporary exposure to the gypsy life appealed. Popularity grew, and the first Caravan Club was founded in UK in 1907. After First Wold War when cars became more widely available, the first motor-home on the chassis of a car was built 1919, and later a caravan trailer which could be pulled by a car. In 1930s, the manufacturers developed the first gas supply for use in cooking and lighting, and the first steel bodied models were made. After World War Two, it was produced the enterprise which was small, affordable and made caravanning affordable for more people than ever. (Glenns Leisure Vehicles 2013.)

Popularity grew in the 1970s, but rises in fuel prices as well as the economic situation affected caravanning. In the 1980s became changes including plastic windows and other mate-

rials which made caravans lighter and stronger. A TV advertising-campaign brought new and former caravanners into the fold, and also new manufacturers developed innovative and more luxurious products. Awnings became "must have" -accessories in the 2000s, and through the decade and the 2010s, new layouts as well as the larger and longer caravans became the vogue. (Glenns Leisure Vehicles 2013.)

Nowadays caravanning is a hugely popular pastime around the world, the experience is far more comfortable than the early pioneers could believe even have been possible. However, it is still an ideal way to go away together and enjoy the beauty of nature; travelling in a caravan allows also a chance for different outdoor activities. For example downhill skiing, golf, hunting and fishing, are all accessible when travelling with a camper. (SF Caravan 2015.)

Finnish Transport Safety Agency defines campers as a vehicle produced for special use equipped with M-class accommodation with at least these firmly attached special utensils:

- seats and table
- sleeping accommodation
- cooking facilities (fireproof installation, including electric / gas system which shall be permanently installed)
- storage space

(Liikenteen Turvallisuusvirasto 2015.)

3.1 Caravan Tourism in Finland

In the 1950s and 1960s was Finnish caravan tourism mainly camping with a tent, and campers and trailers were very seldom used. However, soon vehicles began to interest many of those traveller families and little by little they became more common in the traffic. Later this led to organizing, and the Finnish Caravan Association (SF-Caravan) was established in 1962 in Oulu. According SF-Caravan, in 2010 the club had 59 379 members and there were 40 595 registered campers in Finland. (SF Caravan 2015.)

In 2011, over two million overnight stays were recorded in Finnish campgrounds, and 61% from them was done with a camper or camping trailer. Finnish Camping Association, Matkailuajoneuvotuojat, and SF-Caravan commissioned a research which examined the background of campers, the content of this tourism sector as well as its trade flows and impacts on employment. The study was conducted by Haaga-Helia University of Applied Sciences and published in the Lahti Caravan Fair in 2013. The research concerned the business only in Finland. (SF Caravan 2015.)

According to the study, the most typical camper tourist is an affluent 35-49 year old person who is travelling with a spouse or with the whole family. The economic annual income (60 000 €) are clearly higher than the average Finnish households (48 000 €). Overnight happens usually in a camper or caravan trailer. Those motor vehicles are used, in addition to longer or shorter trips, also when taking part in various events and activities. (SF Caravan 2015.)

Camping parks as well as caravan trade are important employers. In 2012 they both combined turnover of 353 million Euros. Camping, as the tourism in general, is the only export sector which pays also VAT (ALV) to Finland. However, compared to the export of goods, tourism increases the revenue of the state tax much more. A group staying at a campsite spent money on that district on average 201 € (61 €/person) each day and during one trip about 783 €. Most of the money was used outside the campsite. The largest group of those travelers are Finns, but the amount of foreign travelers is clearly growing. Especially the number of Russian travelers is increasing. A quarter of all camping travelers in 2012 were foreigners. (SF Caravan 2015.)

3.2 Caravan Tourism in Canada

Camping with all its different forms are popular also in Canada. Caravanning is a favourite pastime of those who do not want to backpack or put up a tent, instead of hauling everything on their backs, caravanners can carry their gear in a car or van. The country has thousands of campgrounds where travellers can enjoy from the beautiful Canadian landscape, spend time together with each other as well as create unforgettable memories in this outdoor related activity. Caravanning is not for those who seek remote or solitary locations, but many people enjoy the social aspects of meeting other campers as well as camping in larger groups. Also, many first-time campers try caravanning to become familiar with wilderness areas, and take short day hikes on nearby trails. (Fédération Internationale de Camping, Caravanning et de Autocaravaning 2014.)

Fédération Québécoise de Camping et de Caravaning, (FQCC) founded in 1967, is the biggest camping and caravanning organization in Canada. The federation is non-profit-making and also a partner in both official and commercial circles where camping and caravanning is concerned. When FQCC was founded, it had 50 camping and caravanning memberclubs. During the years, FQCC increased its membership potential and set up sixteen regional camping and caravanning associations. In 2012, FQCC organized its third International F.I.C.C. Rally (F.I.C.C.'s 73rd) including the annual General Assembly, at Montmagny (Quebec.) There were 2 325 participants from 20 different countries. (Fédération Internationale de Camping, Caravanning et de Autocaravaning 2014.)

According to the news release from a conference held in 2014 by the representatives of Recreation Vehicle Dealers Association of Canada (RVDA) and the Canadian Camping and RV Council, camping and the whole industry are playing important roles in the country's tourism. Associations also point out that The Canadian Tourism Commission should therefore recognize this possibility and its potential in the field of tourism. In addition, industries are not only providing better access to the country's great outdoors, but also creating jobs and revenue. (Recreation Vehicle Dealers Association of Canada 2015.)

According to this publishing, in 2014 there were over one million recreation vehicles on the Canadian roads and about 14% of all the country's households own a recreation vehicle. In 2011, Canadians used over half a billion dollars by staying in some of its 3,000 campgrounds. It is therefore clear that the camping industry operates in an important role in Canada's tourism field as well as in the whole country's economy. Dedicated investments would then be, according to the organizations, urgently needed in order to keep this momentum going. (Recreation Vehicle Dealers Association of Canada 2015.)

Both associations, Recreation Vehicle Dealers Association and Camping & RV Council have done several recommendations to the federal government in order to improve the industry. They have suggested, for example, that Canada's Small Business Financing Program's 2% registration fee should be reduced as well as eliminate the repayment schedule system which causes problems to seasonally operating businesses. Also, according to them, public campsite rates should be equal with independently owned ones. Organizations are looking forward to the cooperation with government and by that develop and support the camping tourism sector. (Recreation Vehicle Dealers Association of Canada 2015.)

4 Canada

Canada is the world's second largest state, right after Russia. It is a constitutional monarchy and a federal state with a parliamentary democracy with 35 million inhabitants. The system is a legacy of the United Kingdom of Great Britain and Northern Ireland; Queen Elizabeth II is the head of state and appoints her representative, the Governor General, to a five-year term. In addition to English, also French is a national language in Canada. The cultural originality of the French-speaking regions has a strong presence also in the politics in the country; for example Quebec has struggled for its independence already several decades, which has even led into referendums in 1980 and 1995. (Globalis 2015.)

In Canada there are also one of the world's largest amounts of immigrants. Because of the needs based on its national economy, it has had an immigration conducting policy for decades, and

about one in five Canadian are born outside the country. In this millennium the country has received about 250 000 immigrants each year. The country has a point system which means that the mover needs to be positioned well enough in to an extensive scale according of his age, language skills, education, work experience, job opportunities, and possible adaptation to the country in order to obtain a permanent study permit. (Globalis 2015.)



