

CRITICAL GROWTH IN TOURISM

Case Rovaniemi

Rimpiläinen, Greta

Bachelor Thesis
Degree Programme in Tourism
Bachelor of Hospitality Management

2019

Matkailualan koulutusohjelma
Restonomi

| | | | |
|--------------------------------|---|-------|------|
| Tekijä | Greta Rimpiläinen | Vuosi | 2019 |
| Ohjaajat | Teija Tekoniemi-Selkälä ja Outi Kähkönen | | |
| Toimeksiantaja | Lapin arktinen ekosysteemi -hanke | | |
| Työn nimi | Kriittinen matkailun kasvu | | |
| Sivu- ja liitesivumäärä | 44 + 11 | | |

Tämän opinnäytetyön tavoitteena oli määritellä ja vertailla seuraavia käsitteitä; kantokyky matkailussa ja massa- ja ylimatkailu, sekä esitellä näiden ominaisuuksia ja tunnusmerkkejä ja määrittää matkailun kriittinen kasvu yhdistämällä aikaisemmin mainittujen käsitteiden kriittisiä ominaisuuksia. Tavoitteena oli myös tutkia Rovaniemen asukkaiden mielipidettä matkailun nykyiseen tilanteeseen ja kasvuun sekä ehdottaa ratkaisuja vastuullisen matkailun kasvuun Rovaniemellä.

Paikallisten asukkaiden mielipiteiden tarkastelu tehtiin kyselylomakkeella. Kyselyn vastaukset kerättiin verkossa eri kanavia käyttäen. Kyselyn tavoitteena oli selvittää, onko Rovaniemen keskustan tai Napapiirin alueella kriittisen matkailun kasvun piirteitä.

Kyselylomakkeeseen saatiin 154 vastausta, vastausjoukon, eli Rovaniemen asukkaiden määrän ollessa 62 000. Siksi tulosta voidaan pitää vain suuntaa-antavana, ei täysin pätevä. Kyselytulosten perusteella paikalliset ovat keskimäärin sitä mieltä, että matkailu ja sen kasvu tuovat Rovaniemelle hyvää, mutta paikallisia asukkaita huolestaa matkailun ja sen kasvun tuomat ongelmat Rovaniemellä.

Opinnäytetyössä tunnistetaan matkailun kasvuun liittyvät ongelmat paikallisesti, ja ongelman suunta ja suuruus analysoidaan. Lopussa esitetään ratkaisuja toimintaa edellyttävien kriittisten ominaisuuksien hallitsemiseen.

Avainsanat Massamatkailu, ylimatkailu, kantokyky, matkailun kriittinen kasvu, Lappi, kestävä matkailu, vastuullinen matkailu

Degree Programme in Tourism
Bachelor of Hospitality Management

| | | | |
|------------------------|--|------|------|
| Author | Greta Rimpiläinen | Year | 2019 |
| Supervisors | Teija Tekoniemi-Selkälä and Outi Kähkönen | | |
| Commissioned by | Arctic Travel Ecosystem for Lapland –Project | | |
| Title of Thesis | Critical Growth in Tourism | | |
| Number of pages | 44 + 11 | | |

The aim of this thesis was to define and the compare concepts of carrying capacity, mass- and overtourism and introduce the characteristics and indicators for recognizing these phenomena, define critical growth in tourism by combining the critical aspects of earlier mentioned concepts, research the opinion of residents of Rovaniemi towards current situation and growth in tourism, and suggest solutions for responsible tourism growth in Rovaniemi.

Examination of the locals' opinions was carried out by a survey. Respondents for the survey were collected online, using variety of channels. The aim of the survey was to find out if there are critical features in tourism growth in the Rovaniemi City area or in the Arctic Circle area in Rovaniemi.

There were 154 valid responses for the survey, which is a small part of the over 62000 residents of Rovaniemi. Therefore, the result can be considered indicative, not completely valid. The locals feel in general that tourism and its growth brings good to Rovaniemi, however there are several problems and critical features that locals are concerned for.

Potential problems with tourism growth were locally identified, and the direction and magnitude of a potential problem were analysed. At the end of the thesis, solutions for the critical features that require action in Rovaniemi are presented.

Key words Ecotourism, Mass Tourism, Overtourism, Carrying Capacity, Critical Growth in Tourism, Lapland, Sustainable Tourism, Responsible Tourism

CONTENTS

| | | |
|-------|---|----|
| 1 | INTRODUCTION..... | 5 |
| 2 | CONCEPTUAL BACKGROUND OF TOURISM GROWTH | 7 |
| 2.1 | History of Tourism Growth and Development of Mass tourism | 7 |
| 2.2 | Carrying Capacity..... | 9 |
| 2.3 | Overtourism..... | 10 |
| 2.3.1 | Concept of Overtourism | 10 |
| 2.3.2 | Recognizing and Measuring Overtourism..... | 11 |
| 2.3.3 | Actions to Control Overtourism | 12 |
| 2.4 | Comparing Concepts and Defining Critical Growth | 14 |
| 3 | TOURISM IN FINNISH LAPLAND..... | 16 |
| 3.1 | Finnish Lapland..... | 16 |
| 3.2 | Rovaniemi City..... | 18 |
| 3.3 | Arctic Circle Area and Santa Claus Village | 18 |
| 4 | THESIS PROCESS AND METHODOLOGY | 20 |
| 4.1 | Commissioner: Arctic Travel Ecosystem for Lapland | 20 |
| 4.2 | Thesis Process..... | 21 |
| 4.3 | Choosing the Research Methodology | 22 |
| 4.4 | Quantitative Research | 23 |
| 4.5 | Survey | 24 |
| 4.6 | Quantitative Content Analysis | 26 |
| 4.7 | Reliability and Validity | 27 |
| 5 | SURVEY RESULTS | 29 |
| 5.1 | Demographics of Respondents | 29 |
| 5.2 | Questionnaire Results..... | 29 |
| 5.3 | Open ended questions..... | 35 |
| 5.4 | Analysis of Results..... | 36 |
| 6 | CONCLUSION AND DISCUSSION..... | 38 |
| | BIBLIOGRAPHY | 42 |
| | APPENDICES..... | 45 |

1 INTRODUCTION

This thesis researches critical growth in tourism utilizing concepts of mass tourism, overtourism and carrying capacity, and examines the ways to control tourism growth. Finnish Lapland is introduced as a destination and inside it, the Rovaniemi city centre and the Arctic Circle area are introduced in more detail.

The research questions for this research are; what is critical growth in tourism, how locals of Rovaniemi perceive the current state of tourism in the Rovaniemi City centre area and in the Arctic Circle area, and finally, does the tourism in Rovaniemi have features of critical growth.

The commissioner of this thesis is the Arctic Travel Ecosystem for Lapland project. The aim of the project is to create a unique Arctic tourism innovation cluster of Lapland. Arctic Travel ecosystem for Lapland –project is scheduled for 1.1.2018 – 31.12.2019. (Sievers 2019.)

The author has been travelling in many different touristic destinations, and has seen different examples of the impacts of tourism, and the changes it can make. The experiences have affected the way she sees the changes in Rovaniemi, Lapland, and she is worried about future of Lapland as a unique place and destination.

This research is important, because tourism in Lapland has grown rapidly in recent years. Finnish Lapland is often described to be a silent nature destination. However, the reputation of Lapland can be endangered by unplanned or poorly planned growth in tourism. Therefore, there is a tremendous need for a research to support possible actions to protect Lapland as a destination and as a place to live for its residents.

Critical growth in tourism is a new term that has not been studied or defined earlier. The term was utilized in this research to facilitate the generalizing the negative effects of tourism growth, defined by concepts of mass tourism, carrying capacity and overtourism. Tourism growth in Lapland is a subject that has not yet been thoroughly studied, according to publicly available material. There is earlier

research published about overtourism in Lapland, executed from the perspective of tourism professionals. Consequently, since this research approaches tourism growth from locals' perspective, it is new topic to a field where a public research is needed.

2 CONCEPTUAL BACKGROUND OF TOURISM GROWTH

2.1 History of Tourism Growth and Development of Mass tourism

Tourism growth is driven by a variety of factors. The most effective factors are favourable economic environment, strong trend and demand from major markets, better air connectivity, benefits from globalization, for example accessibility of information and ease of travel premises (UNWTO 2017). The development of technology, and in particular, transportation means and development of tourist mobility has gone hand in hand in history (Sörensson 2011, 329). Figure 1 presents the tourism trend and forecast from 1950 to 2030 (UNWTO 2017).

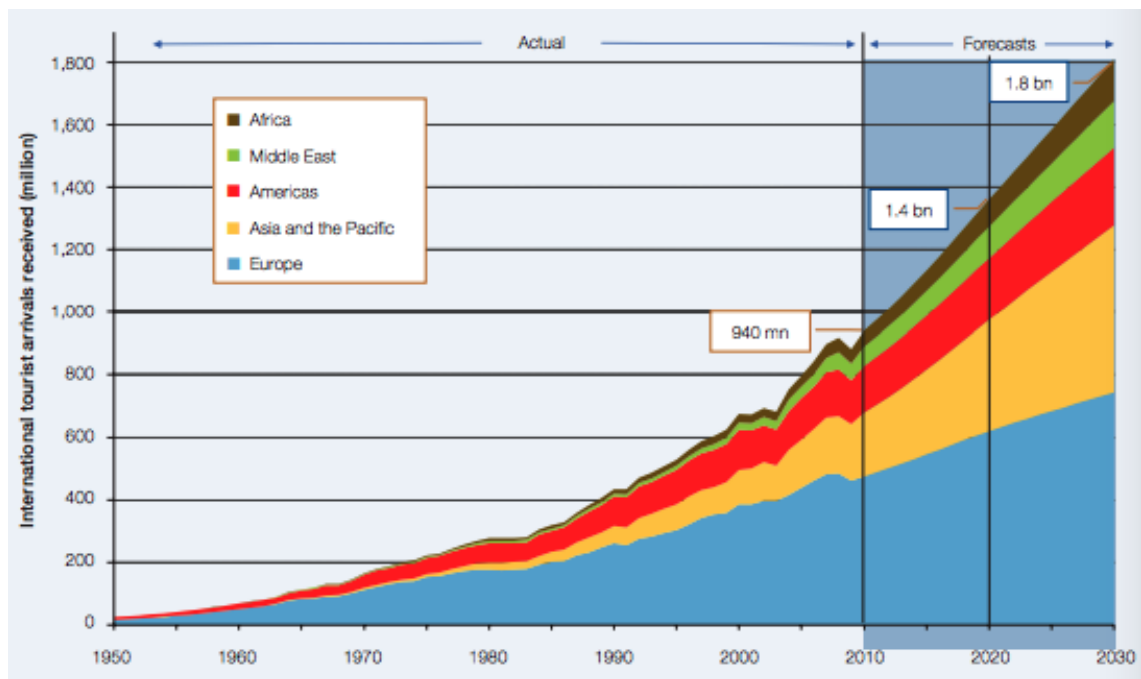


Figure 1. UNWTO Tourism Towards 2030: Actual Trend and Forecast 1959-2030 (UNWTO 2017)

Figure 1 shows that number of international tourist arrivals grew more or less steadily from 1950, and had a turning point for faster growth between years 1980-1990. The forecast for years 2010–2030 predicts fast and steady growth in tourism markets internationally.

Mass tourism refers to a large number of people travelling to the same destinations at the same time (Ionescu 2014, 1). The phenomenon of mass

tourism first started with more people having private cars and being able to travel to other places around 1930s-1950s (Sörensson 2011, 329). The development of mass tourism has also been linked to generalized paid holidays (Ionescu 2014, 1). Subsequently, the development of air-travel was the starting point of international mass tourism (Sörensson 2011, 329). The trend of air travel over time has been growing faster than travel by land (UNWTO 2017, 4), and Figure 2 shows that in 2016 air travel together with travelling by road were the most popular modes of transport.

