Sustainable Tourism

A Case Study: Klaus K Hotel Helsinki

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This Bachelor’s thesis titled “Sustainable Tourism a Case Study Klaus K Hotel” attempts to focus on a contemporary viewpoint of sustainability in the industry, hotel industry in particular with the help of Klaus K hotel being its case to study. This study offers lots of information on sustainability and is a source of information both for students and professionals. The work is compiled after going through various books, articles, journal, web pages, speech, interviews and observation.

The first chapter introduces sustainability in tourism together with current standards of sustainability from a theoretical perspective. It also expresses concerns over implementing these theories. The second chapter is about the three elements of sustainability i.e. economic, environmental and social sustainability. In this chapter three elements of sustainability are defined, interpreted, current action and results are analyzed.

The third chapter highlights sustainability in hospitality industry particularly among hotels and what kinds of steps they are taking in order to achieve sustainability in their organization. Furthermore, this chapter discuss about different eco labels adapted by hotels around the world. The chapter is a case study of Klaus K Hotel. Its theme from Kalevala is well described. This conveys Kalevala story and history to its reader.

The fifth chapter describes the research methods applied in this thesis work. Interview, observation and analysis are important in qualitative research method through which subjects’ perspective is understood. Conclusion and suggestions are presented in the final chapter where the concerned is focused on current action in sustainability, consumerism, globalization and Klaus K Hotel.

Key words: Sustainability in tourism, Klaus K hotel and eco labels, Kalevala, research methods
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1 Introduction

The term sustainability derived from the Latin word *sustinere* meaning to “support”, “maintain” or “endure”. Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. As simple as it has been put it equally is complex to understand weather or not these plans and principle have achieved their goal. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations. The term sustainability has got mass attraction but has it got the enough attention? It remains unclear even to the intellectuals of this subject. Despite of the international concern raised around 1970’s when natural resource themselves were limited to preserve and to protect for future generation and future environment. Today we are facing the prospect that the means we have used to overcome resource scarcity, resource substation and industrial metabolism themselves contribute to the next generation of problems that are associated with the global environment. This minor realization alone is enough to challenge the conventional social science thinking that has been rooted at the very core of the term “sustainability”, “sustainable” or “sustainable development”. (United States Environmental Protection Agency. 2017; Redclift 1999, 2.)

In general the definition of sustainability looks very noble but bearing in mind where these commission and definition comes from and under what circumstances they come in is very important. After the Second World War or to say industrial war the imperil power gain control over market i.e. neo classical market system markets in which isolated individual seek only to maximize a particular form of interest. This form is consciously constructed with very great effort with perceptions instituted by vast industry that are devoted to implanting and reinforcing them. In US in early 2000 about one sixth of its GDP was devoted to marketing (not very different now) much of it is just manipulation and control trying to institute these values starting with infancy. One of the vital problem from these constructed system that challenges the very essence of suitability is unborn generations who are going to face the consequences have no vote in the market which means their interest and needs count as zero in the market system. They don’t come in to consideration in a well-functioning market that alone tends to undermine the possibilities of the sustainable development on which the survival of future generation relies. (Youtube. 2015.)

It is important to understand sustainability is defined and how the anti-sustainable activity gets full protection by those who are in policy making bodies. If to follow the Brundtland definition it implies that the ´needs´ are to be constant in every generation oppose to which ´needs´ are changing and never the same in every generation. Another important issue that the Brundtland commission fails to cover is that the needs are not same in every culture and
hemisphere of the earth. If in one culture or a society open space and fresh air to breathe are prime needs over any short of development it will be extremely difficult to match up this definition of `needs` with those of other societies prioritizing more material prosperity even at the cost of increased pollution. The general viewpoint to let the societies decide does not seem wise in this case. (Redclift 2002, 4.)

Sustainability is often linked with the term sustainable development so understanding sustainability is to understand sustainable development. Brundtland commission defined sustainable development in the following way: “development that meets the needs of present without compromising the ability of future generation to meet their own needs” (Brundtland 1987). This definition however fails to satisfy the critics about the process through which the needs to be obtained. If we think carefully it is not difficult to figure out that the then intellectuals has defined sustainable development as per the market need. (Redclift 1999, 2.)

The approaches towards achieving more wealth at any cost needs to change as soon as possible otherwise it will not be too soon to say that the conflicts and struggle will be waged for issues like environmental and ecological sustainability other than nuclear power and oil resource. The approach of corporate world had been brutal not only to the natural resource but also to the human in an attempt to find cheaper ways of production. Few issues that strengthen this fact are exploitation of labor force in china that produces the product for the companies that itself lies in different hemisphere, a multimillion if not in billion garment company produces its product in Bangladesh in minimum wage and without any benefit to its employee contrast all the profits goes to the company which again of course lies in different hemisphere, same kind of another company produces shoes and leather in Indonesia and Vietnam again in minimum wage and maximum exploitation as possible. An estimated death of 4000 human being for the construction of infrastructure to hold FIFA world cup 2022 and many more have challenge the ethics and behavior of so called sustainable bodies who have failed to comply with their ethics to sustain the livelihood of working human resource. (Author: Youtube. 2015.)

