

Residents' attitude towards tourists and tourism in Porvoo

Pieta Salonen



Author(s) Pieta Salonen	
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<p>This thesis aims to study the attitudes and opinions of the people living in Porvoo towards tourism and tourists in their hometown. The commissioner of the thesis is Porvoo Tourism and Marketing Unit, who takes care of and oversees tourism related matters and marketing of the city of Porvoo to both domestic and international tourists and potential new residents of Porvoo.</p> <p>The thesis consists of a theoretical part, which examines the socio-cultural impact that tourism can have on a tourist destination and its residents. In addition, the thesis presents various examples of socio-cultural impacts of tourism in a destination, benchmarking the cities of Amsterdam, Barcelona, Helsinki and Venice. Furthermore, the city of Porvoo is introduced as a tourism destination.</p> <p>For the theoretical framework, socio-cultural impacts of tourism were studied by reading various books and articles. Furthermore, the author used a quantitative research method in order to collect data and the attitudes of the people living in Porvoo were investigated by means of an opinion poll. The survey consisted of 12 questions.</p> <p>Through the answers, the author of the thesis found out about the attitudes and opinions of the residents of Porvoo. The survey was published on different groups on Facebook and sent through emails and text messages. A total of 71 people living in Porvoo answered to the survey.</p> <p>The key findings of the survey show that the socio-cultural impact due to tourism in Porvoo has been quite minor and that the changes and effects have been mainly positive aside from overcrowding and congestion issues. It was discovered that nowadays there are more job opportunities, events and services in the town and that cultural understanding amongst Porvoo residents has increased.</p> <p>The locals are proud of their city and cultural heritage and feel that it is appreciated and conserved. The old town is regarded as Porvoo's speciality and main asset. However, many wished for more marketing and events in order to have more liveliness and energy in the town and for other aspects of Porvoo to be emphasized in addition to the most popular attractions, when promoting the city.</p>	
Keywords Residents; Resident attitudes; Tourism impacts; Socio-cultural impacts	

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1 Introduction

Tourism as a global phenomenon touches nearly all of us. Many of us have been traveling already from young ages perhaps on package tours with family and later in life more independently. People like to travel for a variety of reasons to see and get to know new places. They might want to adventure and explore different events, cultures, food and even people. (Edelheim 2017). Some can look especially for nature experiences and natural sites (Rantala 2017), some for historical attractions, museums and cultural landmarks (Hovi 2017). The effects and benefits tourism has on the tourist can be for instance escape and detachment from ordinary, everyday life, relaxation, prevention of both mental and physical illnesses (Konu 2017), getting to know other cultures (McKercher 2002, 32-33) and widening one's views and awareness (Edelheim 2017) in addition to memories and adventures created by new experiences (Räikkönen 2017). However, what is the impact of tourism in the destination itself and on the everyday lives of residents in the destination? Do locals feel like they are benefitting from tourism and how? What's more, do they see any downsides to tourism?

In order to find out how tourism affects residents and their opinions on inbound tourism, this thesis investigates the lives of locals in Porvoo, a town in southern Finland 50 km to the east of capital Helsinki. Porvoo is considered to be one of Finland's top tourism destinations (Tilastokeskus 2017; Visit Finland 2017a) and the town is visited by over one million people annually who come to see Porvoo's main attractions, such as the old town of Porvoo, the Porvoo Cathedral and the riverside (Lopez, Holmberg & Ritalahti, 2014, 20).

The bachelor's thesis is commissioned by the Tourism and Marketing Unit of the City of Porvoo, in Finnish Porvoon kaupungin matkailu- ja markkinointiyksikkö. The unit takes care and is in charge of tourism related matters and marketing of the city of Porvoo to both domestic and international tourists and potential new residents.

The objective of this bachelor's thesis is to discover and determine the attitudes of the residents of Porvoo towards tourism and tourists and the possible changes, benefits and challenges tourism in the town has had in their everyday lives. The results of the research will thus benefit the Tourism and Marketing Unit of Porvoo so that it is easier for the unit to market and promote the city to both tourists and potential new residents, in addition to knowing what makes the city attractive to these two different target groups via finding out about the attitudes and opinions of the inhabitants. Furthermore, the results will benefit the Tourism and Marketing Unit in terms of resident satisfaction as well as development of

tourism services and products in the town to the likes and preferences of the inhabitants of