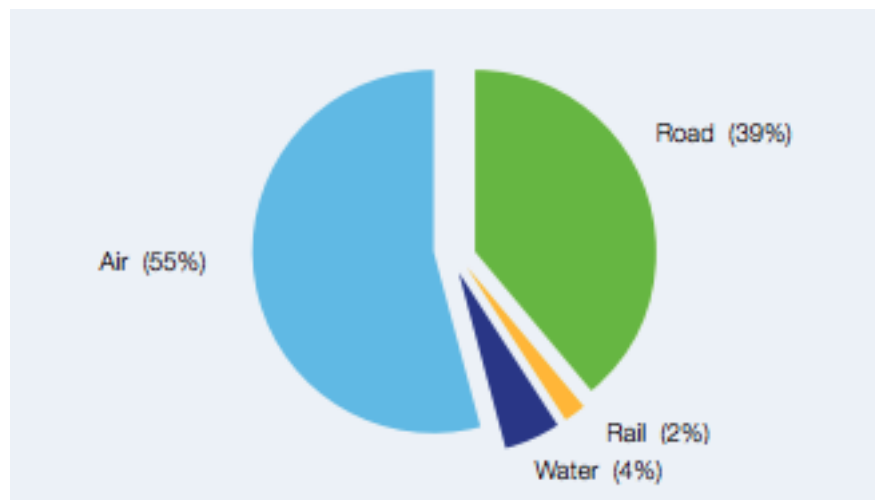


Figure 2. Mode of Transport for Tourism 2016 (UNWTO 2017, 5)

The reason for popularity of air travel has been also affected by the cheap prices of flights (Francis 2019). To summarize, growth in economics, the risen standards of living and paid holidays combined to the fact that flying was cheap, enabled masses of people start to move around.

The approach that is utilized to define mass tourism is vital. Vainikka (2015, 27) concluded many different theories about the definition of the word “mass”, summing up that discussions of the mass tourism concept have been almost non-existent, and that the term is not easily defined.

Harrison and Sharpley (2017, 7) listed eleven features of mass tourism that they consider critical. These features can be seen in Table 1.

Table 1. Critical Features of Mass Tourism (See Harrison & Sharpley 2017, 7)

| | |
|----|--|
| 1 | Regular, systematic movement involving many industries, of people on a move for holiday purposes |
| 2 | Seasonal and concentrated tourist numbers at a destination |
| 3 | The major stakeholders in mass tourism operate to make profit from large scale economics |
| 4 | Tourism products (travel, accommodation, activities) are designed for large number of people, often sold in packages |
| 5 | Tourism industry is controlled from outside of the destinations |
| 6 | Concerns about economic, social, cultural or environmental consequences of tourism |
| 7 | Emerging support or oppose from national or international institutions responding to consequences of tourism |
| 8 | Impacts of mass tourism are contingent |
| 9 | Locals and tourists' interaction is commercial or restricted |
| 10 | Economic, cultural or social inequalities between locals and tourists |
| 11 | Distinctions based on tourists travel motivation |

Harrison and Sharpley (2017) do not define the meaning of a critical feature, therefore, it is unsure whether they define mass tourism with these eleven features presented in Table 1, or measure the current state of already existing mass tourism. Also, it could be that the listed features are critical, because they create potential harm to the destination.

2.2 Carrying Capacity

Carrying capacity was one of the first attempts to define limits for tourism growth (Kennell 2016, 133), and Zelenka and Katceti (2014, 642) discuss that the term was born possibly somewhere in 1930s. According to Page and Hall (2003, 236), Mathieson and Wall (1982, 21) define carrying capacity as *“the maximum number of people who can use a site without an unacceptable decline in the quality of the experience gained by visitors”*. This term is utilized to measure the capacity in a natural and artificial environment (Page & Hall 2003, 236). Carrying capacity comes in its greatest potential when using it in protected areas, cultural and natural attractions, and sustaining the lifestyle of the local community or tourism

destinations (Zelenka & Katceti 2014, 641). The World Tourism Organization (UNWTO 2004), defined carrying capacity in tourism as the maximum number of people visiting in a destination at the same time, without leading to the destruction of the environment in physical, economic or sociocultural aspect, and without decrease in the quality of visitors' experience.

Zelenka & Katceti (2014, 643) concluded several theories about carrying capacity to following: An area can have many dimensions for carrying capacity, therefore, it is essential to consider the substantial research criteria, the purpose of the area in issue and to what extent the visitors are prepared for their visit. Also, carrying capacity depends on many changeable conditions, for example time or seasonality (Zelenka & Katceti 2014, 643).

2.3 Overtourism

2.3.1 Concept of Overtourism

To define tourism growth, it is important to define the concepts that are utilized in describing the growth. One of the most relevant terms for this research is considered to be overtourism.

Overtourism is a concept that describes a destination or destinations where there are so many visitors that the quality of life in that area, or the quality of the offered experience has changed unacceptably (Goodwin 2017). Goodwin (2017) defines that overtourism is based on the hosts, locals or visitors having a feeling that there are too many visitors in the area. Therefore, the definition of overtourism may vary by a destination; however, the explanation given by Goodwin gives the frames to the definition that can be applied to other situations. Overtourism as a concept is relatively new. Among the first definitions, the CEO of Skift, Rafat Ali (2016) defined that *“Overtourism represents a potential hazard to popular destinations worldwide, as the dynamic forces that power tourism often inflict unavoidable negative consequences if not managed well”*.

Furthermore, as the concept of carrying capacity, overtourism also takes into account the quality of the experience. Therefore, where carrying capacity sets the

limit to the number of visitors, overtourism describes the situation where that limit has been crossed.

To understand the concept of overtourism, it is relevant to understand the contrary concept. The contrary concept for overtourism is responsible tourism (Goodwin 2017). Responsible tourism is tourism that focuses on creating better places to live and visit. The aim of responsible tourism should be firstly to improve destinations to benefit local people. Responsible tourism is seeking on maximizing the benefits and minimizing the negative impacts of tourism. Benefits and goals of responsible tourism are on a local level, for example, creating more jobs, conservation of local heritage and culture and protecting nature (Responsible Travel 2019.)

2.3.2 Recognizing and Measuring Overtourism

In the previous chapter, the concept of overtourism was defined in several different ways. Considering all the definitions, overtourism seems to be more a matter of sensibility than data. The definition of Harold Goodwin (2017) is based on hosts, locals or visitors feeling that there are too many tourists. Therefore, to recognize or measure overtourism, one would need to examine the feelings of hosts, locals or visitors of an area. Rafat (2016) states that overtourism represents a potential hazard to popular destinations. A potential hazard is rather a broad definition, and Rafat presents no examples of what that hazard could be. Therefore, that definition can be disadvantageous to utilize for measuring overtourism.

Overcrowding can be measured utilizing indicators such as tourist arrivals, social media reviews, seasonality and pollution (McKinsey 2017, 8). Overcrowding, as a phenomenon, is rather similar to overtourism. Egresi (2018, 703) refers to several different researchers, mainly Neuts & Nijkamp (2012) and Weber et al. (2017), to deduce that crowding in tourism can be seen as positive or negative phenomena, of which negative would refer to overtourism. Thus, the aforementioned indicators presented by McKinsey can also be utilized to measure overtourism.

2.3.3 Actions to Control Overtourism

Strategies and actions to use for controlled tourism growth are widely researched, and there are many listings and checklists to use. There is no one solution that would fit for all, but these listings give a guideline and toolkit to be customised for specific destinations.

The World Tourism Organization (UNWTO 2018, 8–9) lists eleven strategies to address visitors' growth, and actions/measures for every strategy. The Strategies and actions are presented in Table 2.

Table 2. Strategies and Actions to Control Overtourism, see UNWTO 2018, 8–9

| | Strategies | Actions & Measures |
|---|---|---|
| 1 | Disperse the visitors to wider area | Host events in less visited places |
| | | Develop the services in surroundings of over popular areas |
| 2 | Promote all-year-round seasonality | Dynamic pricing |
| | | Promote experiences in off-peak months |
| | | Limit visitors number in popular attractions (Applications for visitors to check the dispersal of visitors) |
| 3 | Stimulate new attractions | Combined packages including new itineraries |
| | | Stimulate guided tours through less visited attractions |
| 4 | Adapt regulations | Opening times, limitations on visitors |
| | | Regulation and fair taxation on new platform tourism services |
| | | Consider operator's licence system to monitor operations |
| | | Define carrying capacity of the city and the critical areas |
| 5 | Specify the segment | Identify the visitor segments according to the destination context and objectives |
| | | Discourage certain visitors segments |
| 6 | Ensure tourism benefits local communities | Increase employment and strive for decent jobs |
| | | Engage local communities to development and integration of tourism products |
| | | Encourage the development of poor areas through tourism |

| | | |
|----|---|--|
| 7 | Create experiences that benefit locals and visitors | Develop the destination to meet the needs of its residents and consider tourists as second in importance |
| 8 | Improve infrastructure and facilities | Specific transport facilities for visitors during peak seasons |
| | | Safe and attractive walking routes |
| | | Promote also accessibility |
| 9 | Engage and communicate with local stakeholders | Organize professional development programmes for partners |
| | | Communicate with locals |
| | | Unite communities |
| 10 | Engage visitors | Create awareness of tourism impacts |
| | | Educate about locals' values, traditions and laws and regulations |
| 11 | Monitor and collect information | Arrivals, patterns on attractions, segments, seasonal demands |
| | | Plans for peak seasons and emergencies |

The World Tourism Organization (UNWTO 2018, 3) emphasizes that considering both local communities and visitors is vital for sustainable tourism practices. The foregoing can be achieved, for example, by engaging communities, reducing seasonality, managing congestion, respectful and careful planning, taking into account the destination specifiers and capacities, and having diverse products (UNWTO 2018, 3).

McKinsey (2017, 9) introduces possible solutions to overcrowding as five practical actions: Firstly, visitor numbers should be balanced over time to avoid high peaks. Secondly, visitors should be spread to sites, and bottleneck attractions avoided. The third solution is to adjust tourist flow with pricing. Fourth, accommodation practices should be regulated. Finally, in critical situations, access or/and activities should be limited.

In some cases, responsible approach can solve overtourism problems, but sometimes there are just too many visitors and the number needs to be reduced. From a financial perspective, the following actions are important; measure and manage financial benefits for locals, and economic, social and environmental costs of hosting visitors (Francis 2019).

The aforementioned listings and findings explain profoundly the solutions from different perspectives. There are several themes that appear repeatedly. For instance, reducing seasonality, spreading visitors to less visited sites and monitoring and collecting information are solutions that are mentioned multiple times. Additionally, engaging locals in tourism industry, and having benefits for local communities are also considered vital. Strategies and Actions from World Tourism Organization (Table 2) provide a comprehensive list of tools to use, and the theories from McKinsey and Francis support and extend that with details and different aspects. Altogether, these findings can be utilized for many different destinations, even destinations that are not in the state of overtourism.

2.4 Comparing Concepts and Defining Critical Growth

Critical growth in tourism was not found to be defined elsewhere. This research uses critical growth as a term to describe the situation where there are signs that tourism is affecting more negatively than positively, or the current growth in tourism can lead to negative effects in future. Those signs are the combined aspects of mass tourism, carrying capacity and overtourism.

Consequently, critical growth in tourism is utilized in this research to generalize the main and common features that the concepts of mass tourism, carrying capacity and overtourism have. Critical features can also be utilized as signals of needed change. If the tourism is impacting the destination in some level more negatively than positively, recognizing critical aspects and finding solutions to act can be crucial in order to develop the destination and maintain good relationship between visitors and locals, the general image and the attractiveness of the destination.

Critical features of mass tourism that can be utilized for defining critical growth in tourism are as follows: there are concerns about economic, social, cultural or environmental consequences of tourism and the tourist numbers are seasonal and concentrated at a destination. These features can decrease the contentment of the visitors, business owners or locals of a destination.

Carrying capacity was defined as the maximum number of people who can use a site without an unacceptable decline in the quality of the experience gained by visitors. As overtourism, carrying capacity refers to the quality of the offered experience, and can therefore be measured with the same variable. Critical growth through the definition of carrying capacity would be signs of destruction of the environment, economy or sociocultural aspects, or decrease in the quality of visitors' experience.