Despite of all these brutal facts and activities there has been uncompromising effort to do the best that can be done and change the way of industrial and general human being practices. Yes there are differences among the sustainability groups and activist regarding their action but there are also vast appreciation and similarities regarding their intention and principle. Similarities includes: the economy and social equity, concern for the environment, understanding of our dependence on the health of natural system such as clean air, clean water, healthy soils and forest, bio diversity etc. for our survival and well-being, knowledge of the limits of the earth`s eco systems and the detrimental impact of the unchecked human activi-
ties i.e. population, pollution, economic growth and a long term intergenerational perspective in actions and goals. (Author; Edwards & Andres 2005, 7.)

United Nation General Assembly adopted a resolution on 25 September 2015 transforming our world: the 2030 Agenda for sustainable Development is a plan of action people, planet and prosperity. It recognizes that the extreme poverty is the greatest global challenge and an indispensable requirement for sustainable development. As a part of new sustainable development agenda countries adopted a set of 17 goals and 169 targets. The goals and targets will stimulate action over the next 15 years in areas of critical importance for humanity and the planet. United Nations General Assembly 2015. Sustainable development goals.

Figure 1: UN global goals for sustainable development.

2  Sustainability Elements

Sustainability may have as many definitions as subscribers but in essence it refers to the development of three aspects namely socio, economic and ecological aspects to meet the needs of present generation without leaving fewer resources for the development of future generation. This core value of sustainability and the acceptance of the dimension of sustainability bind all environmentalist, intellectuals and governing bodies together. Achieving sustainability is a long term process that works towards equity among people and other inhabitants of
the planet. It empowers people and involves them in the decisions making process that influence the quality of their lives. Although the cultural aspect was incorporated lately it is now commonly argued that absolute sustainability should be environmentally sensitive, economically viable and also culturally appropriate. Sustainability at first appears way forward to offer environmental, economic and sociocultural dimensions of development. It is reasonable therefore to consider the potential of the concept sustainability to give guidance in the management of change and in the selection of opportunities to pursue, and impacts that are to be encouraged.

Figure 2: Sustainability can be better understood through three elements of sustainability. In the figure below is illustrated the elements of sustainability.

2.1 Economic Sustainability

Sustainable pattern of production and consumption could simply be understood as economic sustainability. “the degree to which a company actively and constructively uses its resources to support the social and economic development of communities, through direct investments of cash, in-kind support or staff time, or through company policies that generate community capital, such as local sourcing, hiring, partnerships and education” Buried Treasure, Sustainability, 2001.

Research into environmental and social sustainability is somewhat further along than research on economic sustainability. Generally economic sustainability is taken as paradoxical golden
child of sustainability. The possibilities and opportunity of economic sustainability is often neglected by the organisations and the government authorities had it been considered and understood well, unemployment rate literally could have drop down to zero resulting less poverty and no bankruptcies. It is either by the intention or by the negligence that economic sustainability has become difficult to understand. The nature of which cannot be fully understood without looking at both the internal and external environment in which organisations are operating. There are various indicators like as, productivity, interest rates, investment, mortgage lending activity, housing starts and labour market and employment. The interaction between these indicator shows where the business is heading toward and if our current levels of economic activities are sustainable or not. (Deborah & Alex 2001, 3.1.1.)

The second approach to economic sustainability involves looking at the external economic impacts an organisation has on society - and in turn, seeking to understand how these external impacts might affect the sustainability of the organisation itself. Aside from any altruistic reasons, there are clearly some ways in which an organisation can see direct business benefits by considering its operations in the context of society as a whole. This might include ensuring that there is a sustainable skilled workforce; a continued supply of customers who have sufficient incomes (and trust); and a productive and healthy community in which to continue to do business. Most of these will produce long-term rather than immediate short-term benefits. Businesses that do not look at these issues will be less likely to sustain themselves into the future. (Debor & Alex 2001, 3.1.2.)

Economic sustainability forces us to look on the internal and external implications of sustainability management. This means that managing economic sustainability must consider how the company manages intangible assets, the financial performance of a company, its influence on the wider economy and how it influences and manages social and environmental impacts. (Debor & Alex 2001, 3.1.1.)

2.2 Environmental Sustainability

Environmental sustainability is the rates of renewable resource harvest, pollution creation, and non-renewable resource depletion that can be continued indefinitely. If they cannot be continued indefinitely then they are not sustainable. Herman Daly one of the renowned pioneers for ecological sustainability purposed some ways for the maintenance natural capital view. For maintaining renewable resources the rate of harvest should not exceed the rate of regeneration, for maintaining pollution the rates of waste generation should not exceed the assimilative capacity of environment and for maintaining non-renewable resources the deple-
tion of the nonrenewable resources should require comparable development of renewable substitutes for that source.