Picture 1: Map of Canada. (Maps of the world 2015)

Picture 1 shows the location of the country as well as its provinces and territories. Being such a large state, Canada has wide natural resources, but because of their uneven location around the country, they also causes political tensions and problems. 10% of the world's forest's are located in Canada, and rich minerals such as gold, nickel, copper and uranium has formed large companies in the country. Most of the exports of Canada, 75 percent, goes to USA. (Globalis 2015.)

4.1 Geography

The country has a diverse geography, and due its broken surface area, it has more coastline than any other state. It is divided into ten provinces and three larger territories. There are several mountain ranges: the Appalachian Mountains in east, which continues also to the US

side. In the west is the so-called Cordilleran, which consist mainly from the Rocky Mountains and Coastal Mountains. (Globalis 2015.)

The most important waterways are the St. Lawrence River and the southern Great Lakes, and between them are the famous Niagara Falls. Canadian Midwest is wide and undulating, and grassland areas are primarily in agricultural use. The arctic regions of Canada consists mainly from northern tundra and permanent ice. There are several nature conservation areas, which are also UNESCO World Heritage Sites and aims to maintain the threatened wildlife. (Globalis 2015.)

4.2 Nature and wildlife

Canada's natural environment has shaped of the geography of the country and also of its history and experiences of the people living and travelling there. National parks, known as "natural jewels" of the country, represents the power and compelling force nature has. Those parks has been established to protect and present natural landscapes and natural phenomena occurring in the country's 39 natural regions. Therefore national parks can be found in every province and territory for protect the habitats, wildlife and ecosystem diversity in those natural regions. (Parks Canada 2015.)

The size of the parks range from the smallest, Georgian Bay Islands National Park of Canada (14 square kilometres) to the largest one, Wood Buffalo National Park of Canada (45 000 square kilometres.) The association which is responsible of managing these natural areas is Parks Canada, which also works for protecting the ecosystem of the parks in order to make visitors to understand, appreciate and enjoy from the magnificent nature. In national parks visitors are able to, for instance, observe animals in their natural environment, paddle down the rivers and hike through forests. When entering on those parks a special permit is needed; then also audiovisual displays and other information from the surroundings are available. In every province there are also provincial parks which supplements the national parks. To visit them a permit is usually not necessary, although this can vary between different provinces. Fishing and hunting are still always chargeable. (Parks Canada 2015.)

Canadian nature is of course a home for many wildlife animals. For example in Banff National Park lives over 50 species of mammals: This diversity of wildlife is a clear reflection of the range of habitats living in the park due to the variations in climate, plant communities and elevation. Wildlife in national parks can be separated roughly into three main groups which are small mammals, hooved animals and large carnivores i.e. meat eaters. (Parks Canada 2015.)

Canada's versatile nature with its mountains, rivers and lakes provides a full range of different outdoor activities. Fishing, skiing, snowboarding, canoeing and hiking are the top activities. In addition, also rafting, whale watching and horseback riding are popular. However, in the field of sport, Canada is still probably best known from its winter sport possibilities. The country offers a huge selection of mountains and skiing resorts, the biggest one located in the west coast where also Vancouver Olympics was held in 2006. (Destination Canada 2015.)

Canadians are known as a "outdoor people", and according the results from Canadian Nature Survey, conducted in 2012, more than two-thirds Canadian adults choose to spend time outdoors in order to experience nature. The results from the survey demonstrated clearly the importance that nature has for Canadians as well as the significant contribution which nature-related activities makes to the national economy. According the survey, for instance 89% of Canadian adults took part in nature-related activities and made overall an estimated 41,3 billion Canadian dollars of expenditures for these activities during the 12 months when the survey was conducted. (Biodiversity Canada 2014.)

5 Tourism in Canada

The pure and beautiful nature with its versatility attracts tourists to Canada from all over the world, and the country has been gaining popularity especially among adventure tourists. Canada still has also a lot more to provide as well: There are hundreds of lively cities, like Montreal and Vancouver, which provides for example high level culture with theatres and ballet, and also excellent restaurants and shopping possibilities. Tourism business has a strong influence to the country's economy and is also the most important service export. According Canada's national tourism marketing organization, tourism supports currently 627 000 jobs and 170 000 tourism business establishments. (Destination Canada 2015.)

When thinking about the whole global tourism overview, the international tourists arrivals has grown, and Canada is no exception. During first six months in 2015, Canada welcomed all together 7 092 635 international visitor arrivals, which was 7.8 % more than in June 2014. The international arrivals from all regions expanded 8.2% over year and was led by Latin America, with +15.6%. The following continentals were Asia-Pacific (+9.2%), the US (+8.4%) and Europe (+4.0). (Destination Canada 2015) Tourism in Canada is highly depended on Americans, whose share of the total number of tourists is 62% (Finpro 2015.)

5.1 Newest travel trends

The Canadian tourism commission has noticed three growing key trends in the country's tourism industry. The first one is the expanded amount of Chinese tourists. The reason for that is

a bit complicated; At first Chinese government named the year 2013 as a "Marine Tourism Year", and established a whole new tourism consumer concept which aim was to increase the popularity of cruise holidays. Now, a couple of years later also Canadian tourism market can profit from it. The reason for the Canadian benefit is the fact that the Chinese port infrastructure is still constrained, while the Canadian is not. Therefore it is expected that Canadian business can market, among other things, luxury cruises for Chinese customers and by that attract Chinese tourists in general. (Destination Canada 2014.)

The second trend is the youth travel; according the UNWTO forecast, the global arrivals by young travellers between 18-30 years is going to reach 300 million by 2020. Canada has gained "an youthful, energetic brand" and also the upcoming domestic and international Canadian youth program will increase the amount of young travellers. (Destination Canada 2014.)

The popularity of shared travel services is a fast growing new business, and also the third of the newest tourism trends in Canada. To those shared services includes mainly rental accommodation phenomena's like Airbnb and HouseTrip, and the reason for their popularity are mainly economical, technological and social. According Canadian tourism commission which has monitored the popularity of this phenomena, it has attracted new tourists who might not other way had chosen Canada as the destination country, or just have not travelled before there. (Destination Canada 2014.)

5.2 Travelling in Canada

Canada has a large network of well-maintained roads, and by highways almost whole country is accessible. In picture 2 is one the whole world's longest national highway, the Trans-Canada Highway which length is 7 821 km. (Trans-Canada Highway 2015.)



Picture 2: Trans-Canada Highway (Transport Canada 2015.)

The highway crosses the country, from Victoria (British Columbia) to St. John's (Newfoundland) having its midpoint at Batchwana Bay. In most of the Canadian provinces the speed limit is 100km/hr on highways and 50km/hr in urban districts if not indicated otherwise. As the picture 3 shows, the highway is marked with green-white, maple leaf signs. (Camping Canada 2015.)



Picture 3: Trans-Canada Highway route sign (Highway Route Markers 2007)

Currently there are going on a campaign, Canada's Road Safety Strategy 2015, supported by all levels of government as well as several public- and private sector partners. The goal of the campaign is to "continue to reduce fatalities and serious injuries caused by collisions on Canada's roads" and therefore improve and develop the country's traffic safety. (Canada's Road Safety Strategy 2015.)

