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NATURE AND ADVENTURE TOURISM
Matkailun opetusmateriaalia englanniksi

Opinnäytetyö
KESKI-POHJANMAAN AMMATTIKORKEAKOULU
Matkailun koulutusohjelma
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TIIVISTELMÄ OPINNÄYTETYÖSTÄ

Yksikkö Pietarsaaren yksikkö	Aika Marraskuu 2010	Tekijä/tekijät Tiina Hakkarainen
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Työn nimi NATURE AND ADVENTURE TOURISM - Matkailun opetusmateriaalia englanniksi.		
Työn ohjaaja Katarina Broman	Sivumäärä 20 + 55	
Työelämäohjaaja Raili Häggblom		
<p>Nature and Adventure Tourism- Matkailun opetusmateriaalia englanniksi opinnäytetyön tarkoituksena oli tuottaa opetusmateriaalia ammattikorkeakoulutasoiseen opetukseen Keski-Pohjanmaan ammattikorkeakouluun. Opetusmateriaali on tarkoitettu kurssille nimeltä Nature and Adventure Tourism ja se tuotetaan englanninkielisenä vapaavalintaisena kurssina Degree Programme of Tourism koulutusohjelman opiskelijoille. Materiaalia käytetään mahdollisuuksien mukaan osana kurssin opetusta.</p> <p>Työni on toiminnallinen opinnäytetyö ja opetusmateriaali on tuotokseni. Tarkoitus oli luoda materiaalia, johon on koottu kurssia koskien keskeiset asiat. Materiaali keskittyy paljon Suomen luontomatkailuun, sen erityispiirteisiin ja SWOT- analyysiin. Muita maita, jotka nousevat tekstissä esille ovat Norja ja Kreikka.</p> <p>Punaisena lankana materiaalipaketissa oli houkutella lukijaa omaan pohtivaan ajatteluun, tuoda esille alan moninaisuutta sekä lisätä ympäristövalintojen tärkeyttä luonto- ja elämysmatkailussa. Ympäristötietoisuudella on kasvava merkitys matkailussa.</p> <p>Työn tietoperusta kertoi kurssin tavoitteista, ammattikorkeakoulun opetuksen roolista ja lähdekriittisyydestä osana materiaalin tekoa. Lähdekriittisyydestä muodostui työssä tärkeäksi seikaksi, jotta luotettavat aineistot päätyivät materiaalin tietoperustaksi. Lisäksi mukana on omia valintojani ja omakohtaista kerrontaa työn vaiheista.</p> <p>Olen oppinut kirjoitusprosessin aikana paljon. Englanninkieleni on hioutunut ja ajatukseni aiheeseen ovat syventyneet. Onnistuin opetusmateriaalin tuottamisessa ja materiaalia tullaan käyttämään pohjana kurssin opetuksessa.</p>		
Asiasanat Elämysmatkailu, luontomatkailu, materiaalipaketti, opetusmateriaali, ympäristöystävällisyys.		

ABSTRACT

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Degree programme Tourism Programme		
Name of thesis Nature and Adventure Tourism- Teaching material for tourism programme in English		
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<p>Nature and Adventure Tourism -Teaching material for tourism programme in English was to create teaching material for Central Ostrobothnia University of Applied Sciences. Teaching material is intended for a course called Nature and Adventure Tourism, and it is produced in English. The course is optional and meant for the Degree Programme of Tourism students. The material will be use as part of the course instruction.</p> <p>The work is called practical based thesis and the teaching material is my product. The aim was to create a material, which combines the key issues of the course. The material focuses on Finnish nature-based tourism, its peculiarities and SWOT analyses. Other countries, which will be used as an example, will be Norway and Greece. The environmental friendliness and sustainability also have an important part in the material when taking a look to the future of tourism business.</p> <p>The main thing in the material package to attract the readers to reflect on their own thoughts, to highlight the diversity and increase choices in the environmental importance of nature and adventure tourism.</p> <p>The theory part tells about the course objectives, education in Universities of Applied Sciences and criticalness with sources. Being critical with the sources happened to be very an important part of making the material, so that a reliable database would end up in the knowledge base. In the theory part there is also included to my choices and my thoughts while making the material.</p> <p>The result to write teaching material succeeded. Material will be used as a base when teaching Nature and Adventure Tourism course.</p>		
Key words		
Adventure tourism, environmental friendliness, nature tourism, sustainability, teaching material.		

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1 JOHDANTO

Opinnäytetyöni tavoitteena on materiaalin luominen opetuskäyttöön. Työni jakautuu kahteen osaan eli suomenkieliseen raporttiin ja englanninkieliseen opetusmateriaaliin. Opetusmateriaali on tuotettu Keski-Pohjanmaan ammattikorkeakoulun Nature- and Adventure tourism -kurssille Degree Programme of Tourism -tutkintoa suorittaville opiskelijoille. Toimeksiantajanani toimii Raili Häggblom, joka vastaa kurssin opettamisesta. Kurssi toteutetaan englanninkielellä valinnaisena opintojaksona.

Suomenkielinen raportti kertoo teoriaan viitaten tuotokseni eli opetusmateriaalin tekemisestä ja siihen vaikuttaneista päätöksistä. Prosessin aikana paljon aikaa kului materiaalin suunnitteluun. Pohdin myös, mitä asioita ottaa mukaan materiaaliin ja mikä olisi oikea ja hyvä tapa tuottaa tekstiä juuri tähän tarkoitukseen. Raportissani olen tuonut näitä asioita esille, kertonut materiaalin edistymisestä sekä siihen vaikuttaneista päätöksistä.

Koen, että luonto- ja elämysmatkailua koskeva aiheeni on ajankohtainen ja tuo esille matkailussa esille tulevia kysymyksiä luontoon ja ihmisten hyvinvointiin liittyen. Ympäristöasioilla on tärkeä merkitys jokapäiväisissä valinnoissamme, sillä on osa yhteiskuntaa ja politiikkaa ja se luo pohjan tulevaisuuden sukupolvien menestymiselle. Sillä on tärkeä osa myös matkailussa. Monille matkailijoille matkailupalveluiden ympäristö-ystävällisyys onkin tärkeä valintakriteeri.

Tuon opetusmateriaalissa esille erilaisin esimerkein luonto- ja elämysaktiviteettejä, joiden toivon lisäävän tietoutta luontomatkailun monipuolisuudesta ja kannustavan ihmisiä luonnon pariin. Luonto toimii tehokkaana virkistäjänä arjen kiireen keskellä ja sillä on olennainen osa hyvinvointiamme. Onkin suotavaa, että matkailu on ottanut tämän näkökulman käyttöönsä ja samalla tuottaa palveluita kestävän kehityksen periaattein.

Esimerkeiksi luonto- ja elämysmatkailusta nostin Suomen lisäksi esille kaksi muuta maata, Kreikan ja Norjan minulle läheisten kokemusten ja kiinnostuksen vuoksi. Minulla on omakohtaisia kokemuksia näiden maiden turismista ja luontomatkailusta, jonka katsoin hyödykseni.

Kirjoitusprosessi on ollut monivaiheinen ja haasteellinen. Englanninkieli toi materiaalin tuottamiseen oman lisänsä. Uusia asioita oli otettava huomioon ja kirjoitusasua muokattava huolellisesti loppuun asti. Olen oppinut kirjoitusprosessin aikana paljon. Englanninkieleni on hioutunut ja ajatukseni aiheeseen ovat syventyneet. Saavutin työssäni tavoitteen, joka oli luoda tietopohjainen opetusmateriaalipaketti opetuskäyttöön.

2 TOIMINNALLINEN OPINNÄYTETYÖ

Toiminnallisen opinnäytetyön tuloksena syntyy jokin konkreettinen tuotos. Tuotos voi olla jonkun materiaalin tuottaminen kuten tässä opinnäytetyössä matkailun opetusmateriaalin valmistaminen. Tässä luvussa esittelen toiminnallisen opinnäytetyön luonnetta sekä opetusmateriaalin kirjoittamiseen liittyviä ratkaisuja. Opetusmateriaalin kirjoittaminen on monivaiheinen prosessi, jossa on ollut mukana erilaisia vaihteita.

2.1 Opetusmateriaalin tuottaminen

Toiminnallisen opinnäytetyön lopullisena tuotoksena on aina jokin tuote. Tämä tuote voi olla esimerkiksi kirja, ohjeistus, tietopaketti, portfolio, tapahtuma, messu- tai esittelyosasto. Työstä raportoidessa on tärkeää käsitellä lopullisen tuotoksen saavuttamiseen käytettyjä keinoja. On tärkeää, että opinnäytetyön toiminnallinen osuus on kohderyhmää palveleva. Ilmaisuu on mukautettava tavoitetta, vastaanottajaa, viestintätilannetta ja tekstilajia palveleviksi. Toteutustapaa valittaessa on hyvä kiinnittää huomioita ja pohtia tapaa, jonka kautta se palvelisi kohderyhmän tarkoituksia parhaiten. (Vilka & Airaksinen 2003, 51.)

Toiminnallisen opinnäytetyöni tuote on opetusmateriaalin valmistaminen ammattikorkeakouluopiskelijoille matkailun koulutusohjelman Nature and Adventure Tourism- kurssille. Vilkan ja Airaksisen ohjeiden mukaan aloitin prosessin miettimällä materiaali kohderyhmää ja sen kautta sopivaa ilmaisua tekstin tuottamiseen. Opetusmateriaalin toteutuskieleksi muodostui englanti opetettavan kurssin kielen mukaan. Tekstiä pyrin luomaan informatiivisella ja toteavaan tavalla. Kohderyhmän kiinnostusta halusin herätellä tuomalla mukaan erilaisia esimerkkeinä alasta. Kansainvälistä näkökulmaa materiaaliin tuovat Suomen, Norjan ja Kreikan luonto- ja elämysmatkailu sekä maiden tarjoamat monipuoliset aktiviteetit.

Toiminnallinen opinnäytetyö rakentuu kahdesta osasta, joita ovat raportti ja siihen kuuluva produkti eli tuotos, joka on usein kirjallinen. Vaatimukset niin produktin kuin raportin osalta ovat hyvin erilaiset. Raportissa selvitetään prosessia ja oppimista, kun taas produktilta vaaditaan toisenlaisia tekstuaalisia ominaisuuksia kuten kohde- ja käyttäjäryhmän puhuttelua. Näiden kahden osan tekstilajitkin voivat erota suuresti toisistaan. Tämä kaksijakoisuus on tärkeää pitää mielessä jo toiminnallisen työn aloittamisesta saakka. (Vilka & Airaksinen 2003, 65.)

Omalla kohdallani toiminnallinen opinnäyteyö koostuu raportista ja tuotoksestani opetusmateriaalista. Raportti on opetusmateriaalin tekemisestä ja siihen vaikuttaneista päätöksistä koostuva selittävä kokonaisuus. Se kertoo lukijalle, miten produkti on saanut alkunsa ja miten prosessin on edennyt. Raportti auttaa aiheesta kiinnostunutta lukijaa pääsemään paremmin syvemmälle kirjoitettuun tekstiin, joka auttamaan ymmärtämisessä ja tulkitsemisessä. Opetusmateriaali on pääasiallinen tuotokseni, jonka valmistan toimeksiantajalleni hänen toiveita huomioiden.

Toiminnalliseen opinnäytetyöhön ei yleensä kuulu tutkimuskysymysten eikä tutkimusongelmien esittely. Kirjoittajan on kuitenkin hyvä itse pohtia kysymysten kautta omaa opinnäytteen suunnittelua ja sen tekemisen suuntautumista. Tekijän pohdittavaksi jää esimerkiksi millainen on hyvä tuotos, miten laatia se kohderyhmälle sopivaksi, miten siitä saa kiinnostavan, miltä sen visuaalinen ilme tulee näyttämään ja tuleeko se vastaamaan tarkoitustaan. (Vilka & Airaksinen 2003, 30.)

Opetusmateriaalin tekemiseen ei kohdallani suoranaisesti liittynyt tutkimuskysymystä, vaan liikkeelle lähdin Nature and Adventure Tourism- kurssin sisällöstä, kurssiin liittyvistä tavoitteista sekä toimeksiantajan toivomuksista. Sisällön visuaaliseen ilmeeseen en kokenut pystyväni vaikuttamaan kovin paljon, koska itsessään opetusmateriaalille on kriteerit, millainen sen täytyy olla. Tekstiä suunnitellessani ja materiaalia kootessani lähdin liikkeelle omasta kiinnostuksestani aiheeseen. Tarkoitukseni oli nostaa esille esimerkkejä ja asioita, jotka ovat aiheen kannalta tärkeitä sekä olennainen osa aiheesta oppiessa. Omalla mielenkiinnollani aiheeseen oli myös vaikutusta ja pyrinkin tuomaan esille

kiinnostavia ja ajankohtaisia asioita aiheeseen liittyen. Materiaalia luodessa keskityin paljon luonnon hyvinvointiin, ympäristöystävällisyyteen ja matkailun ympäristöön kohdistuviin vaikutuksiin, jotka ovat varmasti tärkeitä asioita huomioida tulevaisuuden matkailubisneksissä.

Suomen luonto- ja ympäristömatkailun kehittämistä halusin nostaa esille erityisesti ja sen vuoksi kirjoitin aiheesta oman lukunsa. Toivon, että luku herättelee lukijaa pohtimaan myöskin mitkä ovat niin Suomen vahvuudet kuin heikkoudet. Uskon, että vain nämä seikat huomioimalla voi ymmärtää maan matkailun tilaa ja sitä kautta pystyy kehittämään uusia ideoita.

2.2 Kohderyhmän huomioiminen

Kohderyhmä ja kohderyhmän rajausta ovat oleellisia osa-alueita opinnäytetyössä. Kohderyhmän huomioiminen takaa sen, että opinnäytetyö on tehty kohteen tarkoituksia ajatellen. Toiminnalliset opinnäytetyöt usein suunnataan tietyille kohderyhmälle tai sen käytettäväksi. Esimerkkinä tästä voivat olla perehdytysoppaat, jotka on suunnattu työssä aloitteleville tai huvipuiston esite lapsiperheille. (Vilka & Airaksinen 2003, 38–39.)

Tärkeää kohdallani oli huomioida, että tuotokseni olisi tulossa opetuskäyttöön ammattikorkeatasolle ja että kurssin sisältö antaisi osaltaan raamit ja rajoitteet materiaalityökselleni. Kyseessä oleva Nature and Adventure tourism toteutetaan vapaavalintaisena englanninkielisenä opintojaksona matkailualan Degree Program of tourism –opiskelijoille. Kurssin vapaavalintaisuus nosti jo tuotoksen suunnitteluvaiheessa rimaa korkeammalle, koska tämän kurssin valitsevat opiskelijat ovat motivoituneita ja kiinnostuneita tietämään ja opiskelemaan asiasta syvemmin. Ehkä heillä on myös jo aiempaa tietoa aiheen asioista tai tulevaisuuden suunnitelmia luonto- tai elämysmatkailun suunnalle.

Vilka ja Airaksinen (2003, 40) katsoo, että toiminnallisen opinnäytetyön toteuttaminen ilman kohderyhmää on lähes mahdotonta, koska kohderyhmä tarjoaa rajauksen valintojen joukolle ja auttaa valitsemaan joukon parhaimman sisältövaihtoehdon. Hyvä kohderyhmän valinta antaa hyvän rajauksen ja sopivan laajuuden koko opinnäytetyölle. Kun opinnäytetyö on valmis, voi kohderyhmää hyödyntää kokonaisarvioinnissa. Kohderyhmältä saa arvokasta palautetta sille tehdystä opinnäytetyön tuotteesta mm. käytettävyydestä, onnistumisesta, selkeydestä ja ammatillisesta merkittävydestä.