The ground reality shows us the different picture of environmental sustainability i.e. earth system and its components at local, regional and global scales are speedily changing as a result of human activities. Carbon dioxide concentration crossed the elicit boundary of 400 ppm, greenhouse emissions is continuously increasing, artic ice was at its lowest observed extent ever in 2012 as a result of acidified oceans, there is continuous decline in biodiversity due to intense land use. These are few negative trends up on environment among many other those were acknowledged by United Nations conference on Sustainable Development RIO+20 in June 2012. Rik, L. & William, S. 2013 Current opinion on environmental sustainability, 1

The class difference that has divided this globe leads us to the different understanding of ‘environment’. To some environment is inseparable from their life not just they consume air, water and land but their livelihood is heavily dependent upon environment. To others it suggests a place, or an activity which is associated with the time they spend in recreation. Some are concern about the lifestyle where as some are about the life. This way of dividing globe is both inaccurate and confusing and is unlikely to lead us to sustainability.

There are different spheres of environmental activity through which sustainability can be analyzed such as the sphere of production, the sphere of consumption, the sphere of social capital infrastructure, the sphere of nature and the sphere of physical sustainability. These each sphere of activity has its own elements through which sustainability is to be analyzed. The sphere of production considers individual’s immediate work environment that includes industrial risks and plant pollution, workface conflicts where is the risk of health and other work related risks, indirect consequences of production activities that results waste, toxins, pollution etc. The sphere of consumption is seen through the individual’s consumption practices and choices which has health risks and food risks, indirect consequences of consumption like as food miles, ghost acres, ecological footprints and socially generated consumption e.g. waste, energy. The sphere of social capital infrastructure are the built environment, urban space, public utilities, transport infrastructure, spatial structure and access to services with distributional consequences. The sphere of nature considers amenity and the countryside, positional goods and landscape, access to wilderness, animal rights and welfare. Finally the sphere of physical sustainability considers air pollution, climate change, Ozone depletion, and stability of costs lines watershed forests and human management of natural disasters. (Redclift 2002, 5-6.)
2.3 Social Sustainability

Social sustainability refers to a society’s ability to maintain the necessary means of wealth creation to reproduce itself and a shared sense of social purpose to foster social integration and cohesion. According to the Western Australia Council of Social Services (WACOSS) “Social sustainability occurs when the formal and informal processes; systems; structures; and relationships actively support the capacity of current and future generations to create healthy and livable communities. Socially sustainable communities are equitable, diverse, connected and democratic and provide a good quality of life.” This sustainability is about having sustainable economy and having culture and values. A report from Rio + 20 UN conferences was published titled “Realizing the future we want for all”. The report appeals every single individual to promote their culture allowing other to show their own culture while keeping the harmony and peace. This element of sustainability has got high attention from a large community of interested parties during the last couple of years. Gilbert (1996) indicates that the goal of social sustainability is to pursue a good quality of life for everyone and that basic need of human being such as food, water, shelter, clothing and education should be easily accessed.

3 Sustainable Tourism and Hospitality Industry

The consequences of unplanned and irresponsible travelling up on climate change lead us to two major considerations in sustainable tourism industry. First the industry bound to recognize that the healthy destinations are important to maintain the flow of the customers and to run the business in healthy manner. Joint efforts to sustain the life of irreplaceable tourism destination and to improve the economic condition of local population can only insure the continuity of tourists in future. Second consumer are being aware of their foot print and willing to find new travel opportunities. And they are more conscious about the effects of their travel upon the people and destinations. This rise of the consciousness among customers about the community, economy and environment had led to more responsible service. Noam Chomsky MIT professor in University of Massachusetts continuously argues over the attitude of main stream media and corporate world trying to make climate change just a hoax so that unethical and unsustainable business keep running. But to those who have foreseen effects of sustainable values in their business are now in a better place to meet their consumer need. (Roland,C. & Martin, B. (eds.) 2010 112-113.)

World Heritage Alliance for sustainable tourism established under the guidance of UNESCO’s World heritage center is working in six different countries with 20 world heritage sites. The alliance has assisted in assureing the accessibility of such sites for the future generation and long term business for the service providers. (Roland,C. & Martin, B. (eds.) 2010, 113.)
3.1 Sustainability at Hotels

The Hotels con Angel in Puebla, Mexico one of the partners of this alliance is a fine example of what sustainable hospitality business should look like. The group consists of seven boutique hotels with a common goal to preserve and to promote the historic center of Puebla. They have out raged the traditional concept of sustainability and they minimize their water and energy consumption and also regularly monitor environmental footprint, helping community by buying local foods and supporting artisans. These hotels engage municipal governments to help them build a holistic strategy to protect world heritage sites. There is a need to preserve places like Center of Puebla all around the world and Hotels Con Angel have proven that it can be done without decreasing the profit or potential growth. Hotels Con Angel has taken a step towards sustainable traveling in their region by incorporating environment and community responsibility in to their model. This kind realization is taking place all over the world among hotels, tour operator and trade association. (Roland,C. & Martin, B. (eds.) 2010, 113-114.)