Camper rentals are widely available, but the vehicle needs to be reserved well ahead at least in the peak season. Most of the national and provincial parks allows camping with a camper. However, laws and regulations varies between different provinces and territories, which means that it is necessary to know which rules is on use when travelling between the provinces. (Camping Canada 2015.)

When driving in Canada with a vehicle rented from a company, a copy from the rental agreement needs to be available in order to be able to proof that the vehicle is permitted entry into Canada. A foreigner can own a vehicle in Canada, but some kind of address is needed. (Geitel 2015.) Drivers licenses from other countries and also international licenses are all valid in Canada.

As same as in Finland, also in Canada seat belts are mandatory for both drivers and passengers. An approved child restraint or a carrier is also needed for children under five years or 18 kilograms. An insurance for the vehicle is also required. (Camping Canada 2015.)

5.3 Campgrounds in Canada

There are campgrounds in every territories and provinces. At first these camping places are selected by their locations which are either frontcountry, which means that they are accessible by a vehicle, or backcountry which are accessible mainly by walking or paddling in. Frontcountry campgrounds are the most basic ones including usually only areas for tenting, an outhouse and a bear cache as well as creek or a lake for a fresh water source. (Tour Guide Canada 2015.)

Backcountry campgrounds have instead a little bit more services. The offered facilities varies between the campgrounds, but usually there are, among other things, at least washrooms, showers, picnic tables, fire pits and disposal sites. In some places it is also possible to do laundry or buy groceries. (Tour Guide Canada 2015.)

5.3.1 Different types of campgrounds

Campgrounds are classified into four types:

- Private or commercial sites, located along the touristic routes and destinations. They are star rated and owned as well as operated privately.
- Park Canada Campgrounds, located both front- and backcountry. Inside National Parks of Canada and owned and operated by Canadian National Park. Usually very crowded places during the season.
- Provincial Parks Campgrounds or Territorial Parks Campgrounds, also accessible both front- and backcountry, and located inside a Provincial/Territorial Park. Owned and operated by provincial or territorial government, usually most of them do not take reservations.
- Free campsites. Can be found, for example, in rest areas, truck stops and parking lots at super malls as well as in recreation sites, which are located most close to the nature. (Tour Guide Canada 2015.)

Obviously free camp sites are the cheapest options when camping in Canada. Usually a night for a full RV hook-up costs on average 40-50 dollars in Canadian campgrounds. A full hook-up includes water and electricity as well as grey water and sewage disposal. Some camper rental agreements can prohibit staying in certain type of campgrounds and therefore it is necessary to make sure that the agreement allows staying in the intended place. (Tour Guide Canada 2015.)

5.3.2 Rules and etiquette

Even though campgrounds are considered being safe places and criminality there is low, it is important to keep in mind some safety rules especially when camping on free sites. If the place is unclean and dirty i.e. there are empty and broken beer bottles and other trashes, it would be better to move on. It is highly important to not leave any food or cooking equipment outside because they can attract bears. In general it is important to keep in mind that Canada really is a bear country and the so called "bear etiquette" needs to be followed. (Tour Guide Canada 2015.)

The Canadian camping culture has an own etiquette as well which is valid in campgrounds. The etiquette includes minimizing the impact on the environment; a traveler should respect the wildlife and vegetations which can be summarized by simply leaving the site in the same condition it was when arriving. Grey water should be disposed 60m/200 feet away from any water source, and in general polluting any fresh water sources, as lakes, is strictly prohibited.

Other campers must be respected by minimizing noise, keeping roads clear and respecting quiet hours of the campground. (Tour Guide Canada 2015.)

6 Research Methods

Research methods are divided into qualitative and quantitative methods, this allocation indicates that there would be two ways to do the research. Qualitative research can be determined being always a research about human's acts in the social environment. Quantitative research can therefore be done in the human world as well as in the natural science environment. It can be used when, for example, examining stock prices, currencies, weather, water and soil samples, but also in the business of economic, pedagogical and psychological phenomena. Quantitative (also known as statistical) research is ideal for everything that can be measured. Delphi-analysis and Likert-scale represents so-called semi-quantitative approach where the qualitative questions and claims are expressed by statistical distributions. (Pitkäranta 2015.)

The differences between those two methods can also be thought that qualitative research is "investigation with a face" when quantitative study instead intends to impersonality. Qualitative research is always also a method with a so-called personal touch, and the researcher is a part of the explore process. Then in quantitative method, when responding to a questionnaire it is usually unknown where the answer exactly goes. If the Institute is well-known, one can even provide genuine answers. However, the researcher is always based on the idea that answerer is telling the truth. (Pitkäranta 2015.)

Even though the determination of these two methods are often underlined, both approaches can also be used in the same study. Also, with both can be explained, albeit in different ways, the research question. Some of the methods of analysis is firmly based either on the approach of qualitative or quantitative research, but on the other hand, many research also locates in the middle of these two. The meaningfulness for combining both methods in the same investigation depends on the researcher's philosophical commitments. (University of Jyväskylä 2011.)

6.1 Qualitative research

In qualitative research is a large number of approaches where must choose the most appropriate for the research exercise- and question. Role of qualitative research is to increase understanding, allow different interpretations, to model things and give things meaning. Qualitative research methods and approaches are used, for example, in design study. When one

want to understand, for example a disabled person's life in a different situations, this can be done by using ethnographic approach. (Pitkäranta 2010.)

Qualitative research moves forward at first in practice, and when introduced into the phenomena and observations it progresses into general level, i.e. empirical theory. All in all, the idea of qualitative research is to understand, interpret and create the descriptive model to the research phenomenon. For this is needed a conceptual framework which through the phenomenon and namely the gained findings are looked. (Pitkäranta 2010.)

The first introduction to the theme is done by a literature review. Things are, linked to previous history, which therefore is good to know. In some cases comes a developmental leap in the transition, which forms a completely new genre or paradigm. For example recorders; it is still easy to remember the time when the reel was used in music cassettes, CDs and hard disks, when now are used memory sticks and iPads. It is clear that everything is changed in that system, which means that the old operating architecture or previous innovations have been consumed, and the new ones will be introduced. The acquisition of research material means therefore reading, interviewing, searching for different reliable written sources and recordings. Obtaining the material is of course linked to what is wanted to find out. Also, the data is analyzed thoroughly. What is analyzed, and the method which is used will depend on about what is wanted to find out. (Pitkäranta 2010.)

6.2 Conducting the research

This is a functional thesis with a qualitative approach. As a data the author has used different, reliable publications about the topic. At first the data was used for collecting the basic facts about how this form of tourism is practised in Canada in general. Later the perspective was specified; What kind of campground options there are available? What kind of nature parks and nature related activities there are available and how all this could be combined smoothly together with camping and the route across the country? How to plan and organize this kind of trip abroad and what needs to be taken into consideration? How much would all this cost?

The author used documentary data collection method. Almost all towns locating close to the driven route in the destination country, had official tourism websites which provided a lot of information. Also, examining the data written by Finnish camping travellers was especially useful. The data was found from websites written by those travellers. Finnish Caravan Association has also published important information as well as the Canadian organizations. When assessing the reliability of all the collected data, and when planning the route, author used her experience from camping in Finland. Author's family and friends has also experience from

camping and are also owners of a camper or caravan trailer; therefore beneficial opinions regarding the trip was easy to collect.