Overtourism was defined earlier in several different ways. For instance, that there are so many visitors that the quality of life in that area or the quality of the offered experience has changed unacceptably, hosts, locals or visitors having a feeling that there are too many visitors in the area, or as a potential hazard to popular destinations. These three different definitions have in common that they cannot be measured in numbers. Measuring the quality of life or the offered experience, the feeling of having too many visitors and a potential hazard, would need to be done by examining the people who are affected, or who have knowledge of mentioned issues. Therefore, measuring overtourism, as it was introduced in this research, would require examining feelings or thoughts of hosts, locals, visitors or tourism experts of the destination. Selecting the subject of the research depends on the wanted results. For example, if it is desired to know if the quality of the offered experience has changed or if visitors feel there is too many tourists, the most beneficial subject for a research would be the visitors.

Based on the research, critical growth could be measured for example with the following questions: Has the quality of the offered experience changed unacceptably because of too many tourists? Do you feel that there are too many visitors in area X? Does tourism create a potential hazard to destination X? Are there concerns about economic, social, cultural or environmental consequences of tourism? Is tourism industry in destination X benefitting locals, for example, creating more jobs, conservation of local heritage & culture, or protecting nature? Is tourism seasonal and concentrated at destination X?

3 TOURISM IN FINNISH LAPLAND

3.1 Finnish Lapland

According to Visit Finland (2019a), Lapland is a magical and mystical winter wonderland, where the peace and silence of the wilderness is easy to find. Visit Finland is part of Business Finland, which is an organization that supports and boosts Finnish businesses for global growth. Visit Finland acts as the national expert organization for the tourism sector. It is responsible for promoting foreign tourism, supporting companies and clusters in the sector to develop and to be the market channel for international markets (Business Finland 2019.) As the national expert organization in tourism sector, Visit Finland also promotes Lapland and works as a marketing channel for international markets. Therefore, their marketing statement of Finnish Lapland as a destination is relevant, because it gives a direction on which way Finnish Lapland is and will be marketed.

The Regional Council of Lapland describes Lapland with three words: Arctic, open and intelligent. Finnish Lapland covers 30% of Finland as an area; however, its population, 178530 habitants, takes only 3% share of the whole population of Finland. There are all together 21 municipalities and 5 international airports in Finnish Lapland. (Lapin liitto 2019b.)

Tourism industry has an important role in Lapland, since it employs citizens from outside of the municipality centres, helps to maintain the local transportation connections, and brings positive development to rural areas (Lapin liitto 2015). Tourism industry employed approximately 7400 people from Finnish Lapland, and had demand of 1 milliard euros in 2018. All in all, there were 973400 registered overnight stays in Lapland 2018, most from the United Kingdom (Lapin Liitto 2019b.) However, in reality number of visitors is much higher, since a significant number of overnight stays is unregistered (Lapin liitto 2015.)

National parks hold an important role in Lappish travel industry. In Lapland, there are seven out of 37 Finnish national parks, from which the Pallas-Ylläs national park is the most famous (Lapin liitto 2015). Another important part of tourism in

Lapland is cultural tourism around the Sami culture. The Sami are the only indigenous group in the European Union. Tourism opens possibilities to the Sami to disclose their culture and way of life on their own terms. However, there have been conflicts and discussion on using Sami-culture as a product in tourism, especially in using the traditional costumes and selling products that are not original. (Lapin liitto 2015.)

Tourism has been growing in Lapland for the past few years; for example, in 2017 there was a 22% increase in foreign overnight stays, compared to year 2016. In Lapland, the travel season is mainly winter, from November to April, but in the summer season from May to October, there is some tourism too. (Visit Finland 2018.) Figure 4 shows the number of arrivals to Lapland from 1995 to 2018.

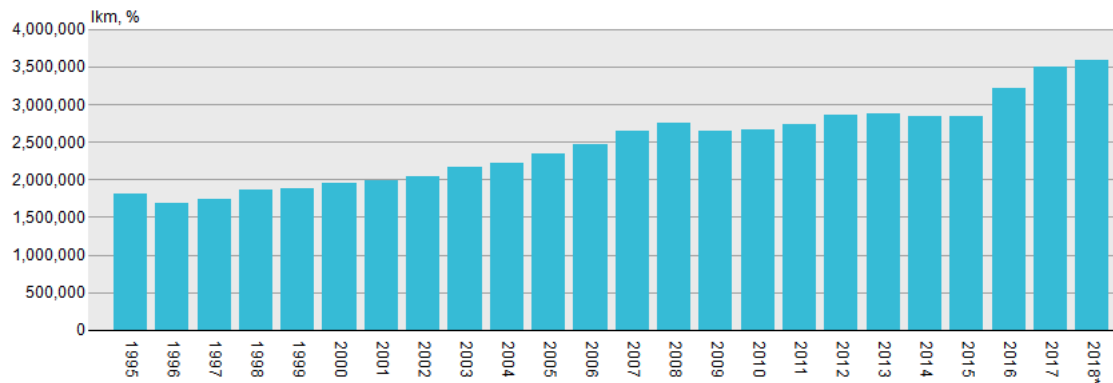


Figure 3. Yearly arrivals, Lapland, 1995-2018. (Statistics Service Rudolf 2019)

In Figure 4 it can be seen that from 1995 the arrivals to Lapland have almost doubled to what it has been recent years. Also, 2015-2017 there was remarkable change in arrival numbers.

Finnish Lapland as a tourist region consists of several areas. By popularity, the most important destinations in Lapland are Rovaniemi, Kittilä (Levi), Inari, Kolari (Ylläs), Kuusamo, Sodankylä, Muonio, Itä-Lappi Enontekiö and Kemi-Tornio. Fastest growing destinations in Lapland are Rovaniemi, Kittilä, Kolari and Inari. Main interests that visitors have in Lapland are winter activities and experiences, Christmas experiences, hiking or spending time in nature, Finnish sauna, and visiting museums and monuments. (Visit Finland 2019b.)

3.2 Rovaniemi City

Rovaniemi, the biggest City in Europe, measured by area, has over 62000 habitants, and was the 16th largest city in Finland by population 2017. There is an international airport located 8 kilometres from the City, and distance to capital of Finland, Helsinki is 815km. Rovaniemi is also said to be the centre for international expertise and culture in Lapland. (Rovaniemi 2017.)

Rovaniemi is branded as the official hometown of Santa Claus (Visit Rovaniemi 2019). Visit Rovaniemi (2019) states that the capital of Lapland, Rovaniemi *“is an urban oasis amidst the Arctic wilderness, where culture, wild activities and fairy tales come together”*.

Rovaniemi is an interesting city with its history, culture and traditions. The city was almost completely destroyed after war 1944, and rebuilt after, following a plan of a Finnish architect Alvar Aalto (Lonely Planet 2019). Furthermore, Rovaniemi is hometown for two major universities, University of Lapland and Lapland University of Applied Sciences, which host all together approximately 7800 students (Rovaniemi 2019).

Nevertheless, several sources reveal that the locals and tourists are not completely satisfied with the current state of tourism in Rovaniemi. Based on an article published in University of Lapland student magazine, students are affected by the rising rental prices caused by private accommodation services for tourism, mainly through Airbnb (Koskela 2018). Koskela (2018) writes, from the perspective of a student, that the control over Airbnb should be better, so that Rovaniemi would not face problems between locals and tourists. Additionally, some locals are tired of having too many tourists, and tourists are disappointed when the destination does not meet their expectations (Nylund 2018).

3.3 Arctic Circle Area and Santa Claus Village

The Arctic Circle is the southernmost latitude where the midnight sun can be seen, and in Finland it crosses the main Rovaniemi-Sodankylä road

approximately 8 kilometres from Rovaniemi City. In Finnish, the Arctic Circle translates as Napapiiri. The Arctic Circle can be crossed by road in many points in Lapland; however, there is an official Arctic Circle marker on the roadside, and commercial Santa Claus Holiday Village built on top of it in Rovaniemi (Harding & Brewer 2003, 294.) Often the area around Santa Claus Holiday Village in Rovaniemi is heard to be generalised by locals as a geographical area called Napapiiri, even though the actual meaning of the word refers to the line of arctic circle.

The Santa Claus Holiday Village is claimed to be the official home for the Father Christmas. There is the office of Santa Claus, where people can go at any time of the year to meet Santa Claus. Several programme service companies, souvenir shops, restaurants the Santa Claus Main Post Office and other services can be found from the village (Santa Claus Village 2019.)

The Arctic Circle is called as must-see destination in Lapland. In 2017, it hosted visitors from over 130 different nationalities (Dragon 2018), and only during the first 13 days in December 2018, there were 45000 visitors in the Santa Claus Main Post Office (Kauppalehti 2018) which feels slightly overwhelming compared to the total of 62000 inhabitants in Rovaniemi municipality.

The Arctic Circle area is often heard to be generalized as if it were a geographically defined area. However, there were no official limitations of the area in any source materials that were found for this research. Most often in the incorporation of The Arctic Circle –area include the surroundings of the Santa Claus Holiday Village, Santa Park, Arctic treehouse hotel and the surrounding neighbourhood, and in some cases the area includes the airport area also. Thus, the geographical definition of the area is often vague. In this research, the area is limited to include the Santa Claus Holiday Village, Santa Park and the surrounding neighbourhood.

4 THESIS PROCESS AND METHODOLOGY

4.1 Commissioner: Arctic Travel Ecosystem for Lapland

The Commissioner of this thesis is the Arctic Travel Ecosystem for Lapland project. The contact person from the project is Kristian Sievers from Lapin liitto, Regional Council of Lapland. Regional Council of Lapland is a federation that focuses on developing, planning and acting as a trustee for Finnish Lapland as a province (Lapin liitto 2019a). Kristian Sievers operates as a project manager for the Arctic Travel Ecosystem for Lapland –project.

The commissioner was suggested by the supervisor of this thesis. The author's original idea for a topic was under a similar theme as an existing project that the Regional council of Lapland had. The commissioner together with the author modified the topic to fit better to the existing Arctic Travel ecosystem for Lapland project.

The aim of the Arctic Travel ecosystem for the Lapland –project is to create a unique innovation ecosystem/cluster for tourism in Lapland. The project also aims to make the Arctic tourism ecosystem visible, raise awareness of tourism knowledge in Lapland, and develop networks and connections between the tourism industry and research, education and development organizations. The project will enhance the creation of jobs, new products and services and the development measures for the needs of the tourism industry. In addition, the project will make Lapland more visible as a destination and connect and engage the tourism actors more closely to develop Arctic tourism in Lapland. The project will develop new tourism strategy for Lapland for the years 2019-2022. The strategy will be based on evaluation of threats and opportunities affecting tourism development and it will provide long-term vision for the development of tourism in Lapland. This new approach clarifies the division of roles, responsibilities and tasks of the actors for the pursuit of development goals. (Sievers 2019.)

4.2 Thesis Process

This paper is a bachelor thesis for Lapland University of Applied Sciences, School of Hospitality Management. The official object of the thesis is to demonstrate and develop the readiness of the student to use their knowledge connected to the studies in a practical task. The thesis should serve as a bridge between studies and working life, making it easier to transfer to working life. The key of the thesis is to aim at professional growth. (Lapland University of Applied Sciences 2019.)

This thesis was written between March and May 2019 in Rovaniemi. The time-frame for the research was tight; however, it was well acknowledged by the author. The time utilized for writing was not much more than a full-time job for those three months, meaning that it varied from 30-40 hours a week. This was possible due the fact that the author had almost finished all of the other studies for the semester before that, and all time could be utilized for working on the thesis.

Despite the available time resources, the process was not easy. The limitation of the topic was challenging to fit to the time frame. Also, the author with the commissioner wanted to make the research wider and more detailed than the supervisors of the thesis found a bachelor level research to be. Therefore, there were compromises made throughout the process, and finally the final limitation of topic was found. There were some problems with communication and the time limits during the process, however, in the end suitable solution for the schedule of the thesis process was found.

The thesis writing was an interesting and educating process. The topic was perfect for the author, as the level of interest for the topic was high and it motivated the author throughout the process. The thesis supported the author's professional growth in many ways.

4.3 Choosing the Research Methodology

Ideally, a research process consists of four parts in the following order: First, there is a theoretical problem formulated. Next an appropriate method is selected, then data are collected and analysed, and finally, the theoretical proposition that the research was launched with is either challenged or supported. (Bernard 2018, 54.) The theoretical problem for this research was formed earlier: is there critical growth in tourism in Rovaniemi, measured by characteristics of mass tourism, overtourism and carrying capacity. This chapter explains the reasoning behind the selected methodology and method.