In addition to transport, accommodation of tourists generates the most greenhouse gas emissions within the tourism industry making it a major contributor to climate change (UNWTO. 2008. Climate Change and Tourism, Responding to Global Challenges). In 2005 air transport caused 40 % of all emissions regarding global tourism and accommodation of tourists generated 21 % of the emissions, and activities 4 % (See Table 1 below) (World Economic Forum. 2008. The Travel & Tourism Competitiveness Report).

<table>
<thead>
<tr>
<th>Emission source</th>
<th>CO2 (metric tons)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport subtotal</td>
<td>985</td>
<td>75</td>
</tr>
<tr>
<td>Air transport</td>
<td>517</td>
<td>40</td>
</tr>
<tr>
<td>Other transport</td>
<td>468</td>
<td>35</td>
</tr>
<tr>
<td>Accommodation</td>
<td>274</td>
<td>21</td>
</tr>
<tr>
<td>Activities</td>
<td>45</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,307</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>Total worldwide</td>
<td>26,400</td>
<td>-</td>
</tr>
<tr>
<td>Share (percent)</td>
<td>-</td>
<td><strong>4,95</strong></td>
</tr>
</tbody>
</table>

Table 1: Emissions from global tourism in 2005.

According to the World Economic Forum’s Travel and Tourism Competitiveness Report from 2008 the amount of water spent by a typical occupied hotel room is 825 liters on a daily basis.
Surveys show that up to 60% of tourists do not bother to act in a sustainable manner when they leave home for vacation. The high amounts of emissions derived from accommodation are caused by unsustainable lighting, insufficient recycling and lack of trash collection points. (World Economic Forum. 2008. The Travel & Tourism Competitiveness Report)

We can derive from the above mentioned that accommodation providers play a major role in mitigating the negative impacts of tourism.

The Finnish Tourist Board has outlined sustainability as one of the main goals in the Finnish Tourism Strategy 2020. Along with the increasing population, economy and material wealth, the need for ecosystem services increases as well. Implementing sustainable development measures to implement sustainable development in tourism business processes and the supply of services requires taking into account energy saving and enhancing energy efficiency, recycling waste and preventing wastage. All of the above mentioned measures are essential for accommodation providers to act sustainably. The Finnish Tourist Board regards sustainable development in three different levels; society, enterprises and future customers. When it comes to enterprises, such as hotels and other accommodation providers, the major players are energy, water and waste management solutions and minimizing waste. To implement these sustainable measures enterprises can get support from the Centers for Economic Development, Transport and the Environment. Accommodation solutions are taken into account also regarding the choices of future customers. (Finnish Tourist Board: Finland’s Tourism Strategy 2020).

3.2 Eco labels

Eco labels are provided to a products or organization that passes eco-friendly criteria laid down by government, association or standards certification bodies. The criteria utilize extensive research based on the product`s life cycle impact on the environment. Eco labels are different than green symbols and environmental claims because they lack verification and often created by the manufacturer or service provider. Whereas eco- labels are assessed and verified by an independent third body and are guaranteed to meet certain environmental performance requirements. Hari Srinivas. 2015.

Environment is an important factor to operate any kinds of tourist activities. The tourism sector represents 5% of European Union GDP and accounts for over half a million accommodation sites. Preferably these sites are located in pleasant but fragile location; tourist accommodation sites can put pressure on water and energy resources and threaten local bio diversity through inappropriate waste management. Growing environmental requirements and awareness and the need for eco-friendly service providers to stand out from the crowd and meet
the consumer demands all argue in favor of using eco label. Europa. 2017. The EU Eco label for tourists accommodations.

Swan eco label established in 1989 by the Nordic Council of ministries is the official eco label of the Nordic countries. The main purpose of this label is to provide environmental labeling scheme that would contribute to a sustainable consumption. The Swan Eco label a like many other eco labels aims to guide and educate consumer to consume least damaging products for the environment and sets criteria for manufacturers which could result in production of environmentally friendly products. It is coordinated by the Nordic environmental labeling committee NMN. Each Nordic Country has local national offices with the responsibility for the criteria development, licensing, marketing and audits. In Finland it is administered by Finnish Standards. The Swan label takes into account all kinds of environmental impacts, including climate warming, eutrophication and chemicalization of the environment. The requirements are renewed every 3-5 years. The validation period is usually three years to ensure the development of environmentally friendly products. Nordic Eco labeling. 2017. The Nordic Swan Eco label.