Heti alusta alkaen koin opetusmateriaalin tekemisen itselleni mieluiseksi. Materiaalin löytyminen ei missään vaiheessa ollut ongelma. Kriittisyys muodostui osaksi kirjoitusta, koska samasta asiasta saattoi löytyä paljon samanlaista tietoa, mutta lähteen luotettavuus ratkaisi, mistä tiedon lopulta poimin käyttööni. Sisällön suhteen oli paljon pohdintaa, mitkä asiat kuulusivat olennaisesti aiheeseen. Käsitteiden sisällyttäminen oli selvää minulle heti alusta alkaen.

Oma kiinnostukseni aiheeseen näkyy selvimmin Norjaa ja Kreikkaa käsittelevissä kappaleissa. Niihin olen kerännyt maita esittelevän osuuden, jonka koen olevan tarpeellinen niin yleissivistävässä muodossa kuin myös vierasmaalaisille opiskelijoille, joilla perustieto näistä maista saattaa olla hyvinkin niukka. Esimerkit maiden matkailuista olivat myös itseä kiinnostavia ja Kreikan Samaria Gorge- luonnonpuistosta minulla on omakohtainen kokemus, joka innoitti nostamaan sen esille. Mielestäni muiden maiden käsitteleminen Suomen matkailun lisäksi antaa aiheesta laajemman ja mielenkiintoisemman näkökulman. Aktiviteetit ja retket riippuvat suuresti maiden luonnon erityispiirteistä ja vaihtelevuus näissä tapauksissa voi olla hyvinkin suuri.

Toiminnallisissa opinnäytetöissä tekemisen, taitojen ja ammatillisen käytännön osaamisen merkitys korostuu ja niiden kaksiosaisuus asettaa esikuvien niukkuudellaan kirjoittajille aivan uusia, innoittavia haasteita. Toiminnallisen opinnäytetyön kirjoittaminen antaa mahdollisuudet luoda jotain uutta, tuoda esille ongelmanratkaisukyvyyn ja uudistaa käytäntöjä sekä tuottaa uutta. Usein ajattelemme, että uutta tietoa on vain sellainen, jota ei maailmassa vielä ole. Uutta tietoa on myös se, johon henkilö produktin saa omalla

persoonallisella tavallaan. Tämä tapa saattaa avartaa toisen ammattilaisen näkemystä alan mahdollisuuksista, joilla kyseisiä asioita voi toteuttaa. (Vilkkä & Airaksinen 2003, 69.)

3 NATURE AND ADVENTURE TOURISM - KURSSI

Nature and adventure tourism- kurssi toteutetaan osana Bachelor of Hospitality Management- tutkintoa Keski-Pohjanmaan ammattikorkeakoulussa Pietarsaaren yksikössä. Kurssi on vapaavalintainen ja sitä tarjotaan Degree programme of tourism- koulutusohjelmassa toisen ja kolmannen vuosikurssin opiskelijoille. Toimeksiantajanani ja kurssin lehtorina toimii Raili Häggblom. Vuonna 2008 syksyllä Pietarsaaren yksikössä tapahtui suuri muutos, kun matkailun koulutusohjelma muuttui englanninkieliseksi ja opiskelijaryhmä muuttui entistä kansainvälisemmäksi. Suurin osa Keski-Pohjanmaan ammattikorkeakoulun ulkomaalaisista tutkinto-opiskelijoista tulee Aasiasta, erityisesti Kiinasta ja Nepalista. Keski-Pohjanmaan ammattikorkeakoulu on yksi Suomen kansainvälistyneimmistä ammattikorkeakouluista tutkinto-opiskelijoiden määrää tarkastellessa. Ammattikorkeakoulussa voi opiskella englannin kielellä kuutta eri koulutusohjelmaa. (Keski-Pohjanmaa 2010.)

Vuoden 2007 aikana Keski-Pohjanmaan ammattikorkeakoulun englanninkielisissä koulutusohjelmissa oli noin 250 ulkomaalaista tutkinto-opiskelijaa ja 87 ulkomaalaista vaihto-opiskelijaa, jotka edustivat noin 30 eri kansallisuutta. (Keski-Pohjanmaa 2010).

Opintojakson tavoitteena on, että oppilaat tutustuvat Suomen luonnon vetovoimaan ja mahdollisuuksiin matkailun näkökulmasta sekä pystyvät kehittämään ja markkinoimaan luontomatkailun tuotteita. Kurssin sisältö koostuu luontomatkailun moninaisista käsitteistä sekä alan sisällöstä. Kurssissa tarkastellaan Suomen luontoa matkailun kohteena, alan tuotteiden ja toiminnan laatua, toimintaa sekä alan kehittymismahdollisuuksia ja markkinointia alalla. (Keski-Pohjanmaan ammattikorkeakoulu 2010.)

Koska tarkoituksena on tuottaa opetusmateriaalia ammattikorkeakoulun tasoiseen opetukseen, on hyvä huomioida kurssin sisällön opetussuunnitelma ja sille asetetut tavoitteet. Toimeksiantaja antoi hyvät raamit aiheelle ja siitä olen lähtenyt kurssin sisältöä huomioiden liikkeelle. Tarkoitus ei ole antaa produktini kautta suuria, kattavia informaatiopaketteja suoraan valmiiseen opetuskäyttöön vaan tarjota monipuolisen materiaalin avulla erilaisia keinoja ja näkemyksiä mitä kaikkea kurssi voi sisältää sekä

tuoda uutta alan tietoa esille. Tekemäni opetusmateriaali onkin täynnä ns. pieniä puroja, jotka johdattelevat ja vievät asioita uusille suuremmille vesille.

Nykyään tietoa löytyy paljon ja se on jokaisen saatavilla. Tärkeämmäksi koenkin materiaalin avulla saavutettavan opiskelijoiden ajatusmaailman laajenemisen alasta, heidän pohdinnan ja mielenkiinnon heräämisen. Itse opiskelijan näkökulmasta sain aiheeseen perehtyessäni paljon uutta ja ihmeellistä tietoa. Tällä en tarkoita suoranaisesti kirjoista saatua tietoa, vaan näkemyksiä ja ideoita, joiden kautta tätä kirjoista saatua tietoa pystyy käyttämään hyödyksi nyt ja vielä enemmän soveltaen tulevaisuudessa. Matkailu on herkkä ja tässä hetkessä elävä ala, joka vaatii alan ihmisiltä kokoajan ajanhermoilla olemista, uuden soveltamista sekä oppimista.

Toivon, että opetusmateriaalini tarjoaa uusia elämyksiä ja ajatusten virtoja kohderyhmän keskuudessa. Tulevaisuuden osaajista riippuu paljon, mihin suuntaan ala lähtee kehittymään ja olisikin hyvä, että jokainen opiskelija kokisi omat erityispiirteensä vahvuuksiksi, joiden esille tuomisen ja toteuttamisen kautta voi luoda uusia innovaatioita ja toimia alan kehittäjinä. Maailma on ideoita täynnä ja moni asia onkin vain luovuudesta kiinni.

4 OPETUSMATERIAALIN TOTEUTUS

Tässä kappaleessa kerrotaan opetusmateriaalin kirjoitusprosessiin liittyvistä ratkaisuista ja lähdekriittisyyden roolista osana materiaalin kirjoituksessa.

4.1 Sisällölliset ratkaisut

Kun sain selville tarkan kuvauksen kurssista ja sen sisällöstä oli aika alkaa miettiä sopivaa materiaalia. Valikoidessa kirjoja ja muita materiaaleja oli mietittävä asioita monesta eri näkökulmasta. Opiskelijoille on tarjottava kurssissa haastetta, mutta materiaalin täytyy olla samalla mielenkiintoista ja tarkoitukseen sopivaa. Meisalon (2003, 151) mukaan oppimateriaalilla tarkoitetaan aineistoa, joka on tarkoitettu tietyn aihepiirin opiskelua varten. Kuten aina opiskelussa, kurssille asetetaan tavoitteita.

Opetusmateriaalia kirjoittaessani pyrin asioiden loogiseen etenemiseen. Aivan alussa esitellään käsitteitä, mikä johdattelee aiheeseen. Käsitteiden määrittely on tärkeää, jotta lukija tietää niiden merkityksen ja ymmärtää tämän tiedon kautta muun materiaalin sisällön. Mielestäni on tärkeää, että käsitteet aukaistaan heti alussa lukijalle, koska niiden ymmärtäminen luo pohjan muulle oppimiselle, joka liittyy aiheeseen. Seuraavana osuutena materiaalissa on kappale matkailun historiasta. Se kertoo matkailussa tapahtuneista muutoksista, kriiseistä sekä luonto- ja ympäristöasioista. Koin tämän kappaleen hyvänä lisänä aiheeseen, koska se heijastaa ajan mukanaan tuomia muutoksia. Historia osuuden jälkeen koin loogisena siirtyä nykypäivän matkailun aiheuttamiin vaikutuksiin ja tulevaisuuden trendeihin omissa kappaleissaan. Trendit heijastavat paljon tulevaisuuden suuntaa, vaikka kaikkea tulevaa ei olekaan vielä mahdollista ennustaa.

Suomen luonto- ja elämysmatkailun käsittely oli automaattisesti mielessäni kuuluvaksi osaksi työtä. Suomesta halusin erityisesti nostaa esille matkailun kehittämisen. SWOT-analyysissä olen pohtinut heikkouksia ja vahvuuksia, jotka ovat olennaisia seikkoja tiedostaa, jotta voi ymmärtää maan matkailua ja nähdä sen kehittämismielessä. SWOT-

analyysi avaa silmät maan erikoisuuksille samoin kuin tekee tietoiseksi, missä asioissa olisi vielä parantamisen varaa.

Pohdinnan jälkeen nostin myös esille Suomessa matkailussa toimivan keskushallinnon, alueellisen hallinnon sekä niiden työtehtävien jaon. Tähän ratkaisuun päädyin, koska materiaali päätyy sellaisten ryhmien käyttöön, jossa suurin osa henkilöistä on ulkomaalaistaustaisia. Heidän kotimaansa toiminta voi erota suuresti Suomen toimintamallista ja tämä voi avata heidän silmänsä asian toimivuudelle aivan uudella tavalla.

4.2 Lähdekriittisyys

Ohjeistusten, oppaiden, käsikirjojen sekä tietopakettien tuottamisen kohdalla on lähdekritiikin tärkeys suuri. On oltava tietoinen, mistä lähteet on poimittu ja ovatko ne luotettavia. Oleellista on myös kuvata, mistä lähteet ovat sekä kuvailtava miten käytettyjen lähteiden oikeellisuus ja luotettavuus on varmistettu. Ongelmaksi saattaa muodostua se, että kaikki tieto ei ole ajanmukaista ja ne saattavat olla ristiriidassa keskenään. Internetiä lähteenä käyttäessä törmää ongelmaan, onko kirjoittajan auktoriteetti luotettavalla pohjalla tiedonjakamiseen. (Vilka & Airaksinen 2003, 53–54.)

Oman alan kirjallisuuslähteiden seuraaminen suuntaa kirjoittajaa käyttämään ajanmukaista materiaalia ja osoittaa lukijalle kirjoittajan tietämyksen alasta opinnäytetyön kirjoitushetkellä. Tiedonlähteen auktoriteettia voi arvioida julkaistujen lähdeviitteiden ja lähdeluetteloiden kautta. Jos joku tekijä toistuu niissä useasti, on kyseisellä henkilöllä todennäköisesti alalla auktoriteettia ja tunnettuutta. Tällaisten teosten seuraaminen on suotavaa. Tarjolla olevista lähteistä on hyvä valita tuoreimmat, sillä tieto muuttuu ja päivittyy nopeasti. (Vilka & Airaksinen 2003, 72.)

Oppikirjojen ja käsikirjojen käyttöä suositellaan välttämään, koska niiden katsotaan sisältävän moneen kertaan suodatettua ja tulkittua tietoa. Poikkeusaloja löytyy ja niitä ovat

muun muassa matkailu ja multimediatuotanto, joissa kirjallista tietoperustaa ollaan vasta luomassa. Oheisaineistoina ja oman työn tukena oppikirjat ja käsikirjat ovat suositeltavia ja käyttökelpoisia materiaaleja. (Vilka & Airaksinen 2003, 73.)

Materiaalia produktiossaan etsiessäni törmäsin ongelmaan, jossa minun oli vaikea löytää ns. perustietoa ja käsitteitä mistään muualta kuin alan oppikirjoista. Lueskelun ja tarkastelun jälkeen oppikirjoista alkoi löytyä eroja sisällön ja kerronnan osalta. Tämä kiinnitti huomiotani ja sai pohtimaan tuotostani kokonaisuutena, jonka ansioista päätin panostaa vain laadukkaiden ja uusien lähteiden löytymiseen. Lisäksi koen, että erilaisia oppikirjoja tutkiessani sain hyödyllisiä vinkkejä opetusmateriaalin tekoon niin kielen kuin ilmaisunkin osalta. Joissain kirjoissa kielen taso ja kerronta olivat niin kankeita ja kapulamaisia, jotka osaltaan jättävät asian sisällön ymmärtämättömäksi. Oppikirjalähteet kantoivat työtäni eteenpäin perusteiden osalta vahvasti. Koen sen kuitenkin hyvänä asiana, koska opetusmateriaalini käyttäjällä on mahdollisuudet hakeutua lähteiden äärelle lisätietoa tarvittaessa. Valitsemisani oppikirjoissa asiat oli ilmaistu tarkasti ja ymmärrettävästi, mikä antaa mahdollisuudet vahvaan alan perustiedon hallitsemiseen ja sen kautta mahdollisuudet monipuoliseen soveltamiseen ja uuden kehittämiseen. Lähteitä on käytetty runsaasti mikä antaa kattavan kuvan alasta.

Toiminnallisissa opinnäytetöissä lähteiden laatu ja niiden soveltuvuus ovat pääasia. Jokaisen lähteen pitää palvella kyseistä tarkoitustaan eikä lukumäärä ole se, johon katse kiinnitetään. Perinteisten kirjallisten lähteiden, kuten artikkeleiden ja kirjojen lisäksi lähteitä voivat olla vaikkapa haastattelut, raportit, esitteet, liiketoimintasuunnitelmat sekä muut erilaiset sähköiset aineistot. (Vilka & Airaksinen 2003, 77.)

Lähteiden kirjo osaltani muuntui monipuolisemmaksi kuin alussa suunnittelin. Erilaisia ajankohtaisia kirjoja, nettisivuja ja artikkeleita tarttui matkan varrelta mukaan ja ne mahdollistivat monipuolisen materiaalin syntymisen. Opetusmateriaalia tehdessäni suurin osa materiaalista on noudettu englanninkielisistä lähteistä, mutta myös käännöksiä norjan- ja suomenkielisistä lähteistä englantiin on tehty jonkin verran. Kaiken tarvittavan materiaalin saaminen englanninkielellä ei ollut mahdollista ja joissain tapauksissa

englanninkielinen tieto asiasta verrattuna tiedon alkuperäiskielellä olevaan materiaaliin oli aivan liian suppea. Näissä tapauksissa lähdekriittisyys nousi olennaisesti ilmi, koska esimerkiksi englanninkielinen Internet -materiaali oli Suomen matkailun alan toimijoiden kohdalla täysin hakoteillä, mikä on osittain kyllä täysin ymmärrettävää. Tämä suomenkielinen teksti oli käännettävä englanniksi, jotta tarpeellinen tieto saatiin käyttöön.