The research revealed that mass tourism, overtourism and carrying capacity were all more a matter of sensibility than data. Therefore, one way to recognize or measure tourism growth could be to examine the opinions and feelings of hosts, locals, visitors or tourism professionals of an area. For this research, the selected subject of the research are locals.

Locals were thought to be the most suitable subject for this research for several reasons. The research was conducted in Rovaniemi between March and May. Therefore, it is off-season in Lapland, and it would be difficult to collect enough data from the visitors for the research to be valid, since the number of visitors is small at this time of the year. Another reason for not selecting visitors as a subject for the research was that the tourists that visit Rovaniemi during this period might have completely different feeling of tourist quantity than what it could be if the research was conducted in the busiest time of the season, for example December. The subject for the research could also have been the tourism professionals of the selected destination. However, there was another recently written thesis examining the current state of overtourism in Lapland, based on interviewed people from Destination Management Organizations of selected destinations. Therefore, when neither visitors nor tourism professionals were ideal subjects for this research, locals were chosen.

After selecting the research subject, the most suitable method was selected. The selected method for this research was quantitative research in the form of a

survey. For the selected subject, locals in Rovaniemi, quantitative research was thought to provide the results in more general numeric form, whereas the qualitative research could be affected more easily by from individuals' perspectives. A survey was selected in order to figure out the opinions as widely and accordingly as possible, and to represent the view of as many people as possible.

4.4 Quantitative Research

Quantitative research is utilized to test theory, and finally, to support or reject it (McLeod 2017). Quantitative approach provides numeric, structured, short term statistical data (Cohen, Manion & Morrison 2007, 355), which can be put into categories, ranked in order or measured in units (McLeod 2017). Another characteristic of quantitative the method is that the approach is objective and formal. (Cohen, Manion & Morrison 2007, 355). Methods utilized to obtain quantitative data are typically experiments, controlled observations or questionnaires (McLeod 2017). The author chose a survey in form of a self-administrative questionnaire to obtain data for this research. This method was thought to be the most suitable way to approach the subject of the research, locals in Rovaniemi, because of the nature of the research questions and goals, and because there was a clear distribution plan and within that, a possibility to reach enough respondents for the result to be regionally representative.

Every data-collection method has advantages and disadvantages, and the choice of a method should be based on the nature of the questions asked. Advantages of self-administered questionnaires are mainly that it allows the researcher to gather information from a large number of respondents, the questions are same for all the respondents, and thus the results are easier to analyse, and you can ask complex questions with long list of response categories. Disadvantages of self-administrative questionnaires are that there is always a danger that the question is understood incorrectly, and in a situation that the questionnaire is self-administered, there is no possibility to answer respondents' questions of what a particular item means. Another disadvantage is that the likeliness to acquire enough responses to draw conclusions about larger populations can be low, if

the topic is not appealing to the target population, or if the distribution channels do not reach the possible respondents. (Bernard 2018, 198–202)

To maximize the advantages and minimize the disadvantages, the author made a careful distribution plan, to reach out as large number of the target population as possible. The questions were also planned to be as beneficial for the research as possible, whilst being neutral and impartial. The possibility of misunderstanding was minimized by providing detailed instructions and asking the questions as simply as possible. Also, the possibility to ask questions or more information of the survey was provided by offering email assistance.

4.5 Survey

A survey was developed to review the residents' attitude toward tourism growth in Rovaniemi (Appendix 1 and 2). The survey comprised three sections, including the respondents background, and a separate section for questions on the Rovaniemi City area and the Arctic Circle area. In the first section demographic characteristic of age, resident background in the area and connection to tourism were captured. Then the respondents were requested to demonstrate their perceptions toward the tourism growth and the current state of tourism, by choosing their level of agreement in eleven statements about Rovaniemi City area and eight statements about Arctic Circle area. It was done based on their personal opinions by first rating their level of agreement with the given statements on a five-point Likert scale from strongly agree to strongly disagree. The statements given were based on the earlier researched theory about tourism growth. After rating the statements, there was an open question about the impacts of tourism growth for each area separately.

The statements about Rovaniemi were mostly formed directly from the theory regarding critical growth in tourism. However, there was one statement based on signs of overtourism already reported in Rovaniemi City area, concerning Airbnb and business around that. Statements that were utilized in the survey are listed in Table 3.

Table 3. Survey statements, Rovaniemi City Area

| | |
|----|---|
| 1 | Tourism changes the everyday life of the locals positively in Rovaniemi City area |
| 2 | At times, there is too many tourists in Rovaniemi City area |
| 3 | Tourists congest local services (e.g., Supermarket, library, events, swimming pool, etc.) |
| 4 | Tourism changes local culture |
| 5 | Tourism has positive effects to nature in Rovaniemi |
| 6 | It is good that there are many visitors coming to Rovaniemi |
| 7 | It is right that apartments are rented for tourist accommodation in business purposes (e.g. Airbnb) |
| 8 | The growth of tourism poses potential threats to Rovaniemi in the future |
| 9 | The problems of tourism in this area are only seasonal |
| 10 | Tourism does not cause problems for this area |
| 11 | There could be even more tourists in Rovaniemi City area |

The statements utilized to review the residents' attitude toward tourism growth in the Arctic Circle area (Table 4) were nearly identical to the statements in Rovaniemi City area. All of the statements utilized for Rovaniemi City area were not utilized for the Arctic Circle area section, since the areas have differences, and there were small modifications made based on that.

Table 4. Survey statements, The Arctic Circle Area

| | |
|---|---|
| 1 | Tourism changes the everyday life of the locals positively in the Arctic Circle area |
| 2 | At times, there is too many tourists in the Arctic Circle area |
| 3 | Tourism has positive effects to nature in the Arctic Circle area |
| 4 | It is good that there are many visitors coming to the Arctic Circle area |
| 5 | The growth of tourism poses potential threats to the Arctic Circle area in the future |
| 6 | The problems of tourism in this area are only seasonal |
| 7 | Tourism does not cause problems for this area |
| 8 | There could be even more tourists in the Arctic Circle area |

The survey was executed completely in Finnish language, for the reason that the target group of the respondents was locals of Rovaniemi, from whom the majority speak Finnish. If the survey had been conducted in English, it would have been more difficult to reach for example the aging generation that did not have English teaching in their school. The percentage of non-Finnish speakers in Rovaniemi in 2018 was only 3,3 (Centre for Economic Development, Transport and the

Environment 2019). Thus, this supports the decision of conducting the survey in Finnish, since the additional value of responses from the non-Finnish speakers was not considered worth the extra effort that collecting the information in multiple languages would acquire.

The survey was distributed through a variety of channels. The main distribution channel was planned to be social media community named Puskaradio Rovaniemi on Facebook, and the secondary distribution channels included the social circles of the author and the project manager of the commissioning project and students of email list of Lapland UAS students. After publishing the survey to the public Facebook community, a journalist from local news, Yle Lappi, contacted the author and the commissioner that they would like to publish an article about the project and add the link to the survey to the news publication. Therefore, also the local online news page was one of the distribution channels.

As the survey was created based on the researched theory, it can be modified and implemented to investigate the critical growth of tourism in other areas or destinations. Also, the survey can be repeated in the same place after desired time, to compare the change in opinions. The Arctic Travel Ecosystem project plans on using the results to build a sustainable Arctic travel cluster. This survey is a test version of future measurement tools on locals' satisfaction with tourism. The aim of the Regional Council of Lapland is to start examining locals' opinions in Rovaniemi, and later on expand the research all over Lapland. In future, the Regional Council of Lapland plans on asking locals opinions at least every second year. (Holopainen 2019.)

4.6 Quantitative Content Analysis

The first part of the content analysis was to review the results and to assess if some of the information was incorrect or missing. After that the information was organized and gathered for the analysis. The analysis was executed using Excel.

The author reviewed the results of the survey during the process several times, and in the end overviewed all of the results to spot out invalid answers. The review

was useful, since four invalid responses were found and eliminated from the research. Two of them were blank responses with no answers, and two others were clearly harassment of the survey.

The aim of the analysis was to have the results in numeric and comparable form. The analysis was executed utilizing Excel. The Likert –test results were converted into balanced values from all responses using a scale from -1 to 1. The scaling was done by valuing the answers completely agree with one point, agree with half a point, neutral with zero, disagree with minus half and completely disagree with minus one point. All the values per question were summed up and a balance number was created by generalizing the summed values with the number of respondents. The balance number tells the balanced value of all responses.

The data was analysed taking into account all different variables measured. For instance, answers of different age groups, resident backgrounds and connections to tourism were compared, and correlation between them was analysed.

4.7 Reliability and Validity

Validity is an important element of an effective research; however, it is impossible to have 100 percent valid research. Validity demonstrates if the instrument in fact measures what it is supposed to measure. In quantitative research validity can be improved by careful sampling and appropriate statistical treatments of the data. Reliability in quantitative research means dependability, consistency and replicability and it depends on time, measurement instruments and by group of respondents. Cohen, Manion and Morrison (2007) state that there are three main types of reliability in quantitative research: stability, equivalence and internal consistency. The significance of reliability as stability is that the results of a similar or a repeated research are the same if external environment remains the same. Reliability as equivalence means that an equivalent form of the test provides similar results. The third main type of reliability, internal consistency means that the group of respondents provide consistent result. (Cohen, Manion & Morrison 2007, 133, 146–147.)

This research, its methods and results were carefully planned and are presented as transparent as possible. The chosen quantitative method meets the criteria of scientific research method, and takes into account confidentiality and data protection of the respondents. The results are presented publicly on Theseus. The thesis follows the Lapland UAS thesis instructions and criteria, and all the sources are marked in appropriate way.

The validity of this research was ensured by collecting the responses from only people who live in Rovaniemi. The survey separates respondents who have never been residents in Rovaniemi. For assuring reliability, all the questions asked in the survey are based on earlier presented scientific research of tourism growth. However, it is possible that some of the responses were filled in incorrectly or untruthfully. The possible invalid responses were sought to take into account by reviewing the results.

The survey received 158 responses 9.5.2019–17.5.2019. From the responses 154 were valid, and four were found invalid for the analysis. The invalid responses were eliminated before the analysis in order to provide reliable results. Two of the invalid answers were blank, and two others were clearly harassment of the survey. There are over 62000 residents in Rovaniemi, thereby the result from 154 respondents can be considered indicative, not completely valid.

The stability and equivalence as a measure of reliability cannot be yet measured for this research, since it is the first research executed in this topic. However, the commissioner of this thesis has a long-term plan on creating a sustainable form to measure locals' opinions about tourism, and therefore, the stability and equivalence can be measured later. Internal consistency is not high in the survey results. The results of the Likert –scale questions were diverse, meaning that the opinions were often spread equally in the scale into both extremes. However, there was some correlation found between the results and the age of the respondents.

5 SURVEY RESULTS

5.1 Demographics of Respondents

The survey received 154 valid responses 9.5.2019–17.5.2019. The background of the respondents was categorized between the age of the respondent, the time of residence in Rovaniemi and background in tourism field. The connection to the tourism field was specialized by selecting from five options; Business owner, works in tourism field, tourism student, rents apartment/room for tourists, an expert, researcher or professor at a tourism-related institute. The demographic background of the respondents can be seen in Table 5. Most of the respondents were between ages 31-50 and 18-31. More than half of the respondents have lived in Rovaniemi eleven years or more, and 65% do not consider having connection to tourism field.

Table 5. Demographics of Local People Participated in the Research (N=154)

| Demographics | | N | % |
|---------------------------------------|---|-----|----|
| Age | Under 18 | 3 | 2 |
| | 18-30 | 62 | 40 |
| | 31-50 | 63 | 41 |
| | 51-60 | 19 | 12 |
| | 61 or more | 7 | 5 |
| Time of residence in Rovaniemi | Never lived | 2 | 1 |
| | Less than a year | 9 | 6 |
| | 1-5 years | 33 | 21 |
| | 6-10 years | 22 | 14 |
| | 11 years or more | 88 | 57 |
| Connection to tourism field | Business owner | 4 | 3 |
| | Works in tourism field | 31 | 20 |
| | Tourism student | 28 | 18 |
| | Rents apartment/room for tourists | 4 | 3 |
| | An expert, researcher or professor in tourism related institute | 4 | 3 |
| | No connection | 100 | 65 |

5.2 Questionnaire Results

The respondents were asked to evaluate their agreement with eleven statements about the Rovaniemi City area and eight statements about the Arctic Circle area

from Completely agree to Completely disagree. In Figures 4 and 5 all the responses are in the agreement scale. In all statements, there was a lot of diversity in the answers, meaning that the locals were not unanimous. For all statements, there was both agreement and disagreement.