3.3 Green Key

The Green Key eco-label for tourism facilities has been in existence for more than 20 years and has developed from a national initiative in Denmark to become the world’s leading eco-label for accommodation. It was launched in 1994 by HORESTA (Association of the hotel, restaurant and tourism industry in Denmark), the Danish outdoor council and the Association of Danish Tourism Executives. By 2016 more than 2500 Green Key awarded establishments are across the globe. Green Key. 2017. Our history.

The green Key award is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry. Klaus K Hotel in Finland is also awarded with the Green key for its commitment to adhere the strict criteria as stipulated by the Foundation for Environmental Education (FEE). The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent audits. (Green Key. 2017. Our Programme.)
Figure 3: The Green Key criteria and explanatory notes for six Green Key categories (hotels and hostels, campsites and holiday parks, small accommodations, conference centers, restaurants and attractions). Green Key. 2017. Green key criteria.

Klaus K Hotel environmental policy focuses on a dream of a greener world - Green Dream. Green dream is a practice which aims to enhance environmental awareness and set targets through everyday activities. Klaus K Hotel’s most significant environmental impacts derive from energy and water waste consumption and waste. These areas are monitored regularly and are subject to annual reduction targets. Every Klaus K Hotel employee commits to operate according to the green dream principles. Green Dream practices are co-ordinated and monitored by a hotel and restaurant specific delegate. Klaus K Hotel is awarded with Green Key eco-label. For customers of Klaus K Hotel the Green Key label is proof that the hotel’s entire staff carry out daily eco-friendly work based on specific environmental criteria. (Klaus K hotel. 2017. The hotel.)

4 Kalevala Epic Theme

Klaus K is based up on the theme of Kalevala which is the compilation of Elias Lönnrot (1802-84), a doctor of medicine and later Professor of Finnish at the University of Helsinki. Kalevala represent for the world the quintessence of Finnish traditional culture, which is often compared in form and its content to other renowned epics of world literature. Translated over thirty languages, the 1849 edition remains the best known work of Finnish literature until now.
Through examination of the contents of Kalevala and the circumstances in which the epic took shape appeals us that its importance is not be understood solely as a Finnish phenomenon but as a phenomenon in general. Kalevala defines the philosophy of nationalism as argued by the German thinker J.G. Herder (1744-1803), who saw the need for a nation to have a distinctive cultural identity founded in the language and oral literature of the ordinary, unlettered people. At the end of eighteenth century such thinking started flourishing among many educated Finns which the eminent Finnish historian H.G. Porthan (1739-1804) had himself been teaching. After the annexation of Swedish Provenience of Finland by Russia in 1808-09 beginning of a new phase in Finland` s history as a Grand Duchy in the Empire which showed relevant support for growing national consciousness for it was a sure means that could weaken the centuries old links with Sweden. (Kirby 1985.)

Kalevala recounts dangerous journeys over land and sea; the boisterous celebration of wedding and rituals; the hunting of the bear and journeying with the shaman to the otherworld. Kalevala became for the Finns a cornerstone of their struggle for a national culture and identity; and a continuing source of inspiration both in the arts and in the national life. The significance of the epic work like Kalevala should be understood in wider sense which has boosted its country lads to fight with integrity and pride for its nation as a result of which a long suffered territory of land achieved its identity as a nation. (Kirby 1985.)

4.1 Klaus K Hotel

Klaus K located in the heart of Helsinki`s city center stand out with its epic story and marvelous style among its contemporary hotels in its area. Over a century old hotel`s premises which themselves have lived the age of suffering and release are a combination of two architecturally important buildings. Architect Frans Sjöström`s signature work built in 1832 on the Erottaja side and building built in 1912 designed by Lars Snock on the Bulevard street. The guest house activities started around 1924 and the infrastructure was opened as hotel first in 1938. As previously mentioned The hotel`s name is based up on the epic Finnish ballad Kalevala 1840 edition that includes `The death of Elina`. It is a story of passion, betrayal, lies and envy, its main character being the ferocious Klaus Kurki. The name, Klaus Kurki, was carved in the granite of entrance doorposts in 1938. Klaus K Hotel. 2017. History & Story.

Opened in 2005 as Finland`s first design hotel Klaus K rejoice its tradition and values extracting from its heroic history. The freshness of the hotel with perfume of its history in its every brick and textile is unique in every aspect which is described in later section of this thesis. Klaus K`s infrastructure speak for its style and the openness to the positive change in order to convey the story in more detail manner shows its feeling of responsibility to preserve the history that it has incorporated in its root. Author
4.2 Kalevala Interior Decorations at Klaus K

Everywhere at Klaus K, the guest will find subtle and not-so-subtle references to the Finnish national epic and to Finnish history. Here are just a few examples. The entrance doorposts of Klaus K are made of the famous Vironlahti Granite, Finnish bedrock dating back to thousands of years B.C. The words Klaus Kukri were carved into the stone in 1938. The same granite was used for the columns of St. Isaac's Cathedral and the Alexander Monolith in St. Petersburg. (Klaus K Hotel. 2017. History & Story).