5 OPETUS MURROKSESSA AMMATTIKORKEAKOULUSSA

Aika on tuonut mukanaan muutoksia ammattikorkeakouluissa tapahtuvaan opetukseen. Aiemmin valloillaan ollut instituutioajattelu koulutuksen lähtökohtana on vanhentunut näkemys. Nykyään koulu tulisi nähdä organisaationa, jonka päätehtävä on tukea oppimista. ”Koulu tai korkeakoulu ei ole itsetarkoitus instituutiona vaan se saa olon oikeutuksensa edistämällä oppijoiden oppimista. Tässä kohdin ei myöskään sovi unohtaa koulujen ja korkeakoulujen työelämän kehittämistehtävää.” (Meisalo 2003, 33).

Perehdyin materiaalia kirjoittaessani myös opettamista koskevaan kirjallisuuteen, vaikka se ei olennaisesti olekaan osa työtäni. Koen kuitenkin, että sain kasvatustieteestä ja opetuksesta kertovista kirjoista ajatuksia materiaalini tekoon. Opiskelijana olen tietoinen mitä hyvältä materiaalilta vaaditaan, mutta vasta näitä kirjoja lukiessani ymmärsin suuremman kuvan ammattikorkeakoulujen opetuksen tarkoituksesta.

Kaikki koulut Suomen koulutusjärjestelmässä, kuten myös ammattikorkeakoulut ovat osa maan kansainvälistä kilpailukykyä. Myös koulutusalat, jotka kouluttavat ammattilaisia kotimaan sisäisille työmarkkinoille, yhteisöille ja yrityksille kotimaan palveluille ovat tärkeässä roolissa. Sisäiset palvelut ja niiden toiminta muodostavat nekin epäsuorasti osuuden maan kilpailukyvyistä globaaleilla markkinoilla. (Salakari 2009, 143.)

Pohtiessani tätä asiaa minulle nousi vahvasti mieleen kansainvälisyyden tuomat haasteet. Oppimalla muiden maiden tavoista myös matkailussa, voimme parantaa Suomen asemaa markkinoilla käyttäen hyväksi jo toimivia ideoita. Mielestäni on vain hyvä tuoda esimerkkejä alasta ulkomailta enemmän esille ja sitä kautta saada aikaan pohdintaa, toimisiko tämä Suomessa vai ei. Nykyään myös matkustetaan paljon ja lähes huomaamatta maailmalta tarttuu mukaan uusia ajatuksia. Voi olla hyvinkin mahdollista, että Suomen matkailu tulee muuttumaan paljon uusien alan työntekijöiden myötä.

Ammattikorkeakoulusta valmistuu pääosin tulevaisuuden toimihenkilöitä, joilla on samalla runsaasti käytännöllisiä taitoja, joita he soveltavat työelämässä. Tämän osalta koulutustavoitteet eroavat tiedekorkeakoulusta, joissa opintojen painotus on enemmän

teoriaan. On haasteellista ammattikorkeakouluille saavuttaa tilanne, jossa valmistuneilta edellytetään sekä teoreettista että käytännön osaamista. Kysymys onkin miten ammattikorkeakouluissa opetus tulisi järjestää, jotta asia olisi mahdollinen. (Salakari 2009,143.)

Oppiminen prosessina on muuttunut, koska maailma muuttuu ja oppiminen muuttuu toimintaympäristöjen muuttumisen myötä. Oppimisprosessiin vaikuttaa se missä olosuhteissa opimme ja se mitä opimme. Se miten opimme, on kyse useimmiten aika-, paikka- ja aihesidonnaista. Koulutusorganisaatioiden menestymisen kannalta on tärkeää huomioida oppimisen muuttuminen. Koulutusorganisaatioiden kehityksen ja menestymisen kannalta on tärkeää, että ne muuttuvat ajan mukana hyödyntäen uutta tieteellistä tietoa oppimisesta ja opetusmenetelmistä. (Salakari 2009, 20.)

Yksi tulevaisuuden opetussuunnista näyttää olevan myös se, että tietopuolisuus jää entistä enemmän taka-alalle, koska tiedon hankkiminen on entistä helpompaa. ”Informaation itsenäinen tai ohjattu hankinta ja hankitun tiedon kriittinen arviointi, relevantin tiedon hyödyntäminen ja johtopäätösten tekeminen nousevat tärkeiksi taidoiksi. Oppiminen perustuu tiedon muokkaamiseen ja soveltamiseen.” (Salakari 2009, 29).

Sama ajatusmaailma heijastuu myös Keski-Pohjanmaan ammattikorkeakoulun opinto-oppaasta, joka kuvastaa opiskelijan oman aktiivisen roolin tärkeyttä.

Ammattikorkeakoulun opetustehtävänä ei ole opin kaataminen valmiina ja sopivassa muodossa opiskelijoille vaan oppiminen nähdään prosessina, jossa opiskelija omassa oppimisessaan keskeinen toimija. Opettajat mahdollistavat tämän oppimisen tukemalla ja rinnalla kulkien. Ammattikorkeakoulun tehtävänä on tuottaa osaavia tutkinnon suorittaneita käytännön työn taitajia yhä vaativampiin ja moninaisiin elinkeino- ja työelämän tarpeisiin. (Opinto-opas 2007, 19).

Uusi näkemys tuo mukanaan myös uusia haasteita. Oppimisen muuttuessa enemmän opiskelijan vastuulle syntyy suurempi tarve, että opetus, opetussisällöt ja oppimisympäristöt vastaavat nykyajan ja opiskelijoiden tarpeita. Tämä tarkoittaa jatkuvaa kehittämistä sekä ajan tuomien muutoksien huomioimista. (Opinto-opas 2007, 19.)

Salakarin (2009, 170) mukaan oppimisen yleismääritelmä on, että oppiminen on tietojen, taitojen ja asenteiden kehittymistä. Ruohotie (2005, 5) määrittelee oppimisen seuraavasti: ”Oppiminen on oppijan sisäinen prosessi, jossa omakohtaisen kokemuksen tuloksena syntyy suhteellisen pysyvä muutos hänen suorituspotentiaalissaan.”

TAULUKKO 1. Opetuksen eroavaisuuksia ennen ja nyt. (Salakari 2009, 32) taulukkoa mukaillen.

Ennen	
Opetus	Oppiminen
Teorian ja käytännön opetus	Osaamisen lisääntyminen
Opettaja tiedonlähteenä	Käytännön läheistä oppimista
Nykyisin	
Opetus	Oppiminen
Pääasiassa oppimisen ohjaamista	Oppiminen päätavoitteena
Ohjaamista erilaisten lähteiden luo	Osaamisen lisääntyminen
	Tiedon soveltaminen ja hyödyntäminen

Oppimisen siirtovaikutus, jota kutsutaan myös nimellä ”transfer” tarkoittaa kykyä soveltaa opittua, uusissa, erilaisissa tilanteissa. Tämä kyky on oppimisen kannalta tärkeä tekijä. (Salakari 2009, 33.) Mielestäni tämä kyky korostaa opittujen tietojen hyödyntämistä erilaisissa koulutöissä kuin myös työharjoittelussa. Pidemmällä tähtäimellä tämä kyky näkyy työelämässä nopeana tiedon sulauttamisena käytäntöön. Nykyisin opettamisessa ja oppimisessa on paljon tarvetta tälle soveltavan tiedon käyttöönotolle.

Opiskelijat opiskelevat entistä enemmän itsenäisemmin verrattuna aiempaan. Opettajan rooliksi on jäänyt entistä enemmän toimia valmentajana ja oppimisen ohjaajana. Opiskelijoiden tiedonhaku ja itsenäisyys on korostunut vuosien saatossa. Opetuksen osalta

tämä on tarkoittanut muutosta käytännön työtehtäviin tai kirjallisiin soveltaviin töihin, joiden kautta opiskelija osoittaa osaamisensa. (Salakari 2009, 34.)

Salakarin (2009, 156) mukaan opetussuunnitelmissa usein kuvataan, mitkä ovat oppimistavoitteet ja mitä kurssissa opitaan. Usein opetusmenetelmällisten ratkaisujen miettiminen jää puolitiehen, kun valmistellaan tulevaa opetustilannetta. Opetuksen suunnittelijoiden aika kuluu suurelta osin opetusteknologisten kysymysten pohtimiseen oppimistulosten ja erilaisten oppijoiden tarpeiden sijaan.

6 POHDINTA JA ARVIOINTI

Opetusmateriaalin tuottaminen on mielenkiintoinen ja avartava kokemus. Materiaalia on paljon tarjolla ja ongelmaksi muodostuukin usein, mitä ottaa mukaan. Työtä tehdessäni perehdyin paljon Suomen luonto- ja elämymatkailun tilaan. Ala tuntuu omakohtaisesti kiinnostavalta ja tarjoaa haasteita. Paljon parannettavaa kuitenkin löytyy, jotta ala pysyy kilpailukykyisenä ja ajan hermolla.

Onnistuin opetusmateriaalille asettamissani tavoitteissa ja sain aikaan informatiivisen materiaalipaketin. Työ on monipuolinen ja monien vaiheiden kautta siitä muodostui toimiva kokonaisuus. Työ sisältää paljon tietoa ja uskon, että siitä löytyy kaikille jotain uutta opittavaa.

Opetukseen perehtyminen avasi silmäni ammattikorkeakoulun opetukselle aivan eri tavalla. On ymmärrettävää, että vastuu opinnoista siirtyy yhä enemmän opiskelijoille, mutta en halua tämän johtavan siihen, että opetusta siirrettäisiin enemmän etäohjelmien pariin tai että perinteistä lähiopetuksen määrää vähennettäisiin. Koen opettajien roolin tärkeänä ja heiltä saatavan motivaation suurena kannustavana tekijänä opintoihin.

Prosessin aikana näkemykseni matkailupalvelujen tuottajia kohtaan muuttui. Nykyään suosin mieluummin pienimuotoista yrittämistä, jossa itse yrittäjä ja alue hyötyvät suuren massayhtiön sijaan. Silmiin pistävää on myös se, kuinka monia eri tapoja on tuottaa luontomatkailua. Jotkut takovat bisnestä rahat silmissä kiiluen, kun taas toisille eettiset arvot nousevat pintaan ennen sitä. Kreikka esimerkkinä opetti minulle, miten häilyviä käsitteet luontomatkailu ja ympäristöystävällisyys voivat vielä olla. Asiaan vaikuttaa osittain vielä suuresti maa- ja kulttuurikohtaisuus. Jäin silti pohtimaan, onko silti reilua, että etelässä sijaitsevilla mailla on lievemmat kriteerit näille käsitteille. Suurin osa matkailusta ja niin sanottu massaturismi kuitenkin keskittyy juuri näille alueille. Suomen luontomatkailua voisikin mainostaa itse täydellisyytenä moneen muuhun maahan verrattuna. Harmillisinta tässä asiassa on se, että siellä minne suuret väkijoukot marssivat,

matkailu ei ole kestäväällä pohjalla ja voi tulla päätökseensä aikana milloin tahansa. Pohjoisessa asiat ovat aivan päinvastoin.

Opin prosessin aikana sen, että mielikuvitus on vain rajana matkailupalvelujen tuottamiselle. Ehkä me suomalaiset olemmekin olleet liian jäykkiä ja tylsiä ideoinnissa sekä olemme syyllistyneet pitämään kaunista luontoamme aivan liian itsestäänselvyytenä tässä asiassa. Osasyynä voi olla myös sekin, että esimerkiksi Kreikkaan verrattuna Suomen matkailun tärkeys elinkeinona ja talouden näkökulman huomioiden ei ole verrattavissa. Tuntuu, että matkailua elinkeinona ei Suomessa oteta vakavasti, onhan sen osuus bruttokansantuotteesta ollut vain noin reilun parin prosentin luokkaa viime vuosina. Kysymys onkin, kuinka paljon Suomen matkailua täytyy ja kannattaa kehittää, koska matkailun osuus tulee osaltaan olemaan suhteellisen pienimuotoista. Markkinointiin ja Suomi- imagoon käytetään paljon varoja, mutta tuottavatko nämä itsensä takaisin. On vain fakta, että sijainnilla ja ilmastolla on paljon vaikutusta. Lisäksi matkailu koetaan uutena alana ja matkailijat ovat vasta pikkuhiljaa alkaneet löytää Suomen matkakohteena.

Vaikka Suomeen ei koskaan massaturismia tulisikaan, on maassa silti hyvät mahdollisuudet käyttää hyväksi omia erikoisuuksia ja vahvuuksia sekä tarjota turisteille aivan jotain ainutlaatuista. Kannattavia mahdollisuuksia löytyy vielä monipuolisempiin ja monitasoisempiin palveluihin sekä aktiviteetteihin turisteille.

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NATURE AND ADVENTURE TOURISM
Teaching material for Tourism Programme

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1 INTRODUCTION TO THE TOPIC

Sustainability, the problems of waste, greenhouse effect, global warming, reduction in the use of fuel, pure water, eco friendliness, pollution, recycling, changes in fauna and flora. All these are examples of what the news are mostly about these days. Environmental issues play a big part in our choices of everyday lives, in politics and in the ways of living.

The tourism industry is also living the time of change. In air traffic, in ways of offering tourism services, accommodation and environmental activities the eco friendliness is important issue. It's also playing an important role in marketing and development of new products in tourism. People are aware of sustainability and eco friendly choices. They demand the environmental policy from the companies and choose the alternatives that support their values and ways of living.

In the material the focus is on nature and its well-being. It tells about nature and adventure tourism in Finland and as an addition there has been lifted up two interesting countries, Greece and Norway. Some basic facts of the countries have been introduced and material tells examples of their tourism features. Eco tourism and sustainability are also in the central part in the material. The main thing in the material is to highlight the focus in tourism to nature and its sensitiveness.

When it comes to Finland material tells about SWOT and development of tourism. By knowing the strengths and weaknesses, we can understand tourism features better and see development from a different perspective. Being innovative and having a right timing for ideas is important in tourism business.

The idea in this nature and adventure tourism material is to come up with a special way of telling information and this way show new ways of thinking of the topic. The other thing in it is to create interest to develop and see these things from a new angle. The meaning of the material is not to give all the information needed from the topic, but to guide and motivate to the topic and wake up some interest and thoughts. Even though the text in the material is informational, it can still be easy to read. I hope the text inspires the future workers of the field to realize the opportunities of the future.

2 THE DEFINITIONS OF THE MAIN CONCEPTS

Nature tourism, adventure tourism, sustainable tourism and eco tourism are the main concepts of the text. These concepts will be explained in this chapter. The following definitions have a central part in the further readings. These main definitions make the understanding of the following phenomena of the tourism sector broader.

2.1 Nature tourism

Nature and adventure tourism can be seen as one of the most rapidly growing tourism fields. The busy life style and grey city surroundings have made people to look for calmness, peace and pureness to their life and minds from nature. Decades ago people used to live in nature but nowadays people are too separated from it. Slowly the causes of this have been noticed and nature has got back the respect and observation that it deserves. It looks like nature tourism will have a good gap in the market in the future because people are looking for a balance to city life of nature. Nature tourism provides enjoy and respect of nature, wildlife and the environment. (Hemmi 2005, 330.)