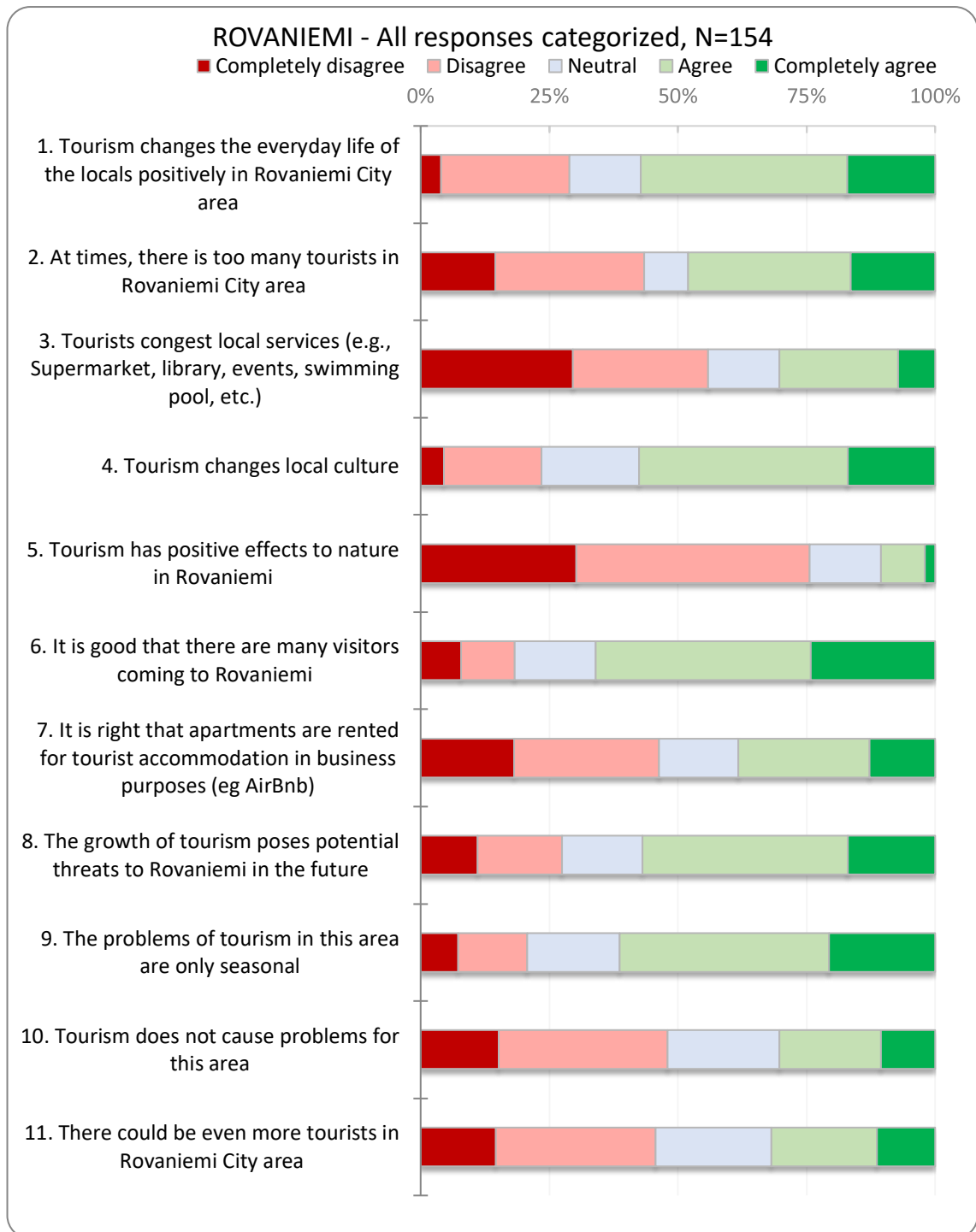


Figure 4. All Responses Categorised by Level of Agreement, Rovaniemi, N=154

From both of the figures, 4 and 5, can be seen that the rate of neutral responses stays steady, not being more than a fourth of all responses. There are relatively more responses in the categories agree and disagree than completely agree or –disagree.

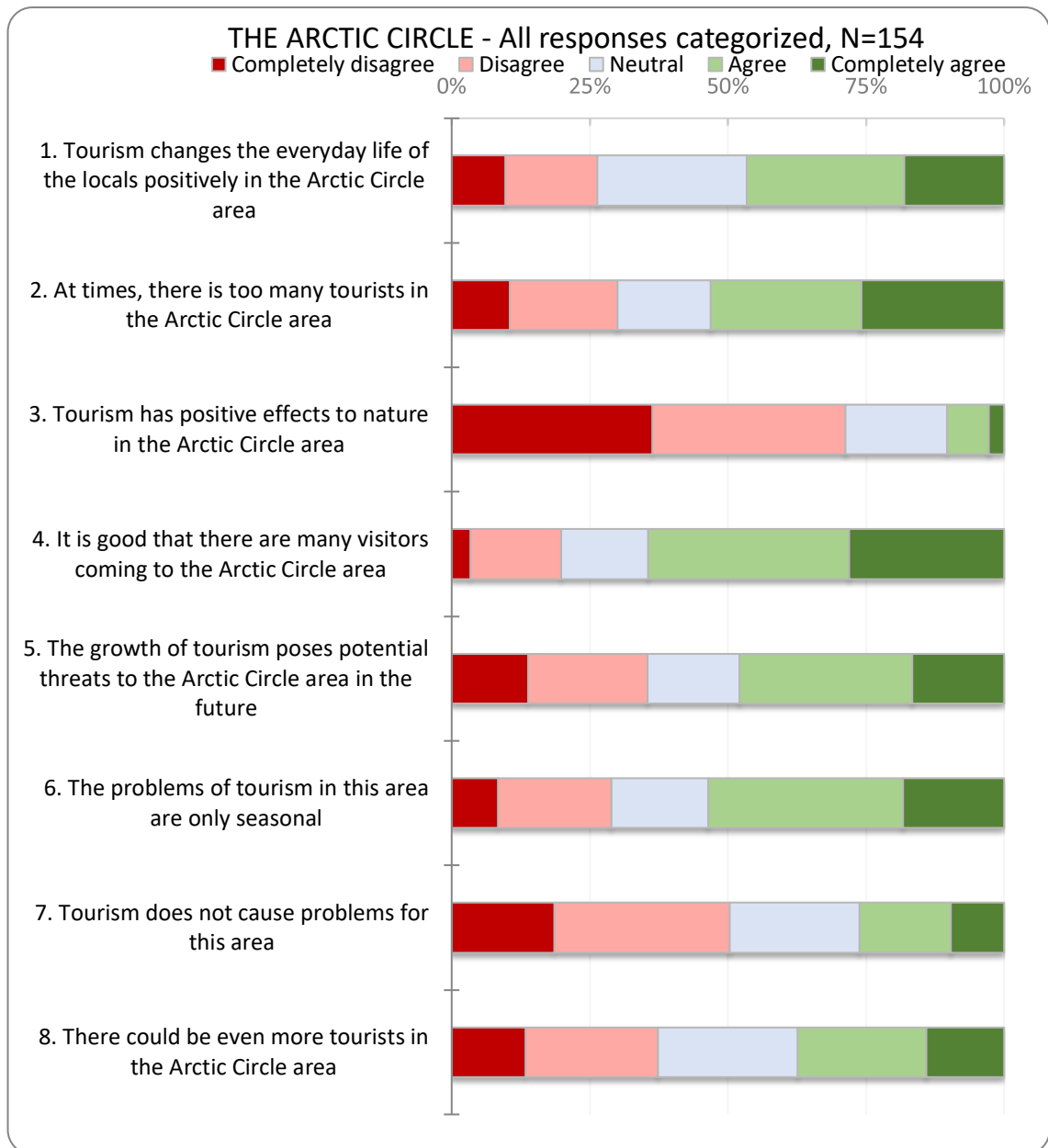


Figure 5. All Responses Categorised by Level of Agreement, The Arctic Circle Area, N=154

The results were analysed by converting the answers on the scale completely agree to completely disagree from 1 to -1. The average of all responses was

The valued results of all respondents in age groups 18–30 and 51–60 were the opposite in some of the questions.

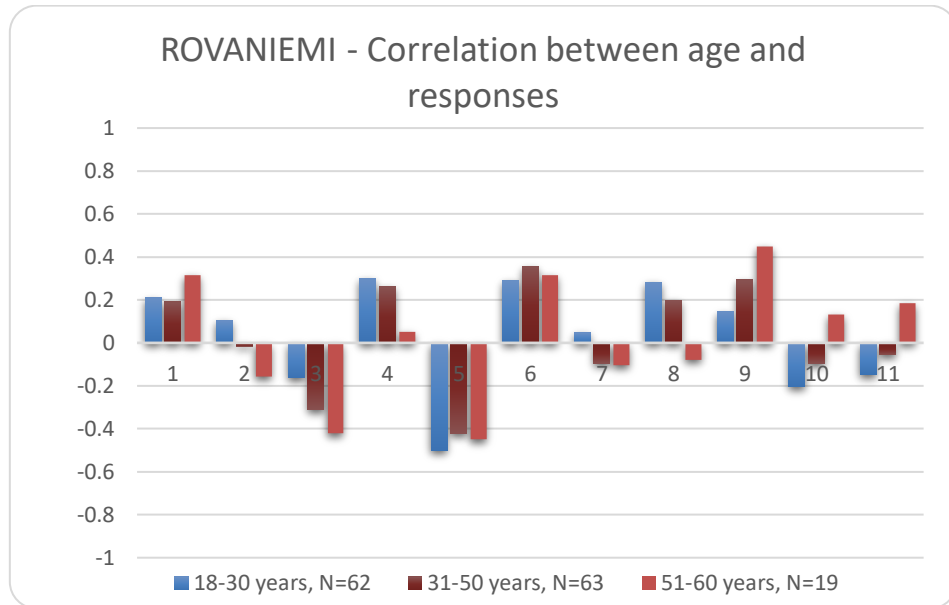


Figure 6. Correlation Between Age and Responses, Rovaniemi

Time of residence do not seem to affect coherently to the responses (Figure 12). Most of the respondents have been living in Rovaniemi eleven years or more; however, their responses in most of the statements are not much different from the answers of people who lived less time in Rovaniemi.

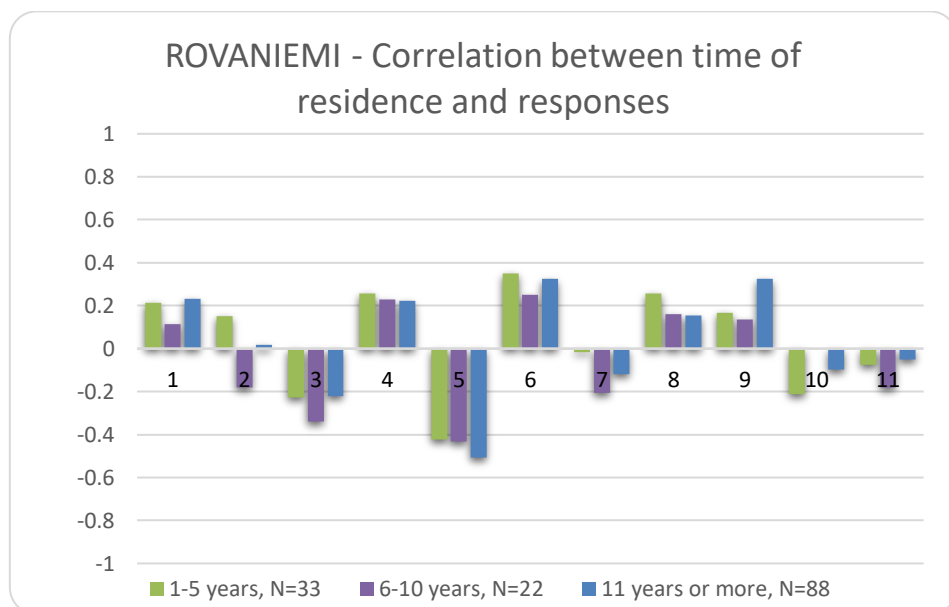


Figure 7. Correlation Between Time of Residence and Responses, Rovaniemi

From the respondents two thirds did not have connection to tourism field. Figure 11 shows that those who have a connection to tourism field have often stronger average results for the statements that those with no connection.