When planning the driven route itself, was Google Maps- route search excellent because of the exact information it provided, even road works which were in progress by the route, was informed. Still to those route directions can not be trusted completely and the possible inaccuracies needs to be taken into account.

7 Route Across Canada

The purpose of the trip is to travel through Canada; do a so called "coast to coast" -trip all the way from the North Atlantic Ocean to the Wild Pacific. As explained before, travelling with a camper is the best option for this kind of trip, and also the fact that writer has a background from that form of travelling, made it as a natural choice.

All in all camper travelling has so much benefits on its side, and as family Geitel, experienced Finnish campers in USA has summarized it; "When travelling by a camper sights are not only viewable: instead it is possible to live in them". (Geitel 2015.)

7.1 Planning of the trip

Canada as a destination country was chosen, as mentioned before as well, because of its versatile and unique nature. The writer of the thesis has a strong interest towards animals, and seeing Canadian animals in their natural living environment was also one of the main reason for choosing the country. The broad and comprehensive highways the country has, would also have a significant importance to the success of the trip.

Skiing and snowboarding has been a long-term hobbies to the writer, and the excellent resorts the country has to offer to these activities made the thought about travel to the country on winter and combine those winter sports with camper travelling was a quite attractive, but still too complicated. Therefore the best time for the trip will be in the beginning of the autumn when nature will also have the beautiful fall colours. Also, many of the campgrounds close their doors in the beginning of the autumn, some even in the end of summer which needs to be kept in mind when planning the time of trip.

Especially in this case when the trip is going to be done abroad it is essential to study and familiarize to the different laws and regulations concerning driving, camping and arriving to Canada in general. Visitors are advised to obtain health insurance before coming to Canada, and it is important to check the policy well before the trip the; many health insurances only provide partial coverage for services rendered outside the borders of the policy holder's coun-

try of residence. Hospitals in Canada are marked by a green-white H road signs. When being on a destination, the location of the nearest hospital should always be known.

There are available thousands of internet sites where the Canadian camping parks are listed and with the help of them, as well as maps and books the route can be planned beforehand. There also several camper rental sites, where the prices and models of vehicles can be seen.

In general gas prices in Canada are high and the long distances emphasized the expensive of fuel. The prices are even higher than in USA, where they range between 1,52-1,75€ per litre, when in Canada and it is 70-93€ per litre. When a camper's typical consumption is at least 25 litres / 100 km this have a significant importance. Diesel motors are seldom used in Canadian vehicles and a diesel camper is a rarity, except the big buses. (Geitel 2014.) When thinking the prices in Canadian dollars, according Global Petrol Prices, the average price in the country in this season (between 20.7.2015-12.10.2015) was 1.15-1.25 \$. (Global Petrol Prices 2015.)

Also, according Josette Prinsen, a Canadian travel guide, for example in 2006 a litre cost 0,80 dollars, when in 2012 it was 1,30 dollars, which means that the price has increased during the last ten years almost 60%. When doing a good plan beforehand it is also possible to reduce the fuel consumptions of the trip. On her travelling sites Prinsen also gives some good advices on how to save gas during the trip which are, for example, preparing to the stretch which will be driven and by that avoid unnecessary extra driving, checking tire pressures regularly, avoiding unnecessary restart of the vehicle as well as speeding. Also air condition should not be used in vain because it uses extra fuel. (Tour Guide Canada 2015.)

When doing this kind of trip through the country where the trip ends to different place than it starts from, the problem is that rental companies requires that the vehicle must return to the same place. However, it is not impossible to do that kind of deal, usually it is possible in the bigger companies.

7.2 Estimated prices

The estimated prices of the trip are quite high, but when thinking that the trip will be a so called "once in a lifetime experience" , it is understandable. The prices of the trip consists among other things from:

- Flight tickets Helsinki-Reykjavik-Halifax (~ 550€/each) and Vancouver-Toronto-Reykjavik-Helsinki (572€/each.)
- Hotel nights in Halifax and Vancouver ~32\$/each

- All inclusive camper rental for 28 nights: 1 960 \$
- Fee's in serviced campgrounds, varies between 20-35 \$
- Entrance fee's to national parks (~7,50-10 \$/each) and other activities, for example Wolf park 12 \$

7.3 Arriving to the country

The route follows the TransCanada Highway starting from Halifax, Nova Scotia. The main airport of the city, Halifax Stanfield International Airport, was in an important role right after the terror attacks 9/11 in 2001. Because of the fear of additional acts all of the airports in United States were closed and the aircraft was diverted to Canada. Stanfield Airport received greatest number of aircraft in the whole country and was later highly praised. (Halifax Stanfield International Airport 2015)

The flights are taken from Helsinki to Halifax via Reykjavik (Iceland) by Icelandair. The flights takes 10h 40 min. (Supersaver 2015.) The first night in Canada will be spend in a hostel in Halifax.

7.4 First week

On the first day the camper will be picked up from the rental company, Canada RV Rentals, in Halifax. The rented car will be a Run of Fleet 2 which can comfortably accommodate two adults. The price will be an all inclusive package including comprehensive insurance, vehicle preparation fee and transfer fees, including transfers to and from airport or airport hotels. The camper will be either DVC Deluxe Camper Van, TC-A Maxi Travel Camper, or as in the picture 4, SVC Super Camper Van. According the company, the exact model becomes clear when picking up the vehicle. However, the manufacturer brand of the camper is Ford, and it will include, among other things, hot water shower, flushable toilet and both heating and air condition. (Canada RV Rentals 2015.)



Picture 4. The assumed camper, SVC Super Camper Van. (Camper Travel 2015.)

The whole driving stretch during the first day will be from Halifax to Hartland, New Brunswick. The first main site is Hartland Covered Bridge which is 100 years old, world's longest bridge, which is actually so long that car headlights needs to be on when crossing it! The overnight destination, the Falls and Gorge Camping, will be accessed after one hour drive. Close to the campground is also Grand Fall Gorge, the largest waterfall in the state. (Trans-Canada Highway 2015.)

The next day driving continues along the coastline of St. Laurent river. After all together 380 kilometres of drive the destination of the day, Quebec, is accessed. The camper will parked for two nights in La Maurice National Park, (152 km from Quebec) which offers excellent possibilities for different outdoor activities like canoeing and mountain biking. Still the most anticipated part is seeing the wildlife surrounding the park. Also Quebec itself, being the centre of the French North America, is a vast city with a long history and UNESCO heritage sites. (Trans-Canada Highway 2015.) Therefore the city must definitely be seen at least quickly before the drive to La Maurice.