The simplest definition of nature tourism is that it's based on nature's attractions and on all the activities that are held in the nature surroundings. When taking a wider look at the concept we can see that it includes all the tourism done by nature's rules. This way of producing tourism values the principles of sustainable development. These principles give the natural and respectful attitude to nature and to its preservation. It's important to keep the nature's carrying capacity and diversity on the same unaffected level. (Hemmi 2005, 333-335; Saarinen 2003.) By carrying capacity is meant a measurement that indicates the ability of an environmental or natural resource to accommodate to a certain type of use. There is also the concept of social carrying capacity, which refers to a society's capacity to cope with a certain type of activity. (Mill & Morrison 2006, 427.)

In nature tourism nature is the material, ingredient and source of the whole product. Nature makes it all possible. One of the main ideologies in nature tourism is to maintain the nature's capability on the natural level and not to destroy its possibilities. Signs of this sustainability are that the resources of nature have to stay solid and un-transforming. This means that there are no harmful actions affected by tourism to nature's well being. Even

better would be if natural resources could be increased by nature conservation or by good planning. Nature tourism also spreads this awareness by providing activities with information and by new ways of thinking, with sustainability being part of it. (Hemmi 2005, 333-335; Saarinen 2003.)

If we compare mass tourism and nature tourism, the biggest differences between those two are the environmental effects. Nature tourism doesn't need as much infrastructure to carry out the activities or services. The load and the pressure on nature and surroundings have been minimized in nature tourism activities. (Hemmi 2005, 333-335; Saarinen 2003.)

When nature tourism is compared with ecotourism we can see that ecotour companies must hold principles and practices that seek to either preserve or conserve the environment and wildlife at the same time when it is protecting and empowering the local people. The importance of education is more central in ecotourism. To keep ecotourism sustainable, there are principles that should be followed by everyone who implements and participates in ecotourism activities. People need to minimize impacts, as well as build environmental and cultural awareness and respect during the trip. Ecotourism provides positive experiences for both visitors and hosts. It also provides direct financial benefits for conservation and empowerment for local people. Ecotourism has the chance to raise sensitivity to host countries' political, environmental, and social climate. In addition it can support international human rights and labor agreements. (Ecotour directory 2007.)

2.2 Adventure tourism

The word "adventure" is followed by such as "holiday", "cruise" or "tourism". The adventure means trips with an element of excitement, discovery, discomfort or risk. The terms don't have that specific meanings but arrangements could be backpacking, rafting or guided visits. These activities will be provided by causing the least possible disturbance to natural habits. (Beaver 2002, 10.)

Nature reserve classic definitions suggest that adventure tourism is an enclosed area within which flora and fauna are protected and preserved. Lately, the term has been hijacked by countries offering safari experiences to areas within which the wildlife population and habitats are controlled for the main purposes of sustainable tourism. (Beaver 2002, 210.)

To get more into the heart of adventure tourism there are frequently used terms in magazines and brochures, which are describing the concept a lot; thrill, adrenaline, challenge, ultimate, elation and risk. In addition words awe inspiring, success, daring tell well what it is about. (Swarbrooke, Beard, Leckie & Pomfret 2003, 7.)

Nature is an important ingredient in many adventures. Contact with nature can be the risk and danger in it. Danger can be perceived when real risks are associated, for example with big cats, elephants, sharks that are adding a certain frisson to proceedings. There is not only danger, but also excitement and transcendence of connection with nature and wildlife. Nature can provide the escape from everyday life, especially the materialistic and hectic aspects. (Swarbrooke 2003, 20.)

The concepts of nature and adventure tourism activities are hard to point clearly. Grant (2001, 165- 167) even suggests that there is an overlap between adventure and nature tourism. For example whale watching, it could be described as either an adventure tourism experience or a nature tourism experience. That depends on the emphasis and value the describer wishes to convey. Exactly the same argument applies to activity tourism and in the same way it can overlap with both adventure and nature tourism. A trip to Norway to see whales and bird-life could be described with using any of these terms. (Grant 2001, 166-170.)

Between nature and ecotourism some difference some difference can be noticed. Eco tourism is a sustainable form of the natural resource-based tourism. It focuses primarily on experience and learning about nature, which is ethically managed to be of low impacts, non-consumptive and locally oriented. This means attention to put on control and benefits of eco tourism. It typically occurs in natural areas and should contribute to the conservation or preservation of such areas. (Swarbrooke 2003, 21.)

Adventure tourists can be divided into those participating in hard or soft adventure tourism, which Millington, Locke T. Locke A. (2001, 77) have defined as follows:

Hard adventure travel requires an element of experience in the activity being undertaken and because it encompasses an element of risk, participants must be physically and mentally fit. It includes an intimate experience with the environment and culture of the destination. Participants should be prepared for all the weather

conditions, sleeping arrangements and dietary restrictions. Examples can be climbing expeditions, arduous treks, hang gliding, rock climbing, white-water kayaking and wilderness survival.

TABLE 1. Differences on hard and soft tourism. (Based on Swarbrooke 2003, 36)

Hard tourism	Soft tourism
Remote	Local
Physical	Spiritual
Organized	Independent
Group adventure	Solo adventure
Domestic	International
Artificial environment	Natural environment
Commercial adventure	Voluntary adventure
Wilderness	Urban
Low cost	High cost
Planned	Unplanned
Set itinerary	Go as you please
Altruistic	Hedonistic
Long trips	Short breaks
100 % adventure	Intermittent adventure
Reliance on tourist facilities	Limited use of tourism facilities
New adventure tourist	Experienced adventure tourist
High risk experience	Low risk experience
Work	Play

Soft adventure requires less physical risk, little or no experience and it offers more convenience in terms of sleeping arrangements and cuisine. Many activities are similar to those in the hard adventure category, yet they occur with less demanding activities and adventure experiences for the traveller. Examples can be horseback riding, rafting, sea kayaking, snorkelling, bicycle touring, camping, canoeing, cross-country skiing, dog

sledding, and surfing. Other possibilities can be for example walking tours, wildlife watching and windsurfing. However, many tourists will of course take part in both types of activities, possibly even during the same vacation. (Millington, et al. 2001. 65-97.) A quick examination of the dichotomies that exist within adventure tourism demonstrates the complexity of the subject. (Swarbrooke 2003, 35.)

2.3 Sustainable tourism

According to the conceptual definition (World Tourism Organization 2004; World Tourism Organization 2010.) the sustainable development in tourism is explained by the following words:

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

By this is meant that sustainable tourism should make an optimal use of environmental resources that constitute a key element in tourism development. By following this ideology it's possible to maintain the essential ecological processes and help to conserve natural heritage and biodiversity. The other thing to acknowledge is to respect the socio-cultural authenticity of the host communities. To conserve their built and living cultural heritage and traditional values there has to be contribution of the inter-cultural understanding and tolerance. (World Tourism Organization 2004; World Tourism Organization 2010.)

When it comes to economics, there can be long-term operations for example providing socio-economic benefits to all stakeholders that are fairly distributed. These have an affect on including stable employment and income-earning opportunities and social services to host communities and also contributing to poverty alleviation. (World Tourism Organization 2004; World Tourism Organization 2010.)

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Sustainability has to be part of every move and action to be

responsible for the future and following generations. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts. The introduction of the necessary preventive and corrective measures whenever necessary is also relevant. (WTO 2010.)

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. (WTO 2004.)

In order to develop or produce sustainable tourism and travel industry, there are some key areas that need to be considered. The financial and business planning has to have environmental management and have sensitiveness to cultural and social dynamics. In the business there has to be the same ideologies and rules of environment by training and long-term vision. Training gives information and knowledge of consideration and inclusion of all stakeholders. Visions and aims give a good joined-up governance. Nowadays these things are seen in marketing and communications programs as a showcase of the positive elements. (WTO 2004.)

According to the WTO (2010), sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. The development of sustainable tourism means that all tourist resources such as natural, historical, cultural resources are preserved in a way that allows them to be used in the future, whilst benefiting today's society. The planning and management of tourist development have to be conducted in a way that avoids triggering serious ecological or socio-cultural problems in the region concerned.

One important thing is that the overall quality of the environment in the tourist region is preserved. If necessary and possible it can even be improved. The level of tourist satisfaction should be maintained to ensure that destinations continue to be attractive and retain their commercial potential. Tourism should largely benefit all members of society. (Tourism and Local Agenda 21, 2003.)

2.4 Eco tourism

The eco tourism is based on nature tourism forms in which the main motivation of the tourists is the observation and appreciation of nature, as well as the traditional cultures prevailing in natural areas. Eco tourism contains educational and interpretation features. It is generally, but not exclusively, organized for small groups by specialized and small locally-owned businesses. Foreign operators of varying sizes also organize, operate and/or market ecotourism tours generally for small groups. Eco tourism minimizes negative impacts on the natural and socio-cultural environment. It supports the protection of natural areas by generating economic benefits for host communities, organizations and authorities that are responsible for conserving the natural areas. It creates jobs and income opportunities for local communities and increases awareness both among locals and tourists about the need to conserve natural and cultural assets. (The British Ecotourism market 2001, 5, 51)

When finding out who the eco tourists are in Great-Britain asked from tour operators by WTO, there has to be notice put on age groups. When eco tourists were divided into three categories of ages 16-34, 35-54 and 55+, it was noticed that the age group of 34-54 was the biggest although, there wasn't much difference between that and the age group 55+. There are significantly fewer clients in the younger age group. (The British Ecotourism market 2001, 51-52.)

These numbers have been claimed to be directional information that can be seen everywhere among eco tourists. These numbers probably reflect the specialist nature and therefore interest of the holidays and clients, as well as the price of the small group specialist holidays, which is generally higher than an ordinary package tour. Tour operators were also asked to estimate the proportion of men and women booking ecotourism trips with them. As might be expected, the majority of operators report equal proportions of men and women travelling as eco tourists. However, there was some number of operators reporting more female than male travellers. Respondents report that there are more women travelling on nature-based/ ecotourism holidays than men. When paying attention to social classes of eco tourists, it was noticed that the higher social categories are far better represented than the lower ones. (The British ecotourism market 2001, 51-52.)

TABLE 2. Different levels on eco tourism. (Based on Diamanti, Westlake 2001, 34.)

Different types of ecotourism	Tourism area	Educational dimension	Sustainable dimension
Very weak	Protected and non-protected	Not present	Not present
Weak	Protected and non-protected	Interpretation and /or training programmes	Economic and/ or socio economic elements
Strong	Protected and non-protected	Interpretation and training programmes	Emphasis on economic and socio-cultural elements
Very strong	Protected and non-protected	Special interpretation and training programmes	Emphasis on socio-cultural elements rather than on economic elements.

As we can see from the table 2, ecotourism types can be defined from very weak to very strong according to educational and sustainable dimensions. When it comes to the tourism area, we can notice that it has no difference on types of eco tourism, as long as it is a protected or non-protected area. In these cases nature's well-being still needs to be considered, but the location or characteristics of the area is not the things to concentrate most on when checking the types.

The table also highlights that education and sustainability play the most important part in ecotourism. Tourism can be ecotourism even these dimensions are not so strong, but when being the strongest, it has the best effects on nature and the surroundings.

3 PIECE OF HISTORY

3.1 Tourism yesterday

For tourism to occur, there must be people who have not only the ability within time and money, but also the mobility and motivation to travel. While the era of mass tourism is still in a strong position we can see that the individual's propensity and ability to travel has been advanced by numerous developments throughout time.

In pre-industrial times the biggest motivation to move from a place to another was to develop trade. Because the empires grew, also the conditions necessary for travelling began to grow. For the ancient Egyptians the travelling motives were involved with business and pleasure. At that time there were public festivals, which had influence on people even far away. (Mill & Morrison 2006, 9-10.)

Travelling has also much to do with curiosity. People had a chance to visit the great tombs and temples of the pharaohs which they had only heard of before. During that time roads were improved and markers were established to indicate distances. To make an inter connection easier posts and wells were developed for safety and nourishment. Even today the military constructions aids have influence on tourism. (Mill & Morrison 2006, 9-11.)

Roman time was meaningful for tourism. The large empire stimulated trade and as a reaction to that, the middle class started to have money for travelling. The first steps of going for a travel were made even easier by the facts that Greek and Latin were the principal languages and Roman coins were valid currency. Moving from place to place was easier because of good conditions of roads and waterways. In Greek times water was the most important means of moving commercial goods. This with an addition to the fact that cities grew up along the coast ensured that travelling was primarily by sea. (Mill & Morrison 2006, 9-11.)

In the late eighteenth century new inventions like steam engines in the trains and steamships had their influence on movement of people. This allowed the means and mobility to go further and with less time. In the second half of the eighteenth century, working classes in Britain had regular holidays and sufficient income to use their leisure time for travelling. Also in the U.S., tourism started to develop for the same reasons. In

the beginning tourism was limited by the need of transportation. The ocean became attractive in the U.S. for health reasons just like spas in Europe. Later on the amusements sprang up as well. By the late 1800's the West was attracted by Easterns and Europeans who came to see the natural beauty and to hunt buffalos. Foreign travellers were also interested in seeing the places where the various religious sects had sprung up. Leisure time of the working life was involved around the church. Religion also became also the reason for travelling and it wasn't only up to pilgrimages anymore. (Mill & Morrison 2006, 10- 13.)

During the times of the World Wars, today's consumer society and the era of mass reaction emerged. The movement of 130 million people on the U.S. spread increasingly to West Coast, which meant the beginning of rural-urban population to emerge. Families started to become smaller, the working week of 50 hours came common and workers were given paid vacations. Motels started to be a part of the scene, as the development of automobile allowed the freedom to travel. Small inventions changed everyday life slowly and people started to feel freer because they weren't depending on public transportation anymore. (Mill & Morrison 2006, 11-12.)

Mass tourism as we know it today is a post-war phenomenon. Women started to feel independent as they worked during the war and travelling became more common among them too. All the men and women who travelled overseas to fight wanted to return back as visitors. The U.S. encouraged for the travelling to overseas as an attempt to aid war-torn European economies. The big difference happened when the introduction of the passenger jet reduced the travel time from the U.S. to Europe. From having been five sailing days or 24 flying hours it was now 8 hours by plane. Surplus propeller airplanes were made available to charter operators to transport travellers. Now it wasn't about troops only as the airlines rushed to purchase new jet aircraft. (Mill & Morrison 2006, 11-12.)

When it comes to nature tourism it was introduced to the tourist industry in the early 1980s. Right from the start it was connected with outdoor travel to distant, unique, and scenic areas. Already from the beginning there was a plan to have an educational aspect involved in it, but this was not a crucial or required element for the industry or the consumer. (About nature tourism 2010; The international ecotourism society 2010.)

As the demand for nature and ecotourism has increased, the inclusion of educational elements has become the increasingly important part of it. After the birth of ecotourism the field of tourism has grown to include an entire methodology of planning. When producing nature tourism services, there are many things to be taken under control. Management and economics are also part of it. It is a strong and encompassing process. It doesn't only include information but it also considers the environment, conservation and educational aspects. Equitable social benefits, and community responsibility will be noticed when services are produced with local people and money will stay in the area. (About nature tourism 2010; The international ecotourism society 2010.)

3.2 Tourism today and tomorrow

Tourism is in greater size and scope than it has ever been before. Despite natural disasters such as the Indian Ocean tsunami and man-made problems like bomb attacks in London and Turkey, tourism has proven to be very resilient. There have been some temporary shifts in the travel because of impacts of these events, but the main thing is that people are still travelling. Tourism and travelling has a robust place in people's lives. Today as a part of the tourism the increased concern about the environmental issues can also be seen. Nature and ecotourism have gained more tourists with increased awareness of nature's healthy and relaxing results. As a reaction to this, sustainable tourism has gained a strong position in tourism. (Mill & Morrison 2006, 12.)