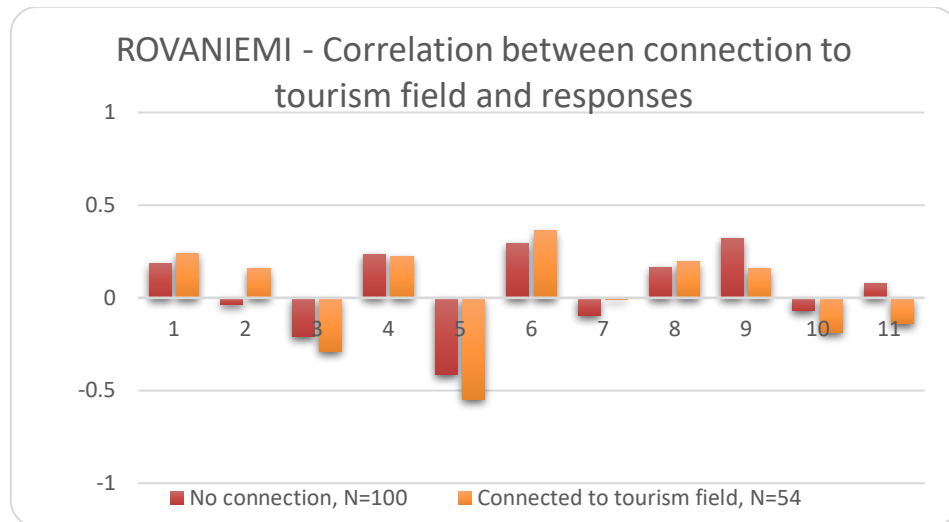


Figure 8. Correlation Between Connection to Tourism Field and Responses, Rovaniemi

5.3 Open Ended Questions

There were two open-ended questions in the survey; one for Rovaniemi city area and one for the Arctic Circle area. The question was: “*What other ways growth of tourism affects this area? Here you can write in your own words the effects of tourism in this area.*” The question was the same for both areas. There was a total of 46 answers to Rovaniemi City –section in the survey, and 36 to the Arctic Circle –section.

The answers regarding Rovaniemi City can be divided to positive and negative groups. In the negative side, people are worried about responsibility, locals’ role in future, nature, safety in traffic, too many tourists and problems with Airbnb and rising rental prices for housing in the city centre. As positive were seen the financial benefits for the city and enterprises, new jobs, many new services and diverse offerings, for example restaurants and cafes, and the new life and joy tourists bring.

In the Arctic Circle area, the responses were slightly different than in Rovaniemi City area. Responsibility was the main concern, in terms of irresponsible growth, dismissing locals in decision making, and building the Santa Claus Holiday Village in too commercial way. The second highest concerns were about nature and lack of restrictions in its use. Other concerns were about dangers that tourists cause to and in traffic, higher prices, having too many tourists, and foreign businesses taking over. There was a small number of positive responses, which were mainly relating to the economic benefits for the businesses.

5.4 Analysis of Results

The results reveal that locals in Rovaniemi feel that overall tourism in Rovaniemi City and in the Arctic Circle area is changing the life of the locals positively, and it is good that many visitors are arriving. According to the answers to open questions, the benefits of tourism for the both areas are the financial benefits for the entrepreneurs and the city, new jobs, the infrastructural development, and new products and services the economic growth and more people bring. In the Likert –test results the congestion or overcrowding of tourists in Rovaniemi City area is not seen as a major problem, or it arouses disagreement among respondents, making the balance of all responses close to neutral. However, the open answers reveal worries about the congestion in the city area, and some of the respondents wish that there should not be more tourists in the city area. In the Arctic Circle area, the growth of tourism is perceived diversely between respondents, too. There is clear agreement that at times there are too many tourists, and that tourism causes problems in the Arctic Circle area. Respondents disagree strongly with the fact that tourism would be beneficial for nature in both areas. Airbnb and apartment business around tourist accommodation is seen partly problematic. Many of the respondents agree that there are many problems around it, for example rising apartment prices especially in winter time, and that restrictions and development for the concept is needed. The residents agree that local culture is being changed by tourism.

The strong diversity in the Likert –test results was not related directly to most of the demographic features measured in this survey. The most significant differences were between age groups. The older respondents had, in general, a

more positive approach to tourism than younger respondents. Where other age groups agreed that sometimes there is too many tourists, that there should not be more tourists, and that tourism causes problems in the area, were the answers of older respondents were the opposite. In both areas, younger respondents agree that the problems tourism causes are not only seasonal.

Interestingly, the respondents who have been living in Rovaniemi a longer time, seem to agree that tourism is not a big threat, whereas the ones who have been living less time in Rovaniemi agree on existing problems. This could indicate that the ones who have been living longer have been observing the changes longer, and can therefore see the changes more positively, or that the residents of longer time have got time to get used to the tourism, and have accepted the changes it brings.

The respondents who had a connection with tourism field were averagely more critical towards tourism than those with no connection. Most of the respondents who were connected to tourism field were tourism students or were working in tourism, and there was not many tourism business owners or entrepreneurs. Therefore, it can be argued that the result would have been different from a business owners point of view.

Strongest balanced values, meaning the most coherent answers in the survey were on follows: tourism does not have positive effects on nature in either destination, it is good that there are many visitors coming to both destinations, tourism does not cause overcrowding in locals' services, problems of tourism are only seasonal in the city area and tourism changes the local culture.

6 CONCLUSION AND DISCUSSION

The goal of this thesis was to find out what is critical growth in tourism, how locals of Rovaniemi perceive the current state of tourism, and if the tourism in Rovaniemi has features of critical growth. Critical growth in tourism was defined by using the critical features of mass tourism, limits of carrying capacity and different definitions of overtourism. A broad definition was formed, and it was that tourism growth is critical if tourism growth affects, or signs of affecting the destination in future more negatively than positively. Later on, the critical features of mass tourism, limits of carrying capacity and definitions of overtourism were converted to statements that could be utilized to measure critical growth in a destination, using visitors, locals or tourism professionals' point of view. This thesis researched the opinions of locals of Rovaniemi, using the statements to measure critical growth. Signs of critical growth were found, although tourism growth was also perceived positively in some aspects.

In general, the locals of Rovaniemi feel that tourism and its growth brings good to Rovaniemi, however there is several problems and critical features that locals are concerned for. Critical features of mass tourism, carrying capacity and overtourism appeared in the survey results. Both the Likert-test and the open-ended questions revealed that there are concerns about environmental consequences of tourism, which was earlier defined as a feature of critical growth, based on both critical features of mass tourism and limits of carrying capacity. Locals were also worried about tourism industry being controlled from outside of the destination, because of new foreign businesses. Locals also felt that in both areas researched, there are too many tourists at times, which is one of the definitions of overtourism.

Earlier in this research a wide range of solutions to control overtourism were introduced. Some of those solutions could be directed to fix or to prevent the critical features that the locals of Rovaniemi were concerned for. To reduce the feeling of having too many tourists, the visitors could be dispersed to a wider area. The accommodation practices should be regulated, and other regulations for tourist housing should be adapted. Most importantly, it should be ensured that tourism benefits local communities. The city should be developed to meet the

needs of its residents and tourists should be considered as second in importance. Lastly, the information should be collected and monitored.

For the opposite concept of overtourism, Responsible tourism, was defined that it would aim to improve destinations to benefit local people and create more jobs, conservation of local heritage and culture and protect nature. Responsible tourism could be utilized as a tool for every tourism destination. It is vital for a growing and developing destination to consider locals as an important aspect of decision making.

For most of the solutions there is not only one actor that would be responsible. Tourism is a complex industry, which has its limits and problematic areas. The responsibility to act is in people who are in control to make decisions. It can be governments, destination management organisations, media or travellers.

The solutions that were found and considered important in order to solve the problems in Rovaniemi are mostly big structural changes. Spreading the visitors a wider area requires a lot of planning, and cooperation from many different actors in tourism field. Also creating new regulations and limitations requires cooperation from different actors in tourism; even though the final regulations are made by authorities, the actors of tourism industry should be involved in the process to ensure results that function.

The goal of the Arctic Travel Ecosystem project is to create a unique innovation cluster for tourism in Lapland. The cluster enables the local actors of tourism industry develop the destinations together towards common goals, and therefore, that project can be one of the key actors in solving the critical aspects of growth in Rovaniemi.

The method to collect locals' opinions in this research was a test version for the future plan to collect data from locals in the Finnish Lapland region. The findings will be utilized indicative in the further development of the project. Also, the Regional Council of Lapland plans on asking locals' opinions about tourism regularly in all over Lapland, and use locals' opinions as one of the indicators of

sustainable growth. Thus, further research around the topic is already planned. More future research could be made from the perspective of tourists and the local tourism actors. It is unsure if critical growth will be utilized as a measurement of needed actions or not. The term functioned well for this research, and the importance of it to tourism research will be disclosed in the future.

In the research method, there is a lot of room for improvement. The survey had only 154 respondents, and therefore, the results cannot be considered completely valid. The study now included only the opinions of the Finnish speaking residents of Rovaniemi, and the sampling was not completely ethical. In further research, the minority of other language groups should be considered to take into account. Also, the distribution of the survey could be more equal. The distribution was now executed mainly by utilizing the email list of students and Facebook community of locals. Not many tourism professionals responded the survey, and the age distribution of respondents was concentrated on mainly people aged between 18 and 50. Also, the survey was executed during a low season in Rovaniemi, and that might have an impact on the way people answered.

Utilizing Likert –scale questions for the survey was an excellent choice. Thus, the statements were impartial, and the answers possibly more honest. Nonetheless, some of the statements were unclear and some do not provide enough information. For example, the opinion if tourism changes the culture was asked, but the statement did not take side whether the change is positive or negative. Also, the order of the statements might have been confusing for the respondents. The statements could have been categorised in a few categories to avoid confusions and to make the answering more structured.

Originally, this thesis was supposed to study and map out different kinds of destinations in Finnish Lapland that have characteristic of overtourism. However, there were modifications made for the thesis to be in the limits of a bachelor-level thesis. As the commissioner is a provincial actor, they wish the research to concern Lapland as a province, or at least introduce the main characteristics of different destinations. Together with the commissioner, the author chose first to

study four different destinations that would represent the province of Lapland from diverse perspective. The motive was to choose touristic destinations that attract tourists for different reasons. The chosen types of destinations were a fast-growing city destination, Rovaniemi City; a destination for winter and Christmas experiences, the Arctic Circle area and Santa Claus Holiday Village; Inari as a cultural destination, and Ylläs as a destination for nature and winter activities. The types of destinations were chosen according to the main interests that visitors in Lapland have had. Those four destinations also belong to destinations that have had fastest growth in tourism in Lapland. The supervisors of the thesis were even now concerned of the quality of the results with the suggested limitation, and the limitation was remodified again. The final limitation was that the city centre of Rovaniemi and the Arctic Circle area are included in the research, and the methodology would be executed in such way that the research can be continued, and easily modified to be utilized in other destinations in Lapland too.

The thesis process was educative and challenging for the author. Often the ideas and suggestions of the supervisors of the thesis were completely opposite of the commissioner's wishes. From time to time, the author had struggles with finding solutions that would meet the requirements of both, the supervisors and the commissioner, and making endless changes between those approaches changed the original approach of the author. Yet, the author is satisfied with the results, and grateful for the supervision and guidance she has recieved. Lastly, the author hopes that this thesis will be useful for the commissioner and for the local tourism research.