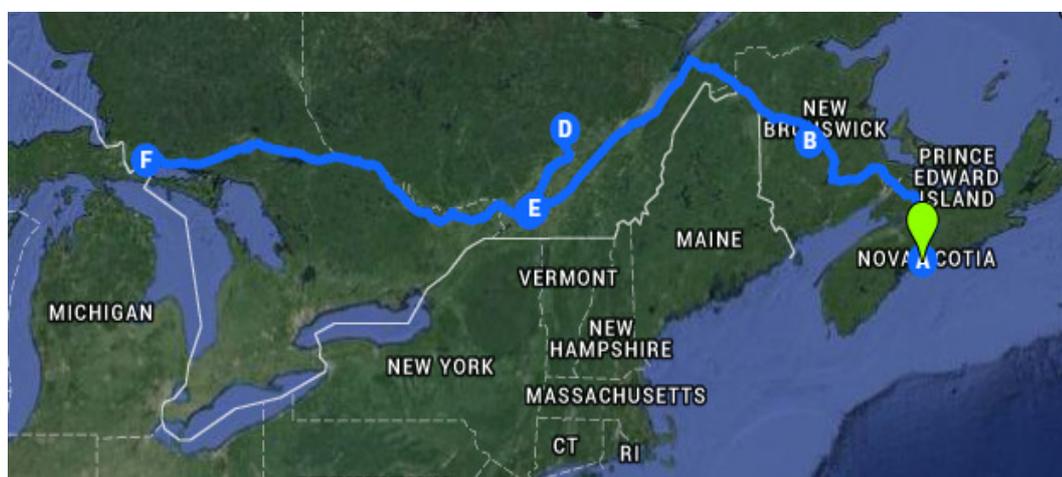
After two days in La Maurice, it is time to move on having the Montreal City as destination. This stretch will not be driven along TransCanada, instead the most direct (approximately 190 km) route will be taken. Montreal, called as "the Paris of North America", is the second largest city in Canada, having 1,6 million inhabitants. (Ville Montreal 2015.)

This time closest campground to the downtown will be taken, which is KOA, a full service campground specialized to serve travelling campers. It is located approximately 15 miles from

the city, and is therefore very popular which means that a reservation must be done in advance. The campground has different serviced sites, and the most simple option will be chosen because of its cheaper price. (Kampgrounds of America 2015.) Two days will be spent around Montreal.

The last two days of the week the route is following again the Trans-Canada Highway. After slightly over 200 kilometres of driving the camper will arrive to Ottawa where a break will be held. The route is easy to drive because of the good road condition, and the flat rural area which is actually the topsoil of Canadian Shield. (Free Campsites 2015.) Later the drive is continuing along the highway, and after approximately 300 kilometres it is time to set up the camp in Mattawa. This time no official campground will be reserved, instead the camper will be parked just in a peaceful free campsite close to the nature.

On the next day route will follow Trans-Canada and the coastline of Lake Nipissing till Sudbury city (193 km.) After having a good break, the journey is continuing; the final of the first week will be on the Aubrey Falls Provincial Park in Thessalon, about 230 km from Sudbury. Picture 5 shows the route of the first week. The choosed site in Thessalon is a also free camp site which is not maintained by anybody, and as mentioned before; to stay over night in this kind of campground will save money. The site is located in the middle of nature, near water and waterfalls. (Free Campsites 2015.)



Picture 5. The route of the first week (Google Map 2015)

7.5 Second week

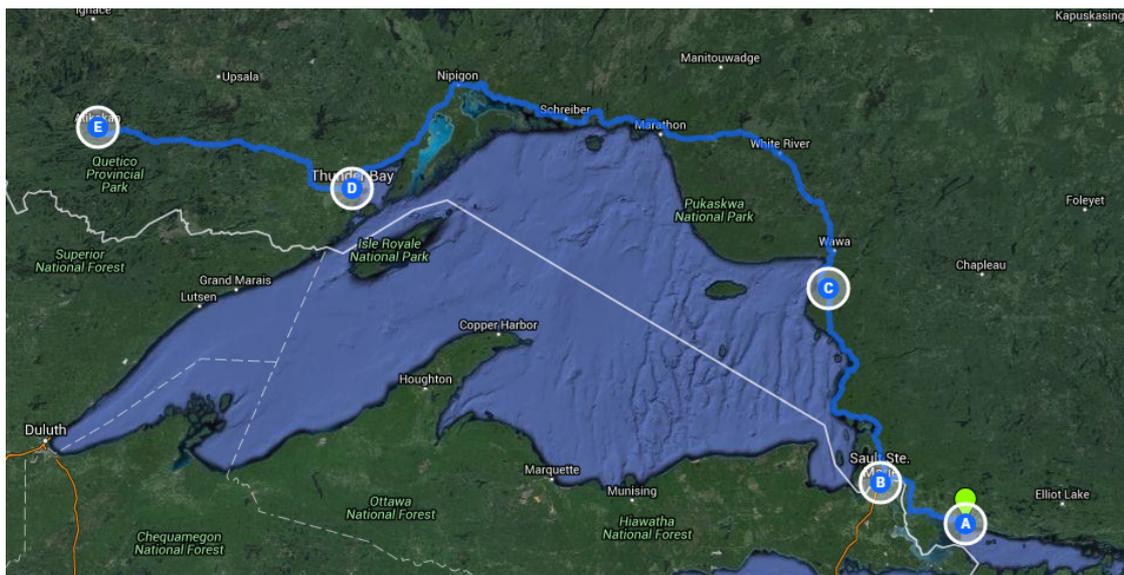
When leaving Thessalon and Aubrey Falls, the next destination alongside Trans-Canada Highway is Sault St. Marie which is accessed after 90 kilometres and one hour's drive. Sault St. Marie is a border town between Canada and USA, and a large bridge connects these two coun-

tries. However these trip is focusing only into route thorough Canada, so any USA visiting is not including. After admiring the lively town driving keeps continuing. Now Trans-Canada Highway passes through the Lake Superior Provincial Park for almost 85 kilometres, offering then access for picnic break for example alongside beaches, waterfalls and lakes. The whole provincial park is located along the shore of Lake Superior, which is also the largest lake in the world. There are also several campgrounds where to choose from. Agawa Park is located most close to Trans-Canada and is therefore the best option. Two nights will be spend on that campground, then there will be one whole day time to explore the area of Lake Superior. (Lake Superior Park 2015.)

On Tuesday morning the driving through Canadian shield continues again. The next destination is Thunder Bay where it is 530 kilometre's drive, and for trying to avoid to get too tired because of driving, the camper will be parked on halfway of the stretch. A small town called Marathon is located on halfway and is therefore a good place to stay overnight. A free camp site is chosen. The next day drove to Thunder Bay takes a bit over three hours and 306 kilometres. This time the camper will be parked in a good campground with a plenty of facilities, for example a possibility to do laundry. There is KOA campground (the same company's campground used also before in Montreal) located nearby TransCanada Highway which is then a good choice. (City of the Thunder Bay 2015.)

Instead of outdoor activities, in Thunder Bay there are also other interesting sites to visit; there are a lot of people with Finnish background, Finnish saunas and Finnish restaurant called "Hoito". (Finlandia Club 2015.)

Two days will be spent by exploring the city, its Finnish Community and surroundings. The second week will end to Quetico Provincial Park which is located also in the same province, Ontario. The picture 6 presents the route of the second week. Camper can be left parked in the parking place when exploring the backcountry campgrounds which are accessible only by canoe. Canoeing and backcountry campsite brings nice change for camper travelling.



Picture 6: The route of the second week (Google Map 2015.)