All the time recent news of happenings from all over the worlds has affected tourism. The effects have already been seen as rising energy prices, which has made travelling more expensive. These kinds of occurrences cause more exchange rates on volatility. When the world is being global, it makes the news and impacts to spread fast. The effect on safety and uncertainty makes people think twice when and where they are going for holiday. In this sense travelling and tourism have made a difference on people's minds. Travelling has increased an awareness, sophistication and expectations of the travellers. Impacts of new technologies are spread and people adapt new ways like booking in Internet and are also using it as a source of information. People are more involved with different cultures and even China doesn't feel to be that far away anymore. (Mill & Morrison 2006 12-13; World Tourism Organization, 2005.)

What will be expected of tourism in the future then? There are only speculations, but for sure is that things keep developing with time. Because of developments, there are expected to be faster and larger aircrafts, which means lower costs with time saved. It will be very likely that more people will travel to a greater range to international destinations in the future. This might mean more widespread affluence in the increasing number of countries. When everything becomes more international there will be reduction of barriers to travel more and more countries. Cultures get more known and get mixed and there will be less untouched places. The change of time influences that there must be some thought put on concern about a scarcity and high price of oil. Hopefully in the future there are alternative sources for power and technology and development to help others. There will never be reason good enough to cut off travelling, just to find alternative solutions for consumption. (Mill & Morrison 2006, 12-13.)

It has been suggested that the Internet and virtual reality will act as a substitute for actual travel. If a computer screen can do this replacing in people's minds is still a mystery. Maybe we are the generation to witness it. On the other hand, there are the risks that travelling causes. Unplanned development can cause a destination to lose its attractiveness to visitors. Therefore environmental ethics are the means to protect the future of generations of visitors to come. To concentrate on quality instead of quantity is most important. The future of tourism will be very exciting. For sure is that nature and ecotourism are in a strong part of the sustainable future. (Mill & Morrison 2006, 12-13.)

Nature and environmental issues have been a hot discussion topic lately. There have been public discussions on global warming, pollution and the effects those will have for the future. Nowadays people in general are more interested in environmental issues. It's part of politics and everyday life. People also want to make a difference and make a change with their choices in everyday life. It has been stated that individuals can also have an effect on what is happening. This can be seen for example by their consumer behaviour. Eco-friendly choices can be done when buying food, a car or clothes. Recycling and reclamation are a part of everyday life in homes, schools and institutions. (Tyrväinen & Tuulentie 2007.)

People have adopted environmental friendly ways in their everyday lives. That has led to that they have also started to think about the impacts of travelling on the environment. As a reaction to this demand, more environmental friendly forms of tourism have been born.

Nature and ecotourism are good examples of new sustainable ways of thinking in tourism. Protected areas like national parks have also become more attractive and popular tourism destinations. This creates a huge challenge to the managers and developers in protected areas to maintain the attraction force on the same level. (Tyrväinen & Tuulentie 2007.)

The carrying capacity of nature has to be considered on and all the tourism in the area has to be done by nature's rules. All this consciousness of people has already had good impacts on nature. When people are more environmentally conscious they also have more respect towards nature. They start to value and appreciate it as force of life. Protected areas have already profiled themselves as nature tourism resorts and therefore those attract more tourists. Silence, pureness and life outside hurry and materialism are luxury for body and soul. These tourists are really interested in the environment and also want to keep nature in good condition to be able to go back to their roots again and give the same opportunity for the coming generations. (Tyrväinen & Tuulentie 2007.)

4 IMPACTS OF TOURISM

When being aware of effects of tourism on destination areas, people will understand that the benefits of tourism can be maximized and the impacts by tourists' actions reduced. Many of the impacts really need an effort and attention. The following impacts mentioned below are meant to increase the discussion and consideration of the many factors behind tourism.

4.1 Economical impacts

Tourism has several potential economic impacts on destination areas. These impacts can be variable and have effects on other sectors. A good example is increasing foreign exchange. It means that phenomenon that occur many countries have embraced tourism as a way to increase foreign exchange earnings to produce the investment necessary to finance growth in other economic sectors. Some countries even require visitors to bring in a certain amount of foreign currency for each day of their stay. These people are not allowed to take the money out of the country at the end of the vacation. There is a danger of overstating the foreign exchange earnings generated by tourism unless the import factor is known. (Mill & Morrison 2006, 41-42.)

The monetary value of goods and services that must be imported to service the needs of tourism is referred to as leakage. The money spent leaks from the destination's economy and must be subtracted from foreign exchange earnings to determinate the true impact. For example in Australia there has been considerable debate about the true economic impact of the growing number of Japanese travellers. It has been argued that even if the Japanese spend the most per capita of all the international groups within Australia, many of these services are purchased by Japanese companies. These companies include package tours, hotels and resorts, as well as duty-free-shops and attractions like cruise operations. To be stated another way it is perceived that there is a large leakage factor to the Japanese economy for Japanese visitor expenditures in Australia. (Mill & Morrison 2006, 41-42, 430.)

Other economical impacts can be increasing income. The amount of income generated is hard to determine because tourism is comprised of many different sectors of the economy. Additionally there are many small businesses involved, which make a problem of gathering the precise data. When studying the multiplier effect it's wrong to just measure what visitors spend in the destination area. There are three different levels of income that must be analyzed. These levels are called direct, indirect and induced. Direct tells the first round of spending by visitors in the destination area. On an indirect level the second round of expenditures by business that receive the first round of visitor spending. On induced are the subsequent rounds of expenditures after the second round. (Mill & Morrison 2006, 43.)

Tourist expenditure has a cascading effect throughout the host economy. It begins with tourists' spending money in front line tourism establishments like hotels, restaurants, taxis and then it permeates throughout the rest of the economy. It can be assessed on three different levels. The direct level of impacts is the value of tourist expenditure less the value of imports necessary to supply those front line goods and services. Thus, the direct impacts are likely to be less than the value of tourist expenditure except in the rare case where a local economy can provide all that the tourists want from its own productive sectors. (Cooper, Fletcher, Gilbert & Wanhill 2003, 130.)

The establishments that directly receive the tourist expenditure also need to purchase goods that are services from other sectors within the local economy e.g. hotels will purchase the services of builders, accountants, banks, food and beverage suppliers, electricity water and so on. Furthermore the supplier to these front-line establishments will also need to purchase goods and services from other establishments within the local economy and so the process continues. The generation of economic activity brought about by these subsequent rounds of expenditure is known as the indirect effect. The indirect effect will not involve all of the moneys spent by tourist during the direct effect since some of that money will leak out of circulation through imports, savings and taxation. Finally during the direct and indirect rounds of expenditure, income will accrue to local residents in the form of wages, salaries, distributed profit, rent and interest. This addition to local income will in part be re-spent in the local economy on goods and services and this will generate yet further rounds of economic activity. (Cooper et al. 2003, 130.)

It is only when all these three levels of impacts are estimated that the full positive economic impact of tourism expenditure is fully assessed. There can be also negative

aspects to the economic impact of tourism expenditure. (Cooper et al. 2003, 130.) I think these kinds of impacts can be seen in for example in Greece and Italy, where the government focuses mainly on infrastructure and cleanliness in touristic places. That is not fair share of expenditure for other areas. Sometimes government even prioritizes having new infrastructure so much that it forgets old and valuable historical monuments.

Tourism causes increasing employment. To encourage tourism, the major argument seems to be that it produces jobs. Tourism creates primary or direct employment in such areas as lodgings, restaurants, attractions and transport occur. Indirect employment is also created in construction, agriculture and manufacturing. The amount of indirect or secondary employment depends upon the extent to which tourism is integrated with the rest of the local economy. The more integration and diversification that occurs, the more indirect employment is generated. (Mill & Morrison 2006, 46.) When tourism develops, the opportunity will rise for the global expansion of large tourism companies. Hotels, airlines, restaurants, travel agencies and tour operators come to the area and operate the benefit of their own profitability at the expense of destination areas. (Mill & Morrison 2006, 53.)

4.2 Societal and cultural impacts

Tourism has changes on socio-cultural behaviour. There are aspects that can be most susceptible to tourism activities and by this way very likely to be influenced and changed as a result of it. The direct socio-cultural impacts associated with tourism can be seen as differences in socio-cultural characteristics between host and guest. Values, religious beliefs, traditions, customs and behaviour patterns can change when tourists bring their ways to the tourism area. In some cases it hasn't even been necessary that the tourists and all the members of the population are in contact. Those members who are in contact with guests have the influence on the whole group with their changed attitude and behaviour. Slowly the whole group is living the change of ways. This is an example of indirect socio-cultural impact. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 186, 192-193)

The other potential negative impacts of tourism can be seen on the changes of local people's minds and on their surroundings. Effects can be damage to family structures and subsistence food production. Local people might start to prioritize the tourists' ways and for example start planting plants that are in favour of the tourists but not natural for that

area. Local people see that tourism brings money and employment and on that extent they are willing to give up on some other things, which are part of their customs. (Mill & Morrison 54; Cooper, et al. 2008, 196.)

Sometimes the gap between residents and tourists will increase when tourism demands more space. Displacement of local people to make airports, resorts, nature reserves, historical and other attraction sites and other tourism development projects causes problems. The locals have to give up on something for tourism to make roads, water supply sewage treatment etc. This has an effect that the tax burden to local residents is likely to increase when better infrastructure is needed. In the places where tourism demands improved infrastructure without the cost being reflected in the products of tourism, social tension may rise among residents struggling with higher tax demands. (Mill & Morrison 2006, 54; Cooper et al. 2008, 196.)

Tourism brings new ways and encouragement of behaviours like begging, touting and other harassment of visitors. As social impacts can be mentioned also the encouragement of urbanization and emigration. There can occur friction and resentment between local people and visitors because of overcrowding lack of access for residents to recreational areas and facilities. When people move and travel more, the increase in health risks through diseases such as AIDS, malaria, hepatitis and influenza will arise when also diseases become international. Other negative things that spread are drug abuse and prostitution, as well as open antagonism and crimes against visitors. (Mill & Morrison 2006, 54.)

Tourists and local people can have problems between themselves caused by wealth, religion and behaviour, which occur in many ways. There are many customs that occur between people and every custom gives the tourist the opportunity to adapt to the local norms or to insult their ways, sometimes without knowing. On the other hand, when local people start to look up to tourist culture, the loss of cultural authenticity appears. Cultural and heritage impacts can be commercialization of traditional welcome and hospitality customs. Especially mass tourism has affects when it's overcrowding and starts to destroy and damage archaeological and historical sites and monuments. (Mill & Morrison 2006, 54; Cooper et al. 2008, 197.)

4.3 Environmental impacts

The most fundamental ingredient of a tourism product is the environment, whether it's natural or artificial. As soon as tourism arrives to the area, the surroundings will be changed or modified. Environmental effects cause the direct impact on nature, for example as change in traditional land uses, loss of open space, displacement of local residents, deterioration in community character. These days the environmental preservation and programmes involved with nature's well-being are part of many development strategies. Such considerations are now treated with much greater respect than it was during the first two-thirds of the last century. (Cooper et al. 2003, 150-152; Cooper et al. 2008, 161-162.)

The most typical environmental impacts of tourism are air and noise levels, as well as changes on quality of water. Sewage disposal into water, use of powered boats on inland waterways and sheltered seas add pollution problems. Noise levels can dramatically increase by nightclubs and other forms of entertainments, but also by road, rail and air traffic. Increased traffic also causes changes on air quality. (Cooper et al. 2008, 182-183.)

Pollution is one of the biggest problems these days as lead and carbon cause air pollution as congestion of pedestrians and vehicles with vehicle transmissions. It is said that tourism is responsible for high levels of air caused through the transportation networks and leisure activities. This is a contribution to problems such as global warming through aircraft and other transportation emissions. Air transportation has a significant role in global warming and the responsibility for the vast majority of the international transports is tourism. (Cooper et al. 2003, 150-152; Cooper et al. 2008, 161-162.)

All these complex consequences of tourism can damage land, marine flora and fauna degradation of habitats on land and in the water and disturbance on biotic communities. As other problems can be seen adverse effects on sites through littering, vandalism, desecration and souvenir taking. Big amounts of tourists fast arriving to a place, which is not prepared for it, can cause impacts on traffic, loss of vegetation and habitats through excessive trampling. There can be caused permanent changes to man-made monuments and natural features. Sand dunes, rocks, coral reefs are in danger to be damaged if necessary operations are not being made. (Cooper et al. 2003, 150-152; Cooper et al. 2008, 161-162; Mill & Morrison 2006, 56-57.)

All the new technologies, buildings and inventions haven't been done on the environment's conditions. For example improper sewage and solid waste disposal have easy access to lakes and seas and they are big factors of pollution. Visual clutter- unsightly developments are consisting of poorly designed intrusive buildings and signs. It starts to look like nature has to stretch with the rules when people become too thoughtless. The lack of infrastructure capacity during a peak period for water supply, power, telecommunications and sewage disposal are causing serious problems. It's also important to note that many environmental factors are yet interdependent in the way they are not fully understood. Damage to coral reefs will reduce the local diversity and population of fish and other creatures that may feed of the coral. This in turn may reduce the number of birds that feed on the fish and so on. In order to determine the full impact of environmental changes accurately, the ecological system and the way in which it responds to environmental stress must be understood. (Cooper et al. 2008, 150-152; Mill & Morrison 2006, 57.)

The effects causing any loss to biological diversity can cause increased threat to the food chain, have affect on species and soil formation. Results of all this can be an ability to absorb less greenhouses gases. When biodiversity starts to lower nature's ability to withstand the natural shock caused by droughts, earthquakes, floods and hurricanes decreases. In the end, the cause of all this can be that nature reduces the enjoyment that tourists experience when visiting the areas by reducing the variety and wealth of flora and fauna. (Cooper et al. 2008, 165.)

5 FUTURE TRENDS OF NATURE AND ADVENTURE TOURISM

Trends are anticipated changes as identified through forecasting. In tourism management, trends are about the future of tourism. They result from the combination of pressures on the industry, as well as changes in the population. These can be demographic, socio-cultural, and economic trends last as opposed to fashions, which may just reflect short-term interests. As an example Beckham tours which were popular in Japan just after 2002 FIFA world cup. Current trends include the multiplication of short city breaks within Europe, as well as the ongoing development of special interest tourism. (Lockwood & Medlik 2001, 18.)

The development of adventure and nature tourism will be dictated by demographic, socio-economic, political and technological changes. Of course it is risky to predict those and how quickly those will develop, but these are the directions and foundations upon which forecasts are built. Demographic factors are principally population size, age distribution and family patterns. In most developed and post-industrial countries the population is reaching its peak in terms of size. Soon there will be a period of decline. (Swarbrooke et al. 2003, 248-249.)

In many developed countries like in the UK the largest cohort of the populations is of those people born between 1945 and 1970. Over the next 30 years these post war baby boomers will be a very large potential market. This group will be bigger than their younger counterparts. This baby boom generation is now being around the age of mid-fifties. This structure means the middle-aged no family couples will increase over the next decades. There is also another demographic characteristic in development countries. Women are not having fewer children, but they are having them in the older age. Family and household structure is in a change. There are more single parent families, more childless couples and more single-person households. It's important to pay attention to these amounts of groups and all the cohorts when it comes to niche marketing. (Swarbrooke et al. 2003, 248-249.)