The carpet in the hallways between the guest rooms tells the main creation story from the Kalevala. They explain how the world and the universe were created from seven eggs. In many places throughout the hotel, guests will notice the egg shape. In Kalevala (the Air Virgin) descends to the waters, becomes pregnant from the wind and turns into Water Mother. A goldeneye makes her nest and lays its eggs on her knee six eggs of gold and one of iron. The eggs break and the world, the sun, the moon and the stars are formed from their pieces. The white wood made reception desk of Klaus K is shaped like an egg and depicts a bird’s nest as well with its fantastic, massive ceiling light fixture. In the lounge area, behind the glass stairs, there is also a large wall artwork depicting the Genesis according to Kalevala (Klaus K Hotel. 2017. History & Story).

The white wood made reception desk of Klaus K is shaped like an egg and depicts a Bird’s nest as well with its fantastic, massive ceiling light fixture. In the lounge area, behind the glass stairs, there is also a large wall artwork depicting the Genesis according to Kalevala. Klaus K Dine serves breakfast buffet of organic and local ingredients, and it too, features several Kalevala references. In the Bar & Lounge there is a large pike mosaic on the wall at street level. The pike and many other fish play important roles in the Kalevala. For example, a pike is in essence the origin of all music, as Kalevala’s main strong man, Väinämöinen, makes the first-ever kantele instrument of pikes jawbone. Väinämöinen was the only person able to play the harp-like kantele and its music gave him great powers so that he could mesmerize his audience. The hotel’s four original room categories are named after strong Kalevala emotions: Passion, Mystical, Desire and Envy. Every room has a piece of art displaying a quote from the Kalevala describing the specific mood. (Klaus K hotel. 2017. History & Story).

The mood and colors of the room décor are derived from the paintings of Finland’s national artist, Akseli Gallen-Kallela (1865-1931). He was a pioneer of the Finnish national style of art and the most important figure in its development. His works depicting the events of the Kalevala have affected the Finnish self-view more than any other visual art. When exiting the ele-
vators on the floors, guests are guided on each floor to their rooms by animals depicted in Kalevala’s adventures: Song bird, magpie, swan, eagle, horse, moose, reindeer, bear, wolf and bee. Even Toscanini has a connection to the Kalevala. Artist Gallen-Kallela joined a Finnish artistic colony in Florence in the spring of 1898. There they hung out in bars and cafés, discussing the fresco technique and picking up the new movement in the art world - symbolism. (Klaus K hotel. 2017. History & Story.)

5 Qualitative Research Methods

Quantitative research aims to be generalized, predictable and based on causal explanations while qualitative research aims to interpretation and understanding the subjects’ perspectives. (Hirsjärvi, S. 2006:22) These two methods of research are understood as the contrast of one another nevertheless using the other one does not exclude the possibility to utilize the other method as well. Qualitative research is not tied to norms of empirical statistical research but it can utilize methodological conclusions derived from research. Quantitative research on the other hand is often assimilated to so call form research in which the research data is structured into a particular pattern to enable statistical analysis. (Alasuutari 1999,32-33).

Buckley and Chiang define research methodology as “a strategy or architectural design by which the researcher maps out an approach to problem-finding or problem solving.” According to Crotty, research methodology is a comprehensive strategy `that silhouettes our choice and use of specific methods relating them to the anticipated outcomes, but the choice of research methodology is based up on the type and features of the research problem. According to Johnson et al. mixed method research is “a class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, theories and language into a single study. In order to have diverse opinions and views, qualitative findings need to be supplemented with quantitative results. This is why these research methodologies are seen as complementary to each other rather than incompatible to each other. (Shazia 2014, 87-88).

Qualitative research methodology is considered to be suitable when the researcher or the investigator either investigates new field of study or intends to ascertain and theorize prominent issues. There is various types of qualitative methods which are developed to have an in depth and extensive understanding of the issues by means of their textual interpretation and the most common types are interviewing and observation. (Shazia 2014, 87-88).

Appropriateness of the research methods naming qualitative and quantitative method is difficult to predict without knowing the study´s purpose, agreed- on uses and targeted audiences. The purpose of this study is to understand the sustainability as a whole and its three ele-
ments. Further then that it aims to a tourism industry in particular taking Klausk Hotel as its case study. This thesis allows us to have an in depth and extensive understanding of the issue i.e. sustainability in tourism by means of its textual interpretation and the use of most common types qualitative research method interviewing and observation.