7.6 Third week

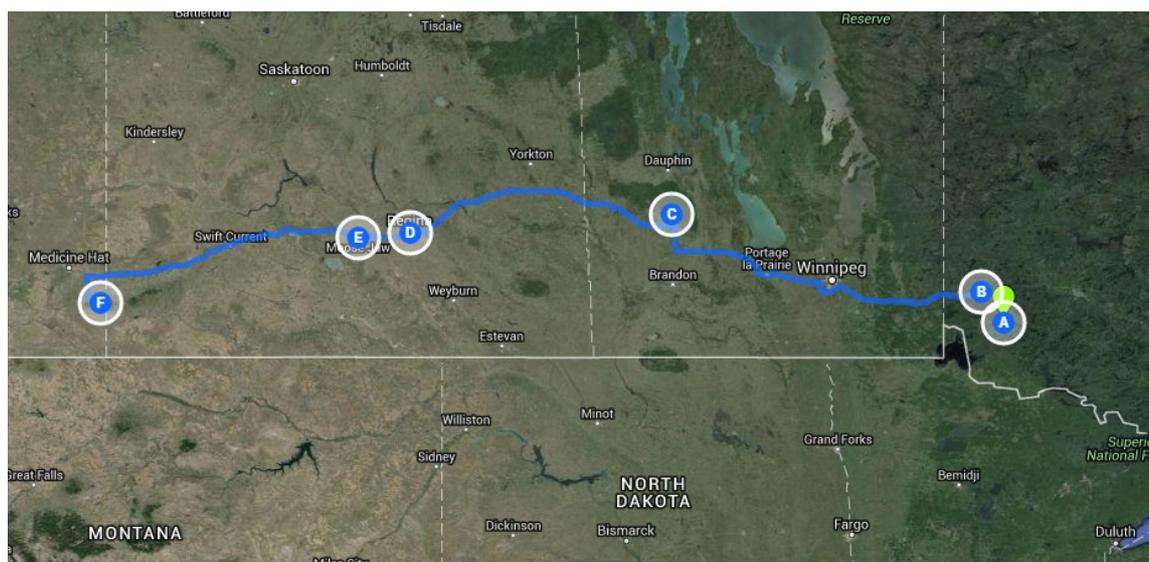
From provincial park driving continues to Sioux Narrows; known as a site where battle between Sioux and Ojibwa -warriors took place. Overnight place will be in a small provincial park located on the Lake of Shores. (Ontario Parks 2015.)

The trip is already well on its way, and the route is soon crossing the border of Manitoba province. A small town called Kenora is located right alongside the TransCanada, and is therefore a good place for a break; this day includes a bit more driving because the destination will be a prairie city located in the middle of Manitoba; Winnipeg. However, no official campsites will be chosen, instead camper will be parked on a free camp site on peaceful place. On Wednesday the route follows Trans-Canada during a couple of hours, but turns then into north on Yellowhead highway, heading towards Riding Mountain National Park. This national park is visited, not only because of its good location close to the Trans-Canada, but also because of its extensive gray wolf population. Park offers several campgrounds. For example Wasagaming camping has wide range of sites, both service and unserved. (Parks Canada 2015.) During two days there is plenty of time to enjoy from the area.

After a couple of days route crosses Saskatchewan prairie province. Regina, its capital city located 380 kilometres from Riding Mountain Park, is the next stop on the route. Lands and buildings around the lake Wascana forms together a large, 930-hectaire park called Wascana center. (Keep Exploring 2015.) Those surroundings provides good possibility for RV-parking. Other overnight option is a small free camp site, Rouleau Campground, located on a field close to the highway. (Free Campsites 2015.)

When leaving Regina, after one hour driving the first stop is on Moose Jaw. The city has a large network of underground tunnels, and according a long been rumour, the American mobster Al Capone used them in bootlegging operations. (Tunnels Of Moose Jaw 2015.)

However, the energy for driving is needed because the main destination of the day, Cypress Hills Interprovincial Park, is approximately five hours away. The park is located on the border of two provinces, Alberta and Saskatchewan, so that the other half is on Alberta's side, and the other on Saskatchewan's. The park offers also a possibility for horseback riding and even camping with horses is possible. However, guided horse rentals, trail rides as well as different horse adventure packages are provided too. Exploring the nature of the area on horseback would be an impressive experience and definitely on the "things to do" -list of the trip! The park provides several different camping sites, some of them open only during the summer time, some of them also year-round. (Alberta 2015.) The reservation will be done for two days. Below the picture 6 shows the route of the third week.



Picture 7: Route of the third week (Google Maps 2015.)

7.7 Fourth week

The trip is now on its penultimate province, Alberta. The largest city of the province and the former Winter Olympics host, Calgary, is the next big city along the way. The city would be worth for visit, but for avoiding its traffic and congestion, it will be skipped over. Instead a smaller town, Brooks, will be a better choice for a break. As a matter of fact, 40 kilometres to the north from the city, on Alberta's badlands, is UNESCO World Heritage site called Dino-

saur Provincial Park with more than 40 fossils and skeletons of dinosaur species. Kiwanis Campground, close to the Brooks, will be the overnight place. (City Brooks 2015.)

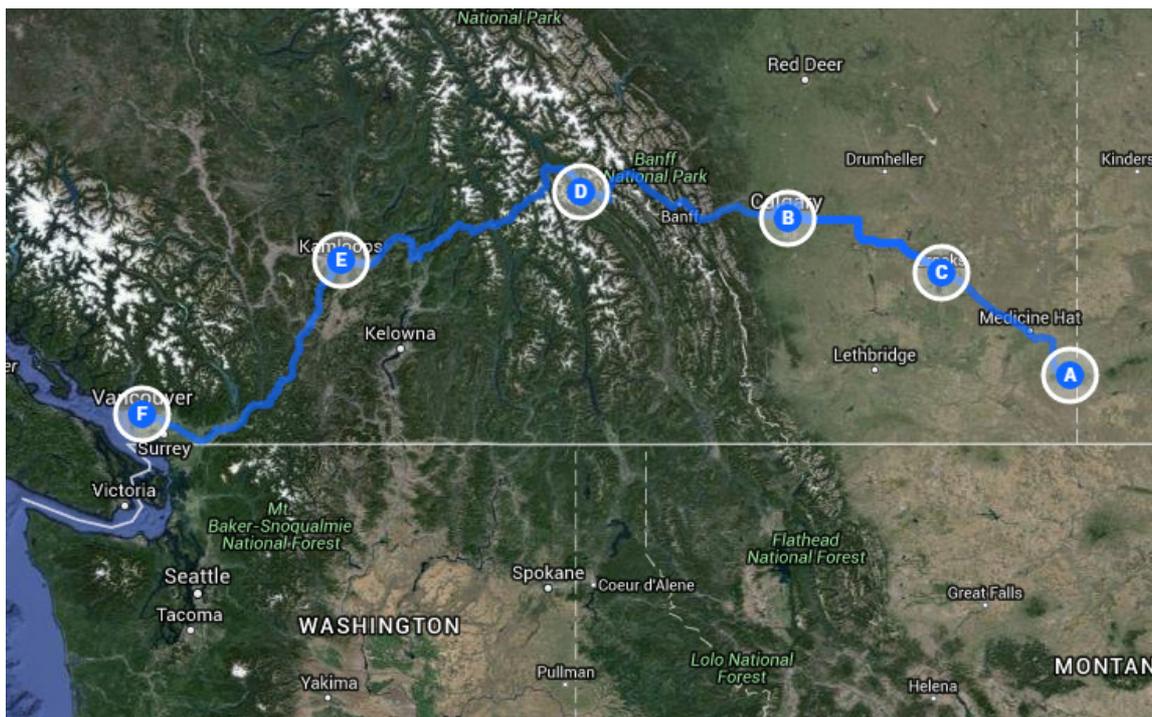
Even though the trip is soon on the final straight, there are still fascinating sites along the way. The route follows Trans-Canada for a while and goes also through the well-known Banff National Park. There will be a break, not only because to get some rest, but also for admiring the scenery. Later the route leaves Trans-Canada and turns instead to the north heading the Northern Lights Wildlife Wolf Centre, an organization which promotes wolf conservation on their natural environment. In the centre lives several wolves in a large enclosure, and there are also available different wolf-related services, for example lectures and "Walk with wolves"- tours in the wilderness. (Northern Lights Wolf Centre 2015.)