The growth of knowledge and interest in other countries will mean there is likely to be a convergence of lifestyles across the world. Media plays a big part in this, as well as high levels of education. When people are having more time, resources and inclination to travel, there will be a spread of discretionary incomes and the liberation of trade on an

international scale. The population grows fast in China and in India. New generations are more willing to see the world and go abroad. In most of these generating countries economies keep growing, which leads higher per capita incomes. Also the consumption of tourism products rises as discretionary income rises. (Cooper et al. 2008, 662-663.)

Globalisation will continue being current in the future. It will have its meaning for a tourism sector by standardised products, procedures and global brands. Globalisation is closely connected to increased concentration in the tourism industry, as major companies gain market share and market influence. We are also able to see the concentration of the capital in the hands of a few major companies in the tourism sector. This is a trend that drives tourism towards the performance indicators and business practices demanded by the financial industry. Due to globalization, even small things have affected a large area not to mention impacts of terrorism, politics, water and oil quarrels. As a result of these, tourism enterprises, destinations and governments have begun to develop and implement crisis and risk management strategies. (Cooper et al. 2008, 664-666.)

5.1 Employment patterns

Employment and working patterns have had big changes over the last 30 years. Like in the past, also in the future, these changes have an affect on tourism industry. Working conditions are increasingly regulated by legislation. In Europe paid holiday entitlement has risen and it's generous compared to the USA. With good company pensions early retirements of professionals are more common. Working practices, such as flexi-time, mean that workers can more easily have long weekends. However, even of general holiday entitlements have become more generous, many workers find their work harder and longer than ever. The era of job for life has gone. Nationalized and public sector industries are increasingly becoming privatized and the risk of job loss exists for many employees. (Swarbrooke et al. 2003, 249-250.)

The shift from manufacturing to management and professional jobs and the increasing numbers of self-employment mean a considerable sector of the population sees work as the focus of life. The development of 24/7 culture means that the service sector workers don't escape and are often working unsocial hours. The result of this current employment pattern is that short breaks are becoming much more common. Career patterns are also changing

and nowadays it's increasingly acceptable for workers to take a career break at any time. (Swarbrooke et al. 2003, 249-251.)

There is no doubt that the attitudes towards age are changing and this will have major effect on developing trends of tourism. While young people are adapting new trends and ways of living the baby boomers have refused to act according to their age. They don't feel they are supposed to live according to the old behaviour and attitudes, instead they are interested in new things, wanting to feel updated. These people are able to maintain a high physical level because of better personal and professional health care. Lifelong learning for young and older people is part of everyday life. Broader access to education and training are widely promoted. When people become more mature and education standards rise, leisure will be seen as a broader process of personal development. Travel and cultural and intellectual pursuits will be undertaken during leisure time for self-development and to improve lifelong learning. (Swarbrooke et al. 2003, 250.)

According to Millington (2001, 59), nowadays' lifestyles are being affected by fashions and fads. Travelling is becoming more a fashion accessory. This will be reflected in media with a number of glossy travel magazines and increased coverage of travel experiences on the TV. Media with attention on current trends will make certain destinations and activities more popular and will make people more aware.

5.2 Technological trends

There are a number of areas where technological trends will have impacts on tourism industry. The information environment will continue to grow more complex. We can already see that the increasing cheapness of technological goods such as e-mail, voicemail, video conferencing and portable PCs will have a number of impacts. These will be included with information overload and increased sense of pressure. This will have effect on the tourism industry, because more people wish to escape this pressure. Technological developments can also be seen on airports on safety matters. Transport initiatives and electronic communication will create a global market. Those markets will be easier to access than ever before, at least for those who have money and power. These two things have always something to do with economics and politics. (Swarbrooke et al. 2003, 252-254.)

During the years, it has become clear that many of the early-industrialized nations are moving into a post-industrial era. That means that an economy is not so reliant on manufacturing and that it is more dependent on service, technological and information as well as knowledge based industries. The place where manufacturing is able to stay is for specialized and high value products. Even if there have been unemployment problems in general, the standard of living has consistently risen as well as personal disposable income. It also looks set to continue to do so over the short term. The increase in spending on leisure and tourism is one of the results of this. The relatively low wages paid to most in the developing countries will make it more difficult for the people to match the affluence of their western counterparts. Nonetheless, almost all forecasts predict a global rise in standards of living. (Swarbrooke et al. 2003, 253-254.)

Consequently, in developing countries an increasing proportion of people's disposable income will be spent on leisure and holidays. Initially based on their own region. Even if it is unlikely that developing countries will become larger generators than receptors of international tourists, there will be a growing number of newly wealthy individuals in developing countries who will look beyond domestic tourism opportunities. (Swarbrooke et al. 2003, 253-254.)

Many of the places that are attracting people by nature and adventure tourism are affected by political and social unrest. Some countries haven't been able to create a tourism industry at all, because of the concern over safety. In some places tours are put on hold when levels of crime, civil unrest and military action escalate. However, once the levels of risk to travellers become acceptable, usually the first returning tourism activities are adventure and nature tourism activities. (Swarbrooke et al. 2003, 254.)

Mintel International Group Limited (2001) identifies overland expeditions as being first to lead tourists to destinations that emerge from a period of war or social instability. Overland tours do not require sophisticated accommodation and transport networks. Those are relatively self-sufficient. It's their speed at moving into new areas that makes them an attractive activity for adventure tourism. (Swarbrooke et al. 2003, 254; Mintel International Group Limited 2001.)

It is hard to predict which areas will be out of bounds for tourists in the future. Current conflicts in Israel, Palestine, Kashmir and Afghanistan are impacting on the tourism trade. Also the concerns about crime and personal safety in Bolivia and Papua New Guinea have the same affect on tourism. The Machu Pichu Trail has suffered from a number of attacks on tourism recently. In some instances terrorist activity purposely targets tourists. That's because tourists are viewed as representatives of the countries and policies that terrorists are fighting against. Adventure and nature tourists are visible and identifiable groups having expensive adventure gear and vehicles with them. They also run the risk of being resented for their privileged and consumerist lifestyle. The destinations where such tensions against western developed countries are likely to arise are often prime destinations for adventure tourism by being less developed and remote. There is the potential that terrorism can have an impact on tourism in these areas. The adventure tourism sector is the one sector where the risk might be seen as an attractor rather than detractor. These kinds of consumers are still in the minority. (Swarbrooke et al. 2003, 254-255.)

6 NATURE TOURISM IN FINLAND

Experiencing nature has always been important to humans and it evolved before mass tourism to be an important part of tourism. Nature has always been the most significant tourist destination. Before tourism developed to the present and large-scaled form, nature tourism had an important part of people's lives when valuing wellness as part of the intellectual and emotional life. Nature rose to a very important role in Finland during the National Romantic period and now people are returning back to this same stage. Mass tourism has turned out to be in many places unsustainable, ecologically, economically insecure and mentally poorer. Development of tourism in Finland has now more nature tourism direction with nature conservation in it. Tourism destinations and the attraction factors are unique in Finnish nature, which provides an experience carried out according to the sustainable development principles. Nature is an important resource of the activity base. (Hemmi 2005, 333-335.)

When it comes to nature related controlled activities, the most significant areas in Finland are Rovaniemi, Saariselkä, Kuusamo, Kemi, Levi and the island regions. Nature tourism allows to conduct business in a hinterland, although tourism generally develops mostly in the population and economic growth areas. The positive effects of nature tourism are its impacts on the region, because it is deemed best to support the sustainability of the region. Those travel services are often linked to local culture and are produced by local talents by local people. Important is also that in nature tourism, big amount of the money spent by tourists stay in the tourism area and advance the providers directly. (Koivula & Saastamoinen 2005.)

Nature tourism in Finland is dependent on entrepreneurs. To produce nature tourism activities can be part of a software service company, but usually small companies produce most of the nature tourism services. Nature tourism services can also be found in rural tourism enterprises and other accommodation and tourist centers. In addition, the private sector works for nature and wilderness guides. It's hard to know the reliable overall picture and amount of Finnish nature tourism services, because of lack of comprehensive statistics. Typically, these companies are relatively small and are based on persons or on areas possibilities of special features. (Koivula & Saastamoinen 2005.)

The most popular winter activities offered by software service companies are snowmobile, dog and reindeer safaris and skiing. During the summer, the most popular activities are canoeing, fishing, hiking and walking. Horse tourism is emerging as a new product and its popularity has increased, particularly among women. A trend is that various stories, role-playing games, and historical events are also produced as part of nature tourism. Activities like ATV racing, fishing trips and adventures are also common. (Koivula & Saastamoinen 2005; Ryymin 2003.)

Everyman's rights have an important role in nature-based tourism facilitation. In Finland everyone has a unique opportunity to move freely in the national parks and nature reserves that have guided routes, which allow safe access to the wild. Metsähallitus is a state enterprise, which controls million hectares of state-owned land and water. Metsähallitus maintains nature and hiking trails. Huts and lean-tos are available for free for hikers. In conservation areas, people have to move along the marked trails. The national parks and nature centres provide information and access to services in the region. Mushroom and berry picking are allowed, as well as hunting and fishing for those assigned locations with relevant permits. (Kuluttajavirasto 2010.)

6.1 Marketing of Finnish nature tourism

Finland's tourism strategy for the business idea as a tourist destination is that Finland will promote itself as versatile, high quality country with pure nature-based tourism experiences. Special features of the country are natural geographic elements such as the northern location, seasons, waters, islands, mountains and forests, and the relatively varied topography. Original Finnish culture between East and West arouses interest. Sámi culture, the cultural attractions and events are specialties that Finland has. (Saarinen 2003; Suomen matkailustrategia 2006, 14.)

Within the country the regional variation is huge, but in Lapland in the northern Finland, the remote nature has the most important role in nature tourism with its attractiveness. It has also a big meaning in business and in the bigger scale on the wider regional economy. (Saarinen 2003; Suomen matkailustrategia 2006, 14.) When nature tourism started to gain its popularity in Finland, the amount of services increased, as well as the competition of the tourists. Customers are these days well informed and more demanding with high

environmental and quality awareness. People are having more time and money on leisure and with new information technology developments it's easier to find information about the various tourism options. This makes a huge change on marketing of tourism when trends are shifting and marketing needs to be ahead of its time and have something interesting and new to offer all the time. (Rautalin 2002, 7.)

Tourism marketing means a suitable marketing approach, which envisages a goal-oriented strategy to attract tourists to a specific destination, city or country. Marketing is an event where both the customer and the company will benefit. The customer wants to achieve needs and the company can offer the services. Marketing is not just about selling, it is a certain period of the strategy and ensuring continuity of the service. It is also an image of creation and the taking into account customer's wishes. This will ensure that customers are happy and use the service again. (Kolb 2006, 1-3, 16-17.)

The most difficult and the most important part of marketing is to get customers to return again and again for the same service or activity as users. This is important for the marketing and profitability, at the same time they will share forward the image of positive surroundings. Especially in small and specialized forms of tourism marketing one must take into account that the orientation of a large number will not be effective and not recommended. Nature tourism has a category of users who prefer it and seek its opportunities. Segmentation and target selection makes the marketing more specific and improve its effectiveness. When potential customers are effectively marketed to, they can more easily find what they want. (Kolb 2006, 1-3, 16-17.)

Marketing is based on images. When the image of Finland as a country and an area of habitat is positive, it is directly reflected in sales. Marketing must always be always based on reality. The region's image reflects the area's originality and special features. The positive result is a better reputation, reliability of service and customer loyalty. In Finland has been used attraction areas of the country and well developed product packets as a starting point of marketing. The so-called theme holiday activities such as fishing and skiing have found their customers well. It is important to know to whom to market and what to market and in which way. In Finland, the domestic sales are being developed with year-round companies such as spas and event's organizers. The purpose of this is to increase the use of nature tourism, including merchandise outside of the summer season. A key element of selling nature tourism-related products and gaining environmental

awareness is to have data and service points. These will be set up more in the future and through them the aim is to attract more customers to service users. (Rautalin 2003, 39-40.)

6.2 National and natural parks

National and natural parks reserves make together the frame of a Finnish nature protection area network. In the country there are 35 national parks, which have an area of approximately 884 700 ha. The amount of natural parks is 19 and their surface area is approximately 153 500 ha. Both national parks and natural parks are managed by Metsähallitus. (Ympäristöministeriö 2010.) Metsähallitus is a state enterprise that administers state-owned land and water areas. It also has the challenging responsibility of managing and using these areas in a way so that it benefits Finnish society to the greatest extent possible. (Metsähallitus 2009.)

National parks are the most important nature and natural activity places. The national parks preserve nature in Finland both nationally and internationally. The valuable objects, different species and their habitats in the landscape and special features are protected. The national parks maintain their natural state as well as possible. In addition to this, they are open to the public as natural attractions. (Ympäristöministeriö 2010.)

The national parks have guidance centers, nature and hiking trails, as well as other services that are important to public education. Important is also the upbringing of nature and people in nature recreation. The visitor number of protected areas and nature centers are steadily rising. For example visitors in national parks have doubled in the year 2000 with 800 000 visitors to 2007, with almost 1 600 000 visitors. This shows peoples' orientation towards nature. (Ympäristöministeriö 2010.)

National Parks have a positive impact on regional economies in many ways. For example, tourism creates important jobs in sparsely populated regions. Compared to national parks, the natural parks serve primarily for nature conservation and scientific research. They aim to maintain the habitat as intact as possible. Natural park protection regulations are more stringent than national parks. (Ympäristöministeriö 2010.)

6.3 Examples of nature trips by Villi Pohjola

Different kinds of safaris are common among tourists. Safari activities are easy to take part in and don't need planning. Safaris can be done for example by snowmobiles, reindeers or husky dogs. It is said that safaris bring out the best of nature. One of the trips that the Villi Pohjola company is offering in Rovaniemi is a snowmobile trip to the lake of wilderness. The trip starts in the morning and goes along the icy river and snowy landscapes towards a peaceful wilderness lake. On the lake there will be ice fishing and the day will be spent with close relation to nature. On the campfire the Lappish lunch will be done the. The day will be spent in a modest and leisured way. Later in the afternoon, the way home starts again by snowmobiles. The driving distance is approximately 75-100 km. (Villi Pohjola 2010.)

The other example of nature tourism activity could be the northern light tour. In the evening trip starts by car by heading to the Arctic Circle hiking area, which is situated 20 km north of Rovaniemi. From there starts the walking to a quiet place to search for auroras. There will be served hot beverages by campfire, and it is possible to try walking with snowshoes. In clear weather the Northern Lights will be dancing in the sky. That's a really amazing experience created by nature. (Villi Pohjola 2010.)

Villi Pohjola offers many kinds of nature trips and activities. It has challenged the old way of having meetings in a conference room into campfire meetings and wilderness cabin meetings. The company markets these kinds of meetings by guaranteeing an undertaking of a creative environment to create new strategies. As a result of inspiration nature there will seen good ideas, bold decisions and success. The beauty of nature calms down the busy minds of customers and creates a positive mood. In addition to various meeting possibilities, they also offer trips to nature and activities related to the theme of refreshment, wilderness and well-being. (Villi Pohjola 2010.)

Villi Pohjola is responsible for Metsähallitus to take care of nature-based tourism services. It's an international wilderness activity organizer working in Finland with sustainable values. The roots of their actions are firmly in the Finnish forest nature. Activities are contributed by the most powerful pure forest habitat, natural and traditional Finnish nature activities and with the best locations, as well as with skilled partner network. (Villi Pohjola 2010.)