5.1 Theme Interview

Interview is the most common format of data collection in qualitative research. According to Oakley, qualitative interview is a type of framework in the practices and standards be not only recorded, but also achieved, challenged and as well as reinforced. Almost all research interviews are semi, lightly or in-depth structured. However unstructured interviews can also be conducted and it can also be reliable way to research since it is done by collecting the data through observation and record field notes as well as involvement with study participants. Unstructured interview may look like a conversation than an interview which is often understood to be “controlled conversation” where interviewer can achieve his sets of interests by diverting the main issue and controlling responses. Unstructured interview can also be informal, conversational interview, based on unplanned set questions that are created spontaneously during the interview. (Shazia 2014.)

Semi-structured interviews are those interviews where the respondents have to give answer to the preset but open ended questions. This type of interview is widely used by different group of professionals and researcher. Semi-structured, in-depth interviews are utilized extensively as interviewing format possibly with an individual or sometimes even with a group. The preparation of this work includes semi-structured interviews consists of open ended question where the respondents answer the pre-set questions. Five to ten questions were asked to the representative of three different groups, institution, employee and customer. Each of them were asked different question and the interview was conducted only once which normally cover the duration of 30 min. The purpose of the interview was explained in detail to the respondents to make interview more systematic, comprehensive and to achieve aimed line of action. The recording of the interview was done in written form to avoid the missing of points respondents were asked for short answers with sufficient time. Shazia, J. 2014. Qualitative research method-interviewing and observation.

Theme interview questions are:

1) Why Kalevala is chosen for the theme?

Hotel was already named Klaus kukri in 1938. It was to great extent inspired by the nostalgic ideals present back then in country. Kalevala is a perfect expression of contrasts and drama that Klaus K as a hotel expresses.

2) How the story is being conveyed to the customer?
Everywhere at Klaus K, the guest will find subtle and not-so-subtle references to Finnish epic ballad and Finland’s history. It is conveyed through art, design, music and architect.

3) How do you see the future of KlausK?
Klaus K is being rebranded to Archetype Creator. This will be portrayed more in digital, 3D, games, Augmented Reality etc.

4) Has the ethics of sustainability incorporated in the Klaus K business policy?
Klaus K is certified with Green Key that is an international hotel audit.

5) What kind of eco labels does Klaus K hold? Do they stick to its norms and ethics in everyday service?
Klaus K holds the Green Key. Yes we do.

6) What change have you noticed among customers’ behavior regarding ‘green’ aspect before and now.
“Green aspect” is appreciated and a new norm. Guests expect it.

7) Does Klaus K care whether or not their co-partners value sustainability or not? For e.g. foods, laundry service etc.
It is part of our selection criteria when selecting partners.

8) How are the waste management and energy management in Klaus K?
It is monitored on a monthly basis. Tero Thynell 2016.

5.2 Participant Observation

Participant observation is a specific approach to the gaining of knowledge based upon direct contact between the researcher and the social object of interest. Consciously or unconsciously we are all participant observers as participation is a feature of all social interaction. Therefore Hammarseley and Atkinson see PO as a ‘mode of being-in-the-world’ and not as a particular research technique. From this view different from many other research technique and methods, the basic rules of participation essentially are learned forms of human socialization. Participant observation works as mode of inquiry through the direct experience of circumstances and events; the researcher becomes the research instruments. Other forms of investigation and research generate speech, text and numerical forms of information, PO at first produces sensuous bodily experiences which later on are recorded into other communicable forms. It is expected in PO that researcher knowingly places him or her into the social milieu of their interest. This placing becomes significant both practically and conceptually when determining the experience and thus the inquiry, more generally (Symon & Cassel 2012, 296-298.)

PO is the preferred or chosen technique for the operationalization of ethnographic study. Furthermore PO can be classified differently depending upon the degree of participation. Complete participation seeks the role of observer to be disguised to the extent where observational objectives are not disclosed to other research participants. Complete participation provides researcher enough ‘cover’ to run an observation while
providing an explanation for their location in the social context (Symon & Cassel 2012, 297.)

Participant as observer is practiced when researcher openly adopts both the participants and observer roles. Researcher discloses the observational objectives to other participants while participating in the social situation letting them know that this development of relationship is for the purpose of research. Observer as participant is characterized by a brief engagement in the research setting, where the role of researcher is known but they may not have sufficient exposure to develop a full understanding of the meaning and culture of the setting. Complete observer is classified by Gold as a PO classification, the complete observer is not linked with other participants not it engage with them that is why it can be questioned whether this style of research belongs within PO. In this mode of engagement the researcher has no any active role other than observing events as they unfold (Symon & Cassel 2012, 298.)