BIBLIOGRAPHY

- Bernard, H. R. 2018. *Research Methods in Anthropology: Qualitative and Quantitative Approaches*. London, UK: Rowman & Littlefield, 54, 198-202.
- Business Finland 2019. Accessed 16 March 2019 <https://www.businessfinland.fi/en/for-finnish-customers/about-us/results-and-impact/>.
- Centre for Economic Development, Transport and the Environment 2019. *Ulkomaalaiset Lapissa*. 25.4.2018
- Cohen, L., Manion, L. & Morrison, K. 2007. *Research Methods in Education*. London and New York: Routledge, 133, 146-147, 355.
- Egresi, I. 2018. "Tourists Go Home!" – Tourism Overcrowding and "Tourismophobia" in European Cities (Can Tourists and Residents Still Co-Habitate in the City?). POLIS University.
- Dragon, K 2018. *Kiinalaiset turistit täyttävät Lapin – Katoaako luonnon rauha?* Accessed 29 March 2019 <https://www.etehti.fi/artikkeli/matkaopas/kiinalaiset-turistit-tayttavat-lapin-katoaako-luonnon-rauha>.
- Francis, J. 2019. *Overtourism Solutions*. Accessed 1 April 2019 <https://www.responsibletravel.com/copy/overtourism-solutions>.
- Goodwin, H. 2017. *The Challenge of Overtourism*. Responsible Tourism Partnership Working Paper 2017:10.
- Harding, P. & Brewer, J. 2003. *Finland*. Lonely Planet.
- Harrison, D. & Sharpley, R. 2017. *Mass Tourism in a Small World*. Boston, USA: CABI International.
- Holopainen, H. *Lappilaisilta kysytään pian säännöllisesti mielipidettä matkailusta – paikallisesta palautteesta voi tulla yksi menestymisen mittareista*. Yle Lappi. *Matkailu* 05/2019. Accessed 21 May 2019 <https://yle.fi/uutiset/3-10780627>.
- Ionescu, A. 2014. *The Origins of Mass Tourism*. Accessed 14 May 2019 https://www.academia.edu/20109150/The_origins_of_mass_tourism.
- Kennel, J. 2016. *Carrying Capacity*. In *Encyclopedia of Tourism*. Springer International Publishing, 133.
- Koskela, T. T. 2018. *Airbnb haastaa opiskelijakaupungin asuntomarkkinat*. Accessed 29 March 2019 <http://lapinylioppilaslehti.fi/2018/02/19/airbnb-haastaa-opiskelijakaupungin-asuntomarkkinat/>.

Lapin liitto 2015. Lapin Matkailustrategia 2015-2018. Accessed 4 April 2019
http://www.lappi.fi/c/document_library/get_file?folderId=2265071&name=DLFE-25498.pdf.

–2019a. Lapland Above Ordinary. Accessed 14 March 2019
<http://www.lappi.fi/tervetuloa>.

–2019b. Lappi Lukuina. Accessed 4 April 2019
http://luotsi.lappi.fi/c/document_library/get_file?folderId=931431&name=DLFE-34720.pdf.

Lapland University of Applied Sciences 2019. Thesis. Accessed 1 April 2019
<https://www.lapinamk.fi/en/Students/Study-Guide,-Bachelors-Degree-Programme-Students/Thesis-instructions>.

Lonely Planet 2019. Rovaniemi. Accessed April 1 2019
<https://www.lonelyplanet.com/finland/lapland/rovaniemi>.

McLeod, S. 2017. What's the Difference Between Qualitative and Quantitative Research. Accessed April 24 2019
<https://www.simplypsychology.org/qualitative-quantitative.html>.

McKinsey & Company 2017. Coping with Success. Managing Overcrowding in Tourism Destinations. World Travel & Tourism Council, 8-9.

Nylund, A. 2018. Is It Ok for You to Be a Tourist? Accessed 29 March 2019
<https://forestexperience.wordpress.com/2018/07/21/is-it-ok-for-you-to-be-a-tourist/>.

Page, S. J. & Hall, C. M. 2003. Managing Urban Tourism. Harlow, UK: Pearson Education Limited.

Rafat, A. 2016. Exploring the Coming Perils of Overtourism. 2016/8 Accessed 21 March 2019
<https://skift.com/2016/08/23/exploring-the-coming-perils-of-overtourism/>.

Rovaniemi 2017. Kunta Lyhyesti. Accessed 29 March 2019
<https://www.rovaniemi.fi/fi/Palvelut/Kuntainfo/Kunta-lyhyesti>.

–2019. Higher Education. Accessed 29 March 2019
<https://international.rovaniemi.fi/en/Services/Education/Higher-education>.

Santa Claus Village 2019. Welcome to Santa Claus Village in Rovaniemi. Accessed 28 April 2019
<https://santaclausvillage.info/>.

Sievers, K. 2019. About Lapin arktinen ekosysteemi –hanke. Email greta.rimpilainen@edu.lapinamk.fi 9 April 2019. Printed out 26 April 2019.

Statistics Service Rudolf 2019. Accessed 5 April 2019
http://visitfinland.stat.fi/PXWeb/pxweb/en/VisitFinland/VisitFinland__Majoitustilastot/visitfinland_matk_pxt_116t.px/chart/chartViewColumn/?rxid=e6d29391-e907-4836-95a4-e0ec531da963.

Sörensson, A. 2011. Sustainable Mass Tourism: Fantasy or Reality? The International Journal of Environmental, Cultural, Economic & Social, 7 (5), 329.

UNWTO 2004. Tourism Congestion Management at Natural and Cultural Sites. UNWTO, Madrid.

–2017. UNWTO Tourism Highlights 2017, 4-5. Accessed 4 April 2019
http://turizam.ide3it.com/Ak.god.%202017-18/MT_2017-2018/UNWTO%20Tourism%20Highlights%202016.pdf.

–2019. International Tourism Results 2018 and Outlook 2019. Accessed 4 April 2019
http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_barometer_jan19_presentation_en.pdf.

Visit Finland 2018. Foreign Overnights in Finland 2017. Accessed 4 April 2019
<https://www.businessfinland.fi/globalassets/finnish-customers/02-build-your-network/visit-finland/2017-review-travel-in-finland.pdf>.

–2019a. Lapland. Accessed 2 April 2019 <https://www.visitfinland.com/lapland/>.

–2019b. Matkailun suuralueet - Lappi 2017. Accessed 5 April 2019
<https://www.businessfinland.fi/globalassets/finnish-customers/02-build-your-network/visit-finland/matkailun-suuralueet-lappi.pdf>.

Visit Rovaniemi 2019. Accessed 21 March 2019 www.visitrovaniemi.fi.

Zelenka, J. & Kacetyl, J. 2014. The Concept of Carrying Capacity in Tourism. *Amfiteatru Economic*, 641–642.

APPENDICES

- Appendix 1. Questionnaire in Finnish, original
- Appendix 2. Questionnaire in English, translated
- Appendix 3. The Arctic Circle Area, Correlation Between Age and Responses, Figure
- Appendix 4. The Arctic Circle Area, Correlation Between Time of Residence and Responses, Figure
- Appendix 5. The Arctic Circle Area, Correlation Between Connection to Tourism Field and Responses, Figure

Appendix 1 1(5) Questionnaire in Finnish, original

28.5.2019

Lapin arktinen matkailuekosysteemi -hankkeen mielipidetutkimus matkailun kasvuun Rovaniemellä

Lapin arktinen matkailuekosysteemi -hankkeen mielipidetutkimus matkailun kasvuun Rovaniemellä

Arvoisa kyselyyn vastaaja,

Pyytäisimme sinua ystävällisesti osallistumaan kyselyyn, joka on osa Lapin liiton arktinen matkailuekosysteemi -hankkeen tutkimusta. Tämän kyselyn tarkoitus on kartoittaa paikallisten näkemystä matkailun kasvuun ja vaikutuksiin Rovaniemen keskustan sekä Napapiirin alueella. Vastaamalla voit mahdollisesti vaikuttaa matkailun paikalliseen kehittämiseen.

Kyselyyn vastaaminen on vapaaehtoista ja luottamuksellista. Vastaaajien tunnistetietoja ei kerätä eikä tallenneta, ja kysely tehdään täysin nimettömänä. Tilastot ja tutkimustulokset julkaistaan yhteenvetoina, taulukoina ja kuvioina. Niistä ei voi erottaa, mitä yksittäinen henkilö on vastannut.

Kyselyyn vastaamiseen kuluu aikaa 3-5 minuuttia.

Kyselyassistenttimme vastaa mielellään esille tuleviin kysymyksiin kyselyä koskien. Voit myös ottaa yhteyttä assistenttiin, jos haluat lisätietoa tutkimuksesta. Jos haluat tietää lisää Lapin arktinen matkailuekosysteemi -hankkeesta, voit ottaa yhteyttä hankkeen projektipäällikköön.

Projektipäällikkö Kristian Sievers, kristian.sievers@lapinliitto.fi
Kyselyassistentti Greta Rimpiläinen, greta.rimpilainen@edu.lapinamk.fi

Ystävällisin terveisin,

Greta Rimpiläinen

Matkailualan tutkimus- ja koulutusinstituutti (MTI)
Lapin ammattikorkeakoulu

Vastaajan tausta

Tämän osion kysymysten tarkoitus on kartoittaa vastaajien taustaa. Vastaukset käsitellään luottamuksellisesti, eikä tuloksista voida tunnistaa yksittäisiä henkilöitä.

1. Ikä

Merkitse vain yksi soikio.

- Alle 18
 18-30
 31-50
 51-60
 61 tai enemmän

2. Asuinaika Rovaniemellä yhteensä

Merkitse vain yksi soikio.

- En ole koskaan asunut
 Alle vuosi
 1-5 vuotta
 6-10 vuotta
 11 vuotta tai enemmän

Appendix 1 2(5) Questionnaire in Finnish, original

26.5.2019

Lapin arkisen matkailusektoreiden -hankkeen mielipidetutkimus matkailun kasvun Rovaniemellä

3. Toimitko matkailualalla?

Merkitse vain yksi solkio.

- Kyllä (Siirry seuraavaan kysymykseen)
- Ei (Siirry suoraan seuraavaan osioon)

4. Jos vastaat edelliseen kyllä, mikä on yhteytesi? Voit valita useamman kuin yhden. Jos valitsit edelliseen ei, jätä tämä tyhjäksi.

Valitse kaikki sopivat vaihtoehdot.

- Omistan yrityksen matkailualalla
- Työskentelen matkailualalla
- Opiskelen matkailualaa
- Vuokraan majoitustilaa matkailijoille
- Toimin asiantuntijana, tutkijana tai opettajana matkailuun liittyvässä oppilaitoksessa, instituutissa tai muussa vastaavassa
- Muu: _____

Rovaniemen keskustan alue

Tämän osion kysymykset koskevat Rovaniemen keskustan aluetta. Keskustan alueeseen lasketaan ydinkeskusta ja sitä ympäröivät asuinalueet.

Osioon saa vastata, vaikka ei olekaan asunut alueella.

Appendix 1 3(5) Questionnaire in Finnish, original

28.5.2019

Lapin aktiivisen matkailusektoreiden -sankkeen mielipidetutkimus matkailun kasvun Rovaniemellä

5. Ole hyvä, ja valitse seuraavtiin väittämiin parhaan mielipidetettävaihtoehto. Jos et osaa sanoa, voit myös jättää rivin tyhjäksi.