The traditional customers are the Finnish wilderness and nature enthusiasts, to whom is fishing, hunting and other natural services is offered. Villi Pohjola also arranges fishing and hunting trips to Russia and Sweden. The company knows the value of connections and invests in services to domestic and international business. It's important that the tours meet the customer's needs by providing them the experiences in the Finnish nature in front of comprehensive services. There are single accommodations and conference destination, guided tours, meals and varied tour software. Villi Pohjola provides networking services with carefully selected local partners. (Villi Pohjola 2010.)

7 DEVELOPMENT OF TOURISM IN FINLAND

In Finland the sustainable tourism took its first steps in the 1990s. The first forms of it were the nature saving tourism, ecotourism and environment friendly tourism. The names of the terms changed in the mid-90's in more serious way, when there was a change to responsible tourism and sustainable tourism. Being environment friendly was seen as too soft concept, because it was easy for the tourists and activators to behave in a friendly way towards nature, but the new terms came up with more responsibility and awareness. Now these new concepts include more information and specific ways to function for nature's best. (Hemmi 2005, 83-85.)

The Finnish Tourist Board (in Finnish: Matkailun edistämiskeskus, MEK) was established in 1973 under the Ministry of Trade and Industry, which is now called the Ministry of Employment and the Economy. The main target is to promote tourism to Finland. The Finnish Tourist Board (now on called as a FTB) works in close cooperation with and for the Finnish travel industry. It's implementing and financing marketing projects with the industry. One of the joint goals is to develop more enticing, competitive and tempting products for visitors to Finland. (Finnish Tourist Board 2010.)

In year 1993, the FTB published a guide for the tourism line of business and companies. It was about principles and actions to be done to save nature. Also other publications appeared which told about paying attention to nature in a hotel and restaurant business and about the future of Finland as a nature tourism destination country. These things promoted and developed nature tourism of Finland. That was the wake up time of environmental issues. At the same time, other countries also started to pay attention to nature and nature tourism. (Hemmi 2005, 83-85.)

In Finland the importance of nature has given the attitude to protect and value the nature by sustainability. Only by long-lasting sustainable development and wise use of natural resources will there remain the long-lasting business movements. Nature creates an important foundation for Finnish economy. By avoiding the destruction of the environment there is a way to protect the local economy. (Hemmi 2005, 86-88; Metsähallitus 2009.)

7.1 SWOT of Finnish tourism

To be able to see the overall picture of Finnish tourism it's good to explore it through a SWOT analysis. The word SWOT comes from words strengths, weaknesses, opportunities and threats. This method allows defining the evaluation of current status and development in the idea of this case. (Ok-opintokeskus 2010.)

7.1.1 Strengths and opportunities

The absolute strength of Finland is the Finnish nature with all its possibilities. An other important thing is Finnish culture offered with its special location between west and east. Other things to mention are the variety and high level of tourist products with good quality of safety. Finland as a country is a clean and natural. Activities vary from North to South according to the regions' specialities. Lapland is something different and it has become known the winter tourism in Finland. When it comes to service and people working in the tourism sector, the high quality of employees who have high level of know-how, language skills, technological skills are important in the field. The good quality of education can be seen in country's development and in how society works. (Suomen matkailustrategia 2006, 88.)

Finland has a good image with cleanness, security, modernness and a well-working infrastructure. Traffic and transportation are functional with guarantee of being in a right place in right time. All these guarantee a trustful and well-working society system. Modern solutions with technological inventions and brands have made the country known and taken this image abroad. Being part of the EU and having an euro as a currency are things that help in the international connections and makes a difference compared to other Nordic countries. One of the strengths is that in Finland there is effort put on research, development process and competitiveness in the line of business. There are organizations and co-operations between companies that concentrate on business development and marketing. (Suomen matkailustrategia 2006, 88.)

The possibilities are more versatile exploitation of nature in tourism. There are new demands from customers and there should also be ways to respond to those. Having good, specific segments in marketing and concentrating on founding new growth area makes it more efficient. Localness and story telling are something that tourists are showing interests to and that make the trips memorable. Finland is full of these stories, but more and more of those should be made used of in tourism. The quality is already good, but it can be made better and put some specialities in it when it comes to small groups like wellness- and senior tourism. The specialisation and differentiation in tourism is something that the marketing sector is not so deep into yet in Finland. Tourism and in small scale out tourists are so different and require variation. The business needs to respond to these demands with branding. (Suomen matkailustrategia 2006, 89.)

Technology and education are on a high level but could be taken advantage on even more in development of tourism business. The demand on a tourism sector is rising, as well as rising living standards and Finland has a great potential of tempting the tourists. The competitiveness and international solutions need to be high, as well as connections, stakeholders and networks in the business. One important resource for Finland is immigrants that have lots of useful information that could be made use of. (Suomen matkailustrategia 2006, 89.)

7.1.2 Weaknesses and threats

When it comes to weaknesses, the service chain has improvements to make to be more effective and lacks services to offer. The quality varies and there is no quality management behind. Finland can also improve of making a wider image of the country, as well as coming up with brands on marketing. Sometimes the marketing is not well aimed and the markets are not well known. (Suomen matkailustrategia 2006, 88.)

High prices, high labour costs and high taxation will always be characteristic of Finland. These features can be seen as a weakness, because Finland could be too expensive for some tourists. Because tourism in Finland is in such a small scale still, the line of business is suffering from its unfamiliarity, and lack of inventions and unconsciousness of the business. (Suomen matkailustrategia 2006, 88.)

The threats for tourism in the future can be climate change, pollution and the situation of the Baltic Sea. Like the volcano in Island showed, tourism can be changed quickly by the chances of nature. Finnish tourism is counting on nature and to lose any of nature's specialities it can be risky. Other treats are a lack of entrepreneurs and the smallness of the tourism businesses. Sometimes the business is based on a person's hobby and special interest. New countries being part of the EU can take the concentration away from Finland especially if the level of prices grows. Finland has to find new ways and ideas of profiling. Security and transportation has no chance to get any lower. The situation has to be receptive for tourism and foreigners. (Suomen matkailustrategia 2006, 88.)

7.2 Tourism operators and the division of work tasks

For a tourism sector it's typical that it's cluster-like. By this is meant that there are closely related industries of a package, which are consisting of informational and financial resources and ability to collaborate. To make this all work efficiently it's important to clarify the division of work and tasks. (Suomen matkailustrategia 2006, 32.)

7.2.1 Central government

Tourism has a good effect as an industry on welfare and employment. Tourism is also an important industry in the regional sense when employment and bringing revenue to isolated areas. The ministry of Employment and the Economy (In Finnish kauppa- ja teollisuusministeriö) is responsible for a tourism policy and strategy coordination and monitoring, as well as tourism-related activities in the EU and on a international level. Its

role is, together with TE-centers, to support capacity to business and tourism-related co-ordination of administrative cooperation. A trade and industry ministry will need to take a strong and clear role in tourism politics. To be able to support these tasks and the FTB:s activities ministry will ensure adequate resources. All the other ministries take on active part in tourism development by supporting the tourism strategy policies and measures by taking into account the implementation of these administrative sectors in their own agendas. (Suomen matkailustrategia 2006, 32-33.)

One team is called Mini-Matka which operates between the ministries and FTB within the tourism sector as an informal co-ordinating group. The tasks are to take part in different areas of government tourism-related matters, the preparation of information and coordination of national measures. (Suomen matkailustrategia 2006, 33.)

The main aim of the FTB is to develop a marketing and to be the forerunner to promote the international marketing of tourism. It is the developer and coordinator that boosts the awareness of Finnish tourism. The actions are based on active cooperation between domestic and foreign business. The priorities of these actions are being directed to the development of tourism. Because Finland is not a typical destination country, it's important that there is a strong and well-resourced national tourism promoter for international markets. Only by tight and national co-operation and by the community's support, has Finland the change to be more known and competitive on the international markets. The other group that is also promoting Finland's tourism is Finland Convention Bureau (FCB). The difference between the FTB and the FCB is that the FCB concentrates on contribution of the meetings and congress tourism to Finland, as well as incentive tourism. (Suomen matkailustrategia 2006, 33.)

At the moment the FTB is working with getting rid of old images with clichés of Finland. By having a new image, it will be easier to market tourism to new target groups. "Cold country", "expensive" and "location far away" are the old, usual concepts that the FTB now wants to get swept out of people's minds. New main features on marketing will be "be wild and free", "culture beat" and "silence, please". By "silence, please" is meant travelling in the countryside and on nature. Going to a sauna, being at a summer cabin and

enjoying nature are the top things among Finns. The aim is to convey this to the foreigners. The FTB wants to encourage small enterprises in the field to understand that the tourism business is not all about a huge financing but it can be ideas of a great ingenuity and intentions. (Peltomäki 2010, 15.)

7.2.2 In regional level

Finnish regional councils have the power of decision when it comes to regional issues. These decisions have directly influenced on tourism. The conditions of the roads, nature parks and natural recreational service are the things that tourists notice first. (Suomen matkailustrategia 2006, 35.)

Finland's Regional Councils are statutory joint municipal authorities operating according to the principles of local self-government. The Councils operate as regional development and regional planning authorities and are thus the units in charge of regional planning and looking after regional interests. On the basis of municipal democracy they articulate common regional needs and work to promote the material and cultural well being of their regions. (Finnish Regional Councils 2010.)

The councils also have other tasks like, acting as centres of development for the regions. They pursue the interests of the region and its specialities. They concentrate on the municipalities, inhabitants and businesses and carry out research, planning and analyses. The Regional Council is also the organisation for cooperation between the various influences within the region. (Finnish Regional Councils 2010.)

Finland's regional councils have the responsibility for regional land use planning. They harmonise the land use objectives with the aims of economic life and environmental control. Key issues in this planning are man, nature and the built environment. In the environment the attention is put on its use and sustainable development. (Finnish Regional Councils 2010; Suomen matkailustrategia 2006, 34.)

The Centres for Economic Development, Transport and the Environment (in Finnish TE-keskus) are working with responsibility areas such as economic development, labour force, competence and cultural activities. Transportation, infrastructure, the environment and

natural resources are also part of their area of responsibility. These centres strengthen the business to prosper by supporting the establishment of competitive enterprises. (Elinkeino-, liikenne- ja ympäristökeskus 2009.)

8 FACTS OF NORWAY

Norway is situated in the western part of the Scandinavian Peninsula and it's one of the Nordic countries. Norway has borders together with Sweden, Finland and Russia. The area of the country is 385,155 square kilometres. Norway extends about 1770 km from the North Sea along the Norwegian Sea to more than 483 km above the Arctic Circle. It is situated the farthest north of any other European country. When it comes to landscape, nearly 70% of Norway is uninhabitable. These areas are covered by mountains, glaciers, moors and rivers. These are many specialities in the country that give the robust image to country's nature. The hundreds of deep fjords that cut into the coastline give Norway an overall oceanfront. The Norwegian Sea has had an effect on history and life styles of people. (Infoplease 2008; Visit Norway 2010.)

The capital city is Oslo and it's situated in the south part of the country and hills, fjords and forests surround it with the population of the country being 4 801 100 inhabitants. One speciality that the country has is The Royal House of Norway with king, queen, crown prince and his family. The system of government is constitutional monarchy and parliamentary democracy. The head of Government is the Prime Minister Jens Stoltenberg. The religion is protestant Christianity. The currency is Norwegian Crones NOK. (Visit Norway 2010.)

The weather in Norway is the warmest from the late June to early August. The days are long and bright. Norway is also a country where the midnight sun can be seen in the summer time. Temperatures in July and August can reach 25°C - 30°C. At the same time there is hardly any humidity in the air. The opposite to this is the winter. The lower inland areas in the southern and northern parts of Norway can have very low temperatures during winter. Temperatures can reach below -40°C in the inner areas, even if this does not happen each winter. By contrast, the coastal areas have comparatively mild winters. However, because of the location gales, rain and clouds can be frequent and heavy. Especially in the mountains, the weather and temperatures can change quickly during both

the summer and winter. (Visit Norway 2010.)

Norway's history is known for the Vikings. They built longships with broad and flat-bottomed hulls. These ships were perfect for use in shallow coastal waters and up rivers in Norway and they also reached far into foreign lands. The Vikings came as pirates to plunder and kill and this is how their reputation spread terror along most of Europe's coasts. However, their posthumous reputation is not quite fair. They were not just ruthless warriors but also skilled traders and administrators. (Visit Norway 2010.)

This small but powerful country is known of its oil reserves and natural resources. Norway is a developed industrial economy and a welfare state. Traditional primary industries are the industrial and construction activities, which have employed most people. Over the past 20 years, employment has shifted from the public sector and service industries. Tourism is growing in importance. Natural conditions in Norway, due to the surface area of which only 3% is arable, but the country has its abundance of fish in the ocean. Fishing is one of Norway's most important export industries after oil and gas. (Norden 2010; Visit Norway 2010.)

8.1 Nature tourism

Nature has been the base for tourism in Norway through ages. In 1903 the organization of tourism and travelling was established. The organization was mainly working for spreading the information of Norway as a tourism country. Even before this, there had been tourists in Norway and it was the nature that attracted people to go there. The first tourists coming from abroad were interested in perception and visions. After them came the sport fishers, hunters and mountain climbers. When the other groups found their way to Norway, they wanted to see the fabulous coast and fjords. These things made the frames for tourism in Norway right from the beginning. Nature is the product that sells in Norway and it has become the country's brand. That has also been noticed in the marketing. (Støre, Singaas, Brunstad, Ibenholt & Røtnes 2003, 14-15.)

The expensiveness in the high-cost country puts a little bit more pressure on tourism in Norway. Customers want the money they use on services to be equivalent of the amount. Services and activities need to be of good quality and to give a positive experience at the

same time. The prices and the amount of money spent by tourists in Norway already give the image of the niche product. This makes clients have higher expectations and they don't want to get disappointed. Customers are also demanding on excellent service and knowledge included in the same package with activities. There has to be something extra in those compared to activities offered in cheaper countries. These important requirements of tourists need to be noticed especially when it comes to the high-cost countries. Companies have to be aware of these matters, otherwise they can't be competitive on the markets. (Svalastog 2008, 2.)

On the Visit Norway (2010) attraction list, we can see that the special nature attractions in Norway like waterfalls and fjords have strongly gained their place on the list. Untouched nature, peacefulness and the adventure make people reach for these places. For 60% of the tourists coming to Norway, the nature and landscape are the definite reasons of travelling. 9 % of the tourists say it's fjords and for 5 % it's the midnight sun. 4 % of the tourists are interested in sightseeing and cultural things. The list also reveals the variety of interest by tourists in Norway. Nature is the number one and biggest advantage of Norway. The question in the future is if that's amazing enough to tempt people from all around Europe and America to come to Norway. Hopefully in the future nature tourism's glamour can still have its shine to compete against other attractions. (Svalastog 2008, 11.)

An important weight in tourism strategy in Norway is put on tourists' wishes to have places and activities to escape everyday stress for a while and to experience something real and enjoyable and to have it related to nature. People who have observed society these days claim that this will be a big reaction in the future that hectic life leads to finding wellbeing from different places. Wellness tourism is increasing; people are paying attention to their health, conditions and possibilities outside everyday life. In the 20th-century, leisure and open-air interests have been rising in the whole of Europe, but nowhere as fast as in Norway. The opportunity to combine nature and physical challenges became big part among activity organizations. Norway became not only famous as an arena for winter sport, but also for other activities like bicycling, paddling, diving and fjord tours. (Store et al. 2003, 86-87.)