5.3 Analysis

According to Corbin and Strauss (2008), qualitative data analysis generally consists of three stages. We start it with a data set containing information about a substance with the help of analysis we try to identify the major components of that substance. Afterwards in second stage we dig in to each component and study the properties and dimension of each component. It is in third stage that we use the knowledge gained by studying each individual component to understand the original substance better and make interferences about that substances (Lazer, Feng and Hochheiser 2010, 282-289.)

Glaser and Strauss purposed grounded theory at first they qualitative research method that seeks to develop theory i.e. “grounded in data systematically gathered and analyzed” (Myers, 2009). Grounded theory is an inductive research method which is fundamentally different from the traditional experimental research methods. Grounded theory can be applied to a variety of research methods like as ethnography, case study, interviews and observation. The main difference between qualitative research strategies and grounded theory is that it focuses on development of theory through continuous interplay between data collection and data analysis (Lazer & al. 2010 282-289.)

Among many and various definitions of content analysis could be that it is a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding. Whereas Holsti (1969) defines it as “any technique for making inferences by objectively and systematically identifying specified characteristics of message.” Content analysis is like in-depth analysis that searches for theoretical
interpretations which can generate new knowledge. According to Corbin and Strauss this type of analysis “presents description that embodies well-constructed themes/categories, development of context and explanations of process or change over time”. Coding is technical process that is used to analyze text content. There is basic misconception of coding being nothing more than paraphrasing and counting the number of keywords. According to Corbin and Strauss coding “involves interacting with data, making comparisons between data, and so on, and in doing so, driving concepts to stand for those data, then developing those concepts in terms of their properties and dimensions” (Lazer & al. 2010, 282-289.)

6 Conclusion and Suggestions

This thesis work has made us understand the sustainable topic in wider sense. Along with this It also raises the speculation among us whether the approach and initiative that we took long ago to define these issues were correct or not. One can accuse of being too contra but when we conclude about any topic or a subject the major criteria of one’s judgment should solely be the “action” and not the approach or theory. If our action have not led us to what we had targeted or framed than it is time to revise our theory. After reading this work it has been derived that regarding sustainability we are in a situation of something is better than nothing. As far the case study of Klaus K hotel is concerned it has kept alive the concept of being ethical. It does and designs its programs keeping customer in mind but Keeping in mind the environment and society where it functions. One particular domain among many that seriously demands a serious thinking is consumerism. We have crossed our limits and for no good our achievement can last long and we can be assured that it will sustain when those achievements are mixed in blood. It is next to impossible to think of sustainability at the existing rate of consumption.

The trending concept of globalizing things and making world smaller seems to have cool impact upon sustainability because in doing so human beings are exploited, nature has been destructed, societies have been dismantled and these are the vital issues to achieve sustainability. On a positive note we have at least figure out the problem and have started seeking for an answer and solution both.

As far the author is concerned the perfect solution is to be with the nature not against it. Industrialization, excessive production, modernization and globalization are ruining our environment, imbalance in the order of give and take is dismantling our economy, bias economy systematically imposed orders are weakening or social values.
Klaus K Hotel represents a hotel industry in Finland and through its case study for this thesis we try to make conclusion about the sustainability in Klaus K. As new trends evolving in hospitality industry Klaus K too has joined that trend to let the world explore its glorifying history through its design and hospitality. Helsinki being the center of attraction for all sorts of travelers in Finland it is more of a common need for Helsinki to have Klaus K which resembles Finnish traditional culture, preserves ancient poetic tradition that Lönnrot drew in the creation of Kleveland. It is because of all this reasons Klaus has become an apple of a local people’s eye and had received love and support for over a decade thus it will be fair to say that something that has sprung out of need and received immense support from its community is supposed to sustain longer in its organizational structure. Author

References


Symon & Cassel 2012, Qualitative organizational research. SAGE Publications.


Figure


Figure 2: Three Elements of sustainability. Author 2017.

Figure 3: Green key criteria. Green Key. 2017. Accessed 16.03.2017 [http://www.greenkey.global/criteria/](http://www.greenkey.global/criteria/)
Tables

Appendices

Appendix 1: Interview guide

Questions to hotel manager:

- Why Kalevala is chosen for the theme?
- How the story is being conveyed to the customer?
- How do you see the future of Klaus?
- Has the ethics of sustainability incorporated in the Klaus K business policy?
- What kind of eco labels does Klaus hold. Do they stick to its norms and ethics in everyday service?
- What change have you noticed among customers behavior regarding ‘green’ aspect before and now.
- Does Klaus K care whether or not their co-partners value sustainability or not? For e.g. foods, laundry service etc.
- How are the waste management and energy management in Klaus K?

Questions to employee:

- Have you had training about sustainability in hotel?
- Do you ever feel that you are being exploited at work?
- How often sheets and towels needs to be changed?
- How are waste being shorted, electricity and water being shaved?
- What kind of eco-friendly programme does the hotel have?