Merkitse vain yksi soikio riviä kohden.

| | Täysin eri mieltä | Jokseenkin eri mieltä | Ei samaa eikä eri mieltä | Jokseenkin samaa mieltä | Täysin samaa mieltä |
|--|-----------------------|-----------------------|--------------------------|-------------------------|-----------------------|
| 1. Matkailu muuttaa paikallisten arkea positiivisesti Rovaniemen keskustan alueella. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Matkailijoiden määrä on ajoittain liian suuri keskustan alueella. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Matkailijat ruuhkauttavat paikallisille tarkoitettuja palveluita (esim. kauppa, kirjasto, tapahtumat, ulmahalli). | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Matkailu muuttaa paikallista kulttuuria. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Matkailulla on positiivisia vaikutuksia luontoon Rovaniemen alueella. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Minusta on hyvä, että Rovaniemelle tulee paljon vierailijoita. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. On oikein, että asuntoja vuokrataan matkailijoiden majoitustarpeeseen bisnestarkoituksessa (Esim. Airbnb). | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Matkailun kasvu aiheuttaa potentiaalisia uhkia Rovaniemelle tulevaisuudessa. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. Matkailun ongelmat Rovaniemen keskustan alueella ovat vain kausiluonteisia. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. Matkailusta ei aiheudu ongelmia Rovaniemen keskustan alueelle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. Matkailijoita voisi olla keskustan alueella vielä lisää. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Appendix 1 4(5) Questionnaire in Finnish, original

26.5.2019

Lapin aktiivisen matkailusektoreiden -hankkeen mielipidetutkimus matkailun kasvun Rovaniemellä

6. Miten muuten matkailun kasvu vaikuttaa Rovaniemen keskustan alueella? Halutessasi kirjoita tähän omin sanoin matkailun kasvun vaikutuksista Rovaniemen keskustan alueella.

Napapiirin alue

Tämän osion kysymykset koskevat Napapiirin aluetta. Napapiirin alueeseen lasketaan Joulupukin pajakytä, Santapark ja näitä ympäröivät luonto- sekä asuinalueet.

Osioon saa vastata, vaikka ei asunut alueella.

7. Ole hyvä, ja valitse seuraavien väittämien parhaiten mielipidettäsi kuvaava vaihtoehto. Jos et osaa sanoa, voit myös jättää rivin tyhjäksi.

Merkitse vain yksi soikio riviä kohden.

| | Täysin eri mieltä | Jokseenkin eri mieltä | Ei samaa eikä eri mieltä | Jokseenkin samaa mieltä | Täysin samaa mieltä |
|--|-----------------------|-----------------------|--------------------------|-------------------------|-----------------------|
| 1. Matkailu muuttaa paikallisten arkea positiivisesti Napapiirin alueella. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Matkailijoiden määrä on ajoittain liian suuri Napapiirin alueella. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Matkailulla on positiivisia vaikutuksia luontoon Napapiirin alueella. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Minusta on hyvä, että Napapiirin alueelle tulee paljon vierailijoita. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Matkailun kasvu aiheuttaa potentiaalisia uhkia Napapiirin alueelle tulevaisuudessa. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Matkailun ongelmat Napapiirin alueella ovat vain kausiluonteisia. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Matkailusta ei aiheudu ongelmia Napapiirin alueelle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Matkailijoita voisi olla Napapiirin alueella vielä lisää. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Appendix 1 5(5) Questionnaire in Finnish, original

28.5.2019

Lapin aktiivisen matkailuseksoyrystyömi -hankkeen miöipidetökytömy matkailun kasvun Rovaniemellä

8. Miten muuten matkailun kasvu vaikuttaa Napapiirin alueella? Haluteessasi kirjoita tähän omin sanoin matkailun kasvun vaikutuksista Napapiirin alueella.

Kiitos vastauksistasi!

Kiitos osallistumisestasi tähän kyselyyn. Muistathan vielä lähettää vastauksesi painamalla "Läheta" -nappia.

Toivotamme sinulle ihanaa kevään jatkoa!

Palvelun tarjoaa

 Google Forms

Appendix 2. 1(3) Questionnaire in English, translated

1.6.2019

The Arctic Ecosystem for Lapland - Locals opinions on tourism growth in Rovaniemi

The Arctic Ecosystem for Lapland - Locals opinions on tourism growth in Rovaniemi

Dear Respondent,

We would kindly ask you to participate in the survey, which is part of the research of the Arctic Tourism Ecosystem project of the Regional council of Lapland. The purpose of this survey is to map out the views of the local people on the growth and impact of tourism in the Rovaniemi center and the Arctic Circle. By answering you can potentially affect the local development of tourism.

Answering the survey is voluntary and confidential. Respondent identification information is not collected nor stored. Statistics and research results are published in summaries, tables and figures. There cannot be distinguished what a single person has answered.

It takes 3-5 minutes to respond to the survey.

Our survey assistant will be happy to answer any questions you may have about the survey. You can also contact the assistant for more information on the study. If you want to know more about the Lapland Arctic Tourism Ecosystem project, you can contact the project manager.

Project Manager Kristian Sievers, kristian.sievers@lapinliitto.fi
Survey assistant Greta Rimpiläinen, greta.rimpilainen@edu.lapinamk.fi

Regards,

Greta Rimpiläinen

Multidimensional Tourism Institute (MTI)
Lapland University of Applied Sciences

Demographics

The purpose of the questions in this section is to map out the background of the respondents. Responses are treated confidentially and no individual can be identified from the results.

1. Age

Merkitse vain yksi soikio.

- Under 18
 18-30
 31-50
 51-60
 61 or more

2. Time of residence in Rovaniemi

Merkitse vain yksi soikio.

- I have never lived
 Less than a year
 1-5 years
 6-10 years
 11 years or more

Appendix 2. 2(3) Questionnaire in English, translated

1.6.2019

The Arctic Ecosystem for Lapland - Locals' opinions on tourism growth in Rovaniemi

3. Do you have connection to tourism field

Merkitse vain yksi solkio.

- Yes
- No

4. If you answered yes for previous one, what is your connection?

Valitse kaikki sopivat vaihtoehdot.

- I own a business in tourism field
- I work in tourism field
- I study tourism
- I rent accommodation for tourists
- I act as an expert, researcher or professor in tourism related institute
- Muu: _____

Rovaniemi City area

The questions in this section relate to the area of Rovaniemi city center. The City area is the main center and surrounding residential areas.

You can answer the questions even if you have not lived in the area.

5. Please, select the option that best describes your opinion on the following statements. If you can't say, you can also leave the line blank.

Merkitse vain yksi solkio rivin kohden.

| | Completely disagree | Disagree | Neutral | Agree | Completely agree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. Tourism will change the everyday life of local people in the center of Rovaniemi. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. The number of tourists is sometimes too large in the downtown area. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Tourists congest local services (eg shop, library, events, indoor swimming pool). | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Tourism changes local culture. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Tourism has a positive impact on nature in the Rovaniemi area. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. I think it is good that there will be many visitors to Rovaniemi. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. It is right that apartments are rented for tourist accommodation for business purposes (eg Airbnb). | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. The growth of tourism poses potential threats to Rovaniemi in the future. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. Travel problems in the Rovaniemi downtown area are only seasonal. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. There is no problem with tourism in the center of Rovaniemi. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. There could be more tourists in the downtown area. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Appendix 2. 3(3) Questionnaire in English, translated

1.6.2019

The Arctic Ecosystem for Lapland - Locals' opinions on tourism growth in Rovaniemi

6. How the growth of tourism affects the Rovaniemi downtown area? If you wish, write in your own words about the effects of tourism growth in the center of Rovaniemi.

The Arctic Circle Area

The questions in this section apply to the Arctic Circle. The Arctic Circle area includes Santa Claus Village, Santapark and the surrounding nature and residential areas.

You can answer the questions even if you have not lived in the area.

7. Please, select the option that best describes your opinion on the following statements. If you can't say, you can also leave the line blank.

Merkitse vain yksi solkio rivin kohden.

| | Completely disagree | Disagree | Neutral | Agree | Completely agree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. Tourism changes the everyday life of the locals positively in the Arctic Circle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. The number of tourists is occasionally too large in the Arctic Circle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Tourism has positive effects on nature in the Arctic Circle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. I think it is good to have a lot of visitors to the Arctic Circle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. The growth of tourism poses potential threats to the future of the Arctic Circle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Tourism problems in the Arctic Circle are only seasonal. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Tourism is not a problem for the Arctic Circle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Tourists could be even more in the Arctic Circle. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. How the growth of tourism affects the Arctic Circle area? If you wish, write in your own words about the effects of tourism growth on the Arctic Circle.

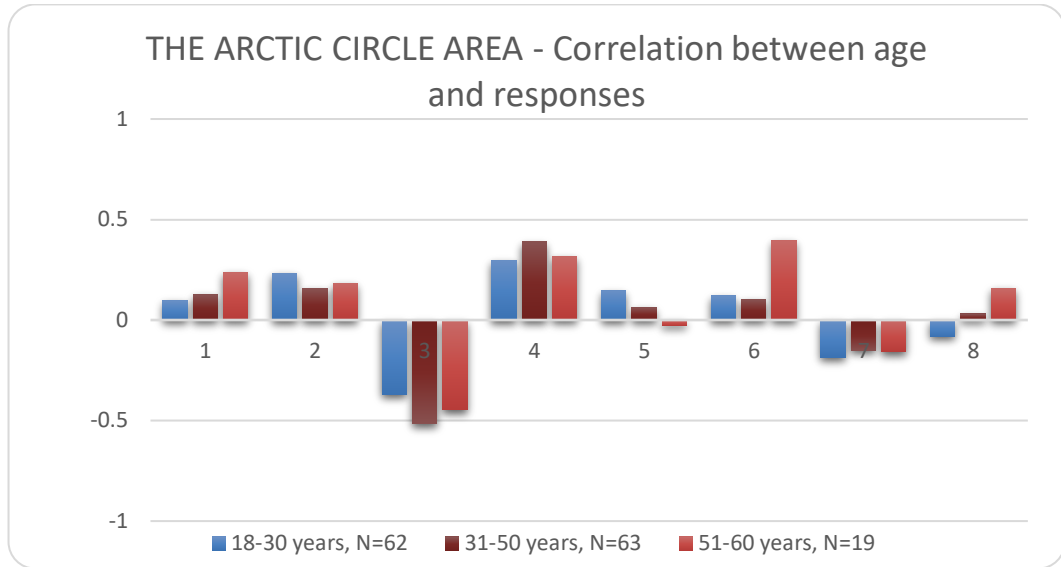
Thank you!

Palvelun tarjonta

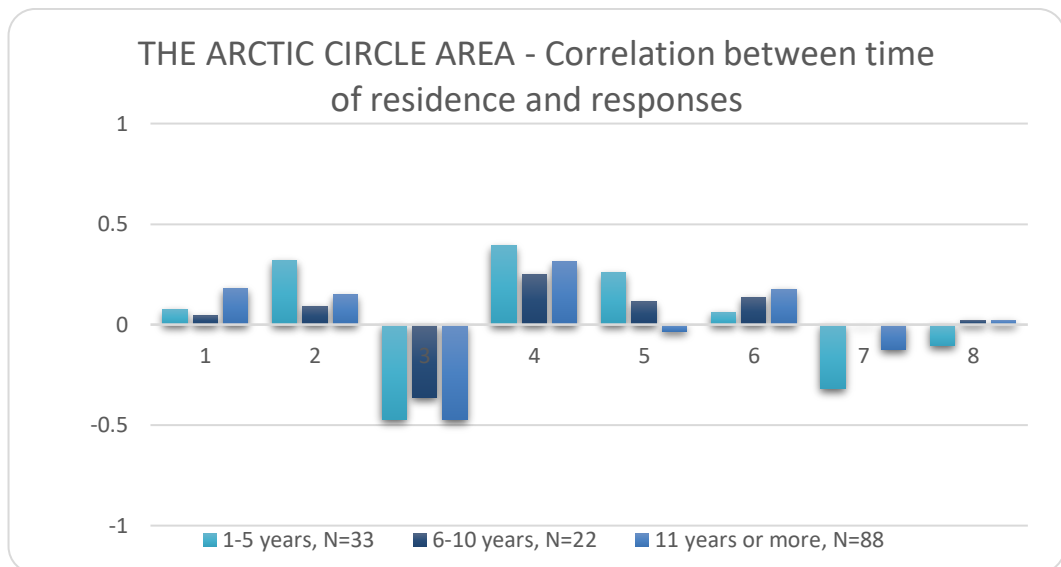
<https://docs.google.com/forms/d/1GBCyOQzgtR4y5wLslgEYLJBC9BN6SHDcjAYDfY7WQ/wd8>

3/4

Appendix 3. The Arctic Circle Area, Correlation Between Age and Responses (N=154)



Appendix 4. The Arctic Circle Area, Correlation Between Time of Residence and Responses (N=154)



Appendix 5. The Arctic Circle Area, Correlation Between Connection to Tourism Field and Responses (N=154)