For overnight stay is chosen Whispering Spruce campground, located in the town of Golden, about 20 minutes drive from the wolf centre. (Whispering Spruce Campground 2015) The arriving to the campground will be quite late, which means that on the same day there will be no time for visiting the centre, instead it is planned that the next day will be spend exploring the park. Therefore a reservation for two nights will be done.

When heading back to Trans-Canada Highway, route crosses Glacier National Park and Canyon Hot Springs offering magnificent scenery over the landscape. However, the last overnight destination will be after 350 kilometres drive, in Kamloops, British Columbia. A year-round campground, Kamloops Riverview RV & Mobile Home Park, located eight kilometres of the Kamloops city centre will be the last overnight destination. It is last chance to explore the nature of Western Canada; there are several stables in Kamloops which offers horseback riding trails in the area, and what would therefore be better way to end this nature-oriented coast-to-coast trip than a horseback ride! (Tourism of Kamloops 2015.)

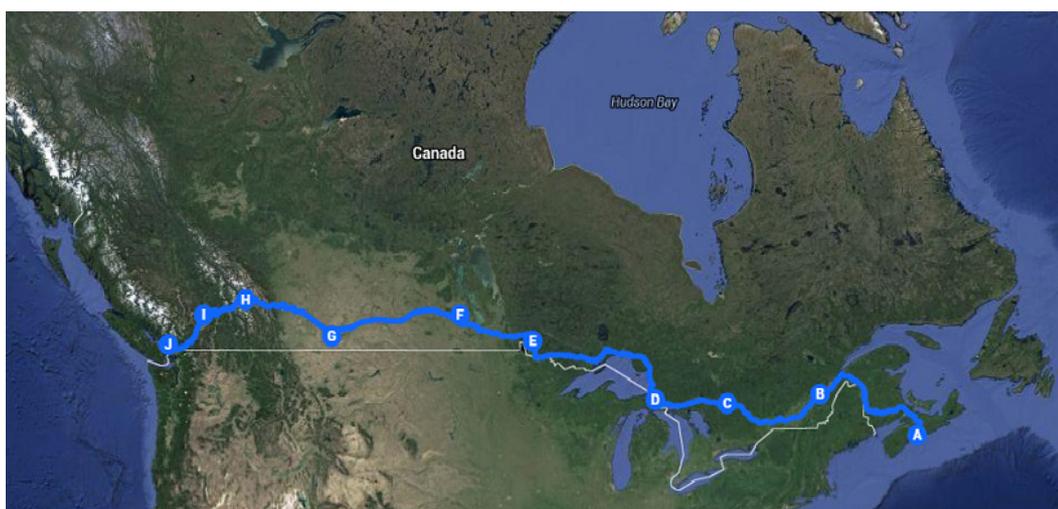
When examining the stable options, the most suitable one will be Campbell Hills Guest Ranch, located 18 kilometres from Kamloops. The ranch provides a full range of different horse activities, not only trail rides, but also Natural Horsemanship classes and riding instruction courses in their Ranch Arena. Also, the horses in the ranch lives in harmony with the nature, together with coyotes, deer, owls and moose, barefoot on their 160 acre Campbell Hills. (Campbell Hills Guest Ranch 2015.) The way how the stables treat their horses as well as the environment where the animals live, is an important factor to take into the consideration when choosing the stable.

After two days spend in the British Columbia, it is time to the final of the trip and the last destination; Vancouver. It is approximately 360 kilometres from Kamloops to Vancouver.



Picture 8: The route of the fourth week (Google Maps 2015.)

Picture 8 presents the route of the fourth week through the British Columbia. When starting the driving early in the morning there would be enough time to also return the camper to the rental company. The last night will be in an airport hotel close to the Vancouver airport. Flights back to Finland will be via Toronto and Reykjavik. (Supersaver 2015.) Below the picture 8 presents the whole route across Canada.



Picture 9: The whole route across Canada. (Google Maps 2015.)

8 Conclusion

Canada as a destination country provides excellent facilities for this form of tourism. Every town has at least one campground, most of them several. Canada is a large country and therefore also driving distances are long which needs to take into the consideration. When driving the concentration must be 100% in the traffic which means that too long and heavy driving stretches must be avoided in order to not drive when tired and stressed which can lead to deterioration of concentration. The estimated driving kilometres are only tentative and introductory; traffic and driving can always be unpredictable. For some days there will be very long driving stretches, which can be a bit hard, but is still necessary. Also, it will be then compensated when there will be days without any driving at all. In general there are several changing factors along the trip which should be prepared in advance, for example if something unexpected happens and arriving to the planned campground will be delayed, the campground is already closed and overnight there will be impossible. Then again the usefulness of the camper will be demonstrated: a camp "can be built" in almost anywhere!

In general, this kind of trip might not be suitable for every traveller because some might find this form of travelling being stressful and burdensome. However the author, as well as the accompanies to whom this trip is planned for, is going to implement it in autumn 2016.

References

- Attractions Canada. 2015. Accessed 22.10.2015. Available at: <https://www.attractionscanada.com/wildlife.asp>
- Alberta, G. 2015. Cypress Hills: Alberta Parks. Accessed 24 Sep. 2015. Available at: <http://www.albertaparks.ca/cypress-hills/>
- Biodiversity of Canada. 2015. Accessed 28.9.2015. Available at: <http://biodivcanada.ca/default.asp?lang=En&n=2A0569A9-1>
- Buckley, R. 2010. Adventure tourism management. Amsterdam: Butterworth-Heinemann/Elsevier, pp.4-7.
- Canada's Council of Motor Transport Administration. 2015. Canada's Road Safety Strategy 2015. Accessed 13.9. 2015. Available at: <http://ccmta.ca/crss-2015/index.php>
- Camper. 2015. Matkailuajoneuvo leirintämatkailun suosikki. Accessed 13.9. 2015. Available at: <http://www.camper.fi/uutiset/matkailuajoneuvo-leirintamatkailun-suosikki>
- Camping Canada. 2015. Campgrounds Travelling in Canada. Accessed 11.9. 2015. Available at: http://www.camping-canada.com/travelling_canada_e.asp
- Campscout. 2015. Camping at Rouleau Campground near Rouleau - Saskatchewan. Accessed 23.9. 2015. Available at: <http://www.campscout.com/campground/SK0320/>
- City of Brooks. 2015. City Brooks: Alberta's Centennial City. Accessed 24.9. 2015. Available at: http://www.brooks.ca/index.php?option=com_content&view=article&id=57&Hid=87&Subid=206&Preid=87&Itemid=206
- City of Thunder Bay. 2015. City of Thunder Bay, Ontario, Canada - Official Website. Accessed 20.9.2015. Available at: <http://www.thunderbay.ca>
- Destination Canada. 2015. Statistics & figures. Accessed 10.9 2015. Available at: <http://en.destinationcanada.com/research/statistics-figures>
- Destination NSW. 2011. Destination New South Wales. Accessed 1.10.2015 Available at: <http://www.destinationnsw.com.au/about-us>
- Ecotourism. 2015. The International Ecotourism Society. Accessed 1.10.2015 Available at: <https://www.ecotourism.org/book/how-ecotourism-different-nature-tourism-sustainable-tourism-responsible-tourism>
- Fédération Internationale de Camping, Caravanning et de Autocaravaning. 2014. Accessed 22.10.2015. Available at <http://www.ficc.org/txt.php?t=1>
- Finlandia Club. 2015. Finlandia Club & Hoito Restaurant Thunder Bay, Ontario. Accessed 20.9.2015. Available at: <http://www.finlandiaclub.ca/>
- Finpro. 2015. Finpro - kasvua Suomeen. Accessed 10.9.2015. Available at: <http://www.finpro.fi/>
- Free Campsites. 2015. Map of Free Camping Areas. Accessed 18.9.2015. Available at: <http://freecampsites.net/#!15273&query=sitedetails>
- Geitel. 2015. Accessed 14.9.2015 Available at: <http://geitel.suntuubi.com/>