What makes the activities and the services so good in Norway is that also the Norwegians use a lot of these opportunities. Tourist associations in Norway have many members for example the Norwegian Trekking Association is Norway's biggest outdoor activities

organization with more than 220,000 members, most of them in Norway, but one in ten from abroad. For some 140 years, this association has been working to promote trekking and to improve conditions for all who enjoy the country's broad range of outdoor attractions. People can hike or ski in comfort, as there are more than 440 cabins in the networks across the country, or seek challenge, as Norway is one of the sparsely populated countries of the world. There are extensive areas available for outdoor activities and many of them are readily available and located close to cities. (Den norske turist foreningen 2010.)

8.2 Ecotourism

Ecotourism has become an important concept for tourism in Norway. The concept was taken into use in the 1990s. It's a form of tourism where the visitors have the responsibility to pay attention to nature and local people on that area. This line of business is supposed to satisfy today's needs for tourism branch without defeating and deteriorating and putting the weight on future travelling options. Sustainable tourism is a concept that seems to give all the positive chances to have in the future. That includes that local people and tourists demand for providers, delivers and facilitators who are serving tourism to live up with the environmental and resource requirements, which society sets. (Brevik, Dyblie, Jorgensen, Jorstad, Landmark-Rosen, Olsen T., Olsen A., Stangeland & Wiig 2000, 70.)

Ecotourism is the fastest growing field of alternative tourism. It's defined to be a holiday where the close contact to nature is central and tourists live in harmony without harming its ecosystem. Local people need to be providers because they are the ones who best know the natural culture, geographical shapes, attractions of these activities and the ones who get the living of supporting these activities. Localness brings the information to tourists from the area and it costs less weight on the surroundings. With economical means sustainability is being a part of it. From these definitions we understand that ecotourism features are offered to limited extend and includes limited tourism activities. (Brevik 2000, 70.)

In particular, the global aspects and the decision-making concerning ecologic importance has created the basis for ecotourism. Most countries have by adding conditions also indicated and realized that natural resources are goblets late and must be safeguarded for

future generations. Tourism can be the opportunity to be the economical tool for the growth and to preserve natural and cultural resources. (Brevik 2000, 70.)

Norway is known for being an expensive country, but it's worrying that many tourists still say that the price level was higher than they expected. That's bad promotion when tourists are back to their home country and spread word of this. This made the free entry to the nature more important to be promoted as a part of nature tourism. Free entry to nature makes it easier to move on lakes and forests and puts down the cost of a holiday. (Brevik 2000, 34, 87.)

Everyone in Norway has a right of access the countryside. It is important to remember that this right is based on respect for the countryside and that visitors must always show consideration for farmers, landowners, other users and the environment. In practice the right of access means that people are able to go anywhere in a open country on foot or on skis or to have picnic wherever they want. By open country it's meant land that is not cultivated. In Norway, the term covers most shores, bogs, forests and mountains. It is also allowed to put up a tent, or sleep under the stars, for the night anywhere in the countryside, forests or mountains. Everyone can also pick berries and mushrooms. (Visit Norway 2010.)

TABLE 3. Examples of nature and adventure tourism activities in Norway. (As a basis Store et al. 2003, 118.)

Adventure Biking
Adventure racing
Alpine skiing
Base jumping
Ice field climbing
Diving
Flux paddling
Enduro
Fjord climbing
High tracking
Paintball
Rafting
Sky Diving

Sky skiing
Snow board
Snow surfing
Telelemark-skiing
Trial
Triathlon
Wakeboarding
Windsurfing

Even of Norway has four variable seasons and changeable activities with it, there is still one thing that rises when talking about vacation in the country. When thinking about the facts that have an effect on choosing Norway to be the traveller's tourism destination, the price will always be one of the main reasons why some tourists avoid the country. Other reasons can be that people prefer to choose a holiday with sun and beach. An addition is that after an euro becoming a common currency in Europe, Norway's negative side can be seen the different currency. Norway is not a member of the EU and the currency is Norwegian Crone NOK. (Brevik 2000, 34, 87.)

8.3 Whale and bird safaris

Magical whale safaris at Stø in the north of Norway are arranged close to the continental shelf where the whales have their natural habitat. This is an excellent experience to see some of the world's largest animals. (Visit Norway 2010.) A trip to the open sea takes about six hours, which gives the best opportunities to observe several different species of whales. The most often seen species is the sperm whale, but when being lucky it's possible to get a glimpse of pilot whale, minke whale, humpback, dolphins and orcas (killer whale). From the middle of June until the end of July, there are also night safari trips, which give a unique opportunity for seeing whales in the midnight sun. Arctic whale tours with magnificent scenery and fresh sea air will surely give a unique and unforgettable experience. (Visit Norway 2010.)

Other animals that can be seen in Norway is the rich and varied birdlife. There are many places where to enjoy bird watching in virtually untouched nature.

During springtime the coast thrives with millions of birds heading north to their arctic breeding grounds. Localities such as, just south of Stavanger, provide some great birding with the chance of seeing divers and grebes as well as wildfowl and waders. (Visit Norway 2010.)

The experience of the dawn chorus and hearing the woodpecker drumming from the depths of the pine woods or seeing some rare species can be some of the highlights a morning walk in the woods can provide for bird enthusiasts. Norway has unique and special bird species to compare with many other countries. Bird safaris are famous among Norwegians, but also tourists have found this speciality in the country. Another locality worth visiting is a town called Varanger in the peninsula of Finnmark, which is undoubtedly one of Europe's premier birding areas. There you will find true arctic species such as steller's eider and king eider. An area has also many Scandinavian specialities, such as northern hawk owl and three-toed woodpecker. (Visit Norway 2010.)

9 FACTS OF GREECE

Greece is located in South-eastern Europe. The landscape is peninsular and mountainous and the country is bordered by the Aegean Sea, the Ionian Sea and the Mediterranean Sea. The area of the country is over 130,000 km² and one fifth of the area is represented by large number of islands. The population of the country is 10,964,020 and 98% of people belongs to Orthodox Church. The capital is Athens with a population of 3,192,606. The country has been a member state of the EU since 1981 and the currency of the country is euro. (Greece Info 2010; Visit Greece 2010.)

When we check the location of the country, we can see that it's surrounded by water. The Aegean and the Ionian Sea are just around it. The country consists of more than 1,400 islands and islets, but only 169 of them are inhabited. All of these islands have their own characteristics and special kinds of landscapes. The majority of these islands are scattered in the Aegean Sea between Greece and neighbour country Turkey. Greece has also borders with Albania, Bulgaria and the Former Yugoslav Republic of Macedonia. Greece is the only country in the EU that doesn't have any border with the other member countries. Greece is a parliamentary republic with a president at the head of the state. (Greece Info 2010; Visit Greece 2010.)

Greece is an agricultural country. 22% of the workforce is employed in agriculture, 27% in the industry sector and 50 % in the services. Tourism and shipping is the biggest economical contributors. (Visit Greece 2010; Greece Info 2010.)

To get a simple over-all picture of the weather in Greece, it is said to be humid and mild. The climate can be broadly classified into three different types, which are mainly dependent on definite regions. These different types of climate are Mediterranean, Alpine and Temperate. The mountains and sea have their own effects and sometimes the weather is not easy to predict. Usually the summers are hot and dry. Temperature varies between +25 - 40 ° C. Greece is known for its diverse weather, which is ideal for the international travelers who come to spend their long awaited vacations. From May to October tourists

can always trust that it will be warm and sunny enough. On the other hand winters are not that famous among tourists, because it's rainy and the temperature goes lower. (Holiday Weather 2010.)

Greece is one of the cradles of European civilization. It greatly contributed to the ancient scholars of philosophy, medicine, mathematics and astronomy development. The Greek city-states were pioneers in the development of democratic forms of government. Their historical and cultural influence continues throughout the modern world: literature, art, philosophy and politics. (Europa 2010.)

9.1 Tourism in Greece

Tourism in Greece started flourishing in the late 1960s and particularly in the early 1970s. The first Greek hotel unit was created in 1968 in town called Agios Nikolaos, which is situated on Crete Island. After that many accommodation options have made their appearance all along Greece. In a slow but stable pace, Greece has today managed to become one of the most favourite tourist destinations among Europeans, Asians and Americans. The things that attract tourists to go to Greece are not only the climate and location of being situated at the southernmost part of Europe but also culture and history. Greece is known from being a country with variety a of cultures, colours and civilizations. The tourism peak season lasts from May to September, since the third-quarters of the tourism flow choose this time of year to come to Greece. (Greece Info 2010; Visit Greece 2010.)

Greece is a famous country, popular for its clean beaches and its long history. There are hundreds of archaeological and historical sites to visit in Greece that gloriously depict the country's past. Its landscape is mainly mountainous and the terrain is not very fertile, except for some valleys scattered along the Greek mainland. The Greek islands form, one by one, a beauty of nature. They are the most popular Greek destinations, especially in summer. (Greece Info 2010; Visit Greece 2010.)

The income from tourism constitutes a large part of the Greek economy. Many new jobs have been created and business has been supported, through setting up numerous gift shops in each area. A special interest is also given to promote, apart from summer holidays,

winter tourist resorts, therapeutic spas, ecotourism, working holidays and discovery holidays. (Visit Greece 2010.)

Greece has an abundance of resources of ecological and cultural destinations that tourists find charming. The wealth of cultural, as well as ecological biotic and abiotic resources, constitute a special comparative advantage of the country. For those who are interested in the conservation of cultural diversity, as well as bio-diversity and eco-systems, Greece has a lot to offer. These resources are marked by their wide variety, rareness and distinctiveness. These places are found in areas of which many have already been placed under special protection. (Greece Info 2010; Visit Greece 2010.)

9.2 Ecotourism in Greece

Despite the fact that Greece is a limited surface area it's endowed with a particularly rich and diversified natural environment as a result of a rare geomorphology, with many striking natural contrasts and areas of great ecological value. There are numerous abundant natural gifts such as thousands of indented coasts, imposing rocky massifs, caves, gorges, lakes, rivers, biotopes of spectacular beauty and unique natural habitats. All these are coupled with the mild climate in a country that has the ideal destinations for ecotourism and alternative forms of tourism. (Visit Greece 2010.)

When travelling in Greece, nature-loving tourists are offered many activities. There are opportunities to wander in aesthetic forests or explore national parks. These protected natural parks are not merely in the mountainous regions of the mainland, but also on certain islands or in the proximity of rivers and lakes. The variable views of the country give the chance to enjoy the wonderful natural monuments, gorges, caves and waterfalls. (Visit Greece 2010.)

The climate and situation of the country gives many special opportunities. Tourists can watch and admire rare bird species nesting or seeking refuge in coastal ecosystems and also enjoy the diverse of floral life. Rocky coasts, sandy beaches, sand dunes, river deltas, lakes, marshes, coastal plains are also worth of visit, as well as marine parks. Greece has the ability to offer extreme sports in nature like canoe-kayak, rafting, mono-raft, hydro speed, canyoning, mountain biking. These kinds of activities have seen a spectacular rise

in popularity in recent years. Not such a common part of tourism that Greece is also offering is agro-tourism. It's being developed all over the country to afford visitors the opportunity to become familiar with vernacular architecture, cultural and gastronomic tradition. Local products, farming activities and the daily life of local inhabitants are also in an attention of interest because of the rich history of Greece. (Visit Greece 2010.) One main thing that is also a part of the ecotourism in Greece is the observation put on nature.

Visitors of ecologically sensitive areas must observe all rules for the protection of the environment against pollution, the non-disturbance of natural habitats and the preservation of the various ecosystems' equilibrium. Information on visiting protected areas and participating in special programs can be obtained from local information centres, local authorities and specialized agencies. (Visit Greece 2010.)

9.3 Samaria Gorge

The gorge of Samaria is situated in the National park of Samaria in West Crete. The activities arranged there for tourists are day trips to hike through the gorge. The walking route is 16 km long starting at an altitude of 1250 meters in the White Mountains taking people all the way through the amazing views and beautiful nature. Along the way it's possible to drink the water from the well-maintained springs and see Cretan wild goats called Kri-kri. Visitors also get a set of rules when going there. The rules are aimed at protecting the park and making the experience enjoyable for everyone. (Explore Crete 2010; Visit West Crete 2010.)

The walking path takes you from the mountains all the way down to the shores of the Libyan sea in Agia Roumeli. The park is supervised by the Department of Forestry and it is one of the protected areas in Greece. The gorge is generally open only from the beginning of May to the end of October. In winter the national park is closed because the high water makes the gorge dangerous and impassable. Sometimes on rainy days it's also closed during other seasons because the rock falls can make the walking there dangerous. (Visit West Crete 2010.)

This nature park as a tourist attraction has become one of "the must things" to visit when people go to Crete. These days there are up to 3000 visitors on a very busy day, which truly shows the appeal of the nature and national park. Samaria Gorge is the longest in

Europe and very well known. The arranged day trips with guides are easy to be found anywhere in Crete. There are many tour operators, information desks and offices, which are selling the transport and ticket as a package to the Samaria Gorge. People with health problems with heart or knees are not recommended to take part in this hiking trip. The heat can get high during the summer time, so it's recommended to be prepared with a bottle of water and good shoes. The guides will tell information of the gorge during the transport there and take care of that all the visitors reach the walking path from beginning to the self-rewarding end. (Explore Crete 2010; Visit West Crete 2010.)

The path is very steep on some parts and the stones can be worn smooth and slippery. These are the most likely causes to accidents that usually might happen there. Still, the gorge is theoretically quite easy in Samaria as you are going down most of the time. (Visit West Crete 2010.)

The nature in Samaria National Park is remarkably rich in plant and animal life and these unique species are protected under international law. It is said that in the gorge there are 450 plant species and many of those are really rare. The law prohibits removing a single flower from Samaria. This is the only way to protect the delicate ecosystem of Samaria so that thousands of visitors can continue to enjoy it each year. (Explore Crete 2010.)

Other ways to protect the nature park were made by the Greek state already in 1971 when it awarded the gorge with a National Nature Preservation Certificate. In 1980 the Council of Europe presented the Greek government with a European Certificate in recognition of the gorge as a securely protected nature reserve of the highest importance. Behind this was the effort to encourage the preservation of the most important and unique natural environments in Europe. Through this certificate the Council of Europe got guarantee that the environment is being well protected and is unspoilt. Recently the Greek government has made an application to UNESCO to have the gorge of Samaria proclaimed a World Heritage (Explore Crete 2010.)

10 SUMMARY AND CONCLUSIONS

Every country has its own special characteristics in tourism. The climate, location, ways of living, nature and laws have effects on how tourism and its activities will be shaped. When comparing Finland, Norway and Greece it has been useful to know that there is a lot to learn from each other but everything cannot be straight transferred from one country to another.

It was mind-expanding to notice that for example in eco tourism there are totally different rules and definitions. In Finland and Norway there are organizations that are responsible for eco tourism certificates in the tourism business. In Greece tourism activities in eco tourism are more open-minded. Tourism done in nature can be marketed to the tourists as eco tourism. This brings problems for the mass tourism areas, because tourism has no sustainability in it.

Many things need attention and development. Finnish tourism has all the chances to be admired all over the world but still during these last years there hasn't been seen any big change in amount of visitors. Is tourism marketing inefficient? Hasn't it found its markets? I also wonder when the time comes to realize that Finland has reached its best level. We need to admit that mass tourism has its reasons why it's located in the South.

I believe that sustainability will be the key word in tourism in the future and it's already time to start thinking about the decision we make with eco friendliness in our minds. Tourists are already prioritizing it in their choices and only future will tell how tourists will change under this pressure.

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