Glenns Leisure Caravans. 2013. The History of Caravans. Accessed 23.10.2015. Available at: <http://www.glennsleisurevehicles.co.uk/news/history-caravans/>

Globalis. 2015. Kanada- Globalis. Accessed 9.9.2015. Available at: <http://www.globalis.fi/Maat/Kanada>

Global Petrol Prices. 2015. Accessed 13.10.2015. Available at: <http://www.globalpetrolprices.com/about/>

Halifax Stanfield International Airport. 2015. Accessed 16.9.2015. Available at: <http://hiala.ca/>

International Camping Group. 2013. Accessed 22.10.2015. Available at: <http://www.internationalcampingclub.com/about/>

Kampgrounds of America. 2015. KOA Montreal South. Accessed 19.9.2015. Available at: <http://www.koamontreal.com/PageAA.html>.

Karavaanarit. 2015. Accessed 12.9.2015. Available at: <http://www.karavaanarit.fi/leirintamatkailu/>

Keep Exploring. 2015. Keep Exploring: An official site of Destination Canada. Accessed 23 Sep. 2015. Available at: <http://caen-keepexploring.canada.travel>

Lake Superior Provincial Park. 2015. Accessed 19.9.2015 Available at: <http://lakesuperiorpark.ca/>

Liikenteen Turvallisuusvirasto 2015. Trafi: Matkailuauto. Accessed 12.9.2015. Available at: http://www.trafi.fi/tieliikenne/verotus/ensirekisteroinnin_jalkeinen_autovero/matkailuauto

Northern Lights Wolf Centre. 2015. Accessed 24.9.2015. Available at: <http://www.northernlightswildlife.com/>

Ontario Parks. 2015. Sioux Narrows Provincial Park. Accessed 22.9.2015. Available at: <http://www.ontarioparks.com/park/siouxnarrows>

Parks Canada. 2015. Parks Canada - Natural Heritage. Accessed 23.9.2015. Available at: <http://www.pc.gc.ca/eng/pn-np/mb/riding/natcul/natcul1.aspx>

Pitkäranta, A. 2010. Laadullisen tutkimuksen tekijälle. Accessed 3.10.2015 Available at: https://www.samk.fi/download/13153_Laadullisen_tutkimuksen_tyokirja_APitkaranta.pdf

Rough Guides. 2014. Outdoor activities about Canada. Accessed 11.9.2015. Available at: <http://www.roughguides.com/destinations/north-america/canada/outdoor-activities/>

Recreation Vehicle Dealers Association of Canada. 2014. RVDA of Canada - Official Website. Accessed 13.9.2015. Available at: <http://www.rvda.ca/intro.htm>

SF Caravan. 2010. SF Caravan ry. Accessed 12.9. 2015. Available at: <http://www.caravan-lehti.fi/?x38904=52673>

Supersaver. 2015. SRG Finland Oy. Accessed 8.9.2015. Available at: <http://www.supersaver.fi/>

The Travel Activity and Motivations. 2006. Canadian activity profile: wildlife viewing while on trips. Accessed 21.10.2015. Available at: http://en.destinationcanada.com/sites/default/files/pdf/Research/Product-knowledge/TAMS/Canadian%20Travellers%20Outdoor%20Activity/CDN_Wildlife_Viewing_en.pdf

Texas Parks and Wildlife Department. 2015. TPWD: What is Nature Tourism? Accessed 1.10.2015. Available at: https://tpwd.texas.gov/landwater/land/programs/tourism/what_is/

The International Ecotourism Society. 2015. Accessed 1.10.2015 Available at: <https://www.ecotourism.org/book/how-ecotourism-different-nature-tourism-sustainable-tourism-responsible-tourism>

The Travel Activity and Motivations Survey. 2006. Canadian activity profile: wildlife viewing while on trips. Accessed 21.10.2015. Available at: http://en.destinationcanada.com/sites/default/files/pdf/Research/Product-knowledge/TAMS/Canadian%20Travellers%20Outdoor%20Activity/CDN_Wildlife_Viewing_en.pdf

The World Tourism Organization. 2014. Accessed 1.10.2015 Available at: <http://sdt.unwto.org/en/content/ecotourism-and-protected-areas>

Tour Guide Canada. 2015. Camping in Canada. Accessed 14.9.2015. Available at: <http://www.tour-guide-canada.com/camping-in-canada.html>

Tourism Kamloops. 2014. Tourism Kamloops Homepage. Accessed 3.10.2015 Available at: <http://www.tourismkamloops.com/>

Tunnels of Moose Jaw. 2015. Moose Jaw Info. Accessed 23.9.2015 Available at: <http://www.tunnelsofmoosejaw.com/moose-jaw-info/>

United Nations Environment Programme & the Secretariat of the Convention on the Conservation of Migratory Species of Wild Animals. 2006. Wildlife Watching and Tourism. Accessed 22.10.2015. Available at: http://www.cms.int/sites/default/files/document/ScC14_Inf_08_Wildlife_Watching_E_0.pdf

University of Jyväskylä. 2011. Laadullinen tutkimus. Accessed 20.9.2015. https://koppa.jyu.fi/avoimet/hum/metelmapolkuja/metelmapolku/tutkimusstrategiat/laadullinen-tutkimus?set_language=en&cl=en

Ville de Montreal. 2015. Ville de Montreal - Official city portal. Accessed 17.9.2015. Available at: http://ville.montreal.qc.ca/portal/page?_pageid=5977,86481579&_dad=portal&_schema=PORTAL

Pictures

Picture 1: Map of Canada (Maps of the World 2015) **Virhe. Kirjanmerkkiä ei ole määritetty.**

Picture 2: Trans-Canada routesign (Highway Route Markers 2007)

Picture 3: Trans-Canada Highway (Transport Canada 2015)

Picture 4: The assumed rental camper, SVC Super Camper Van (Camper Travel 2015)

Picture 5: The route of the first week (Google Maps 2015)

Picture 6: The route of the second week (Google Maps 2015)

Picture 7: The route of the third week (Google Maps 2015)

Picture 8: The route of the fourth week (Google Maps 2015)

Picture 9: The whole route (Google Maps 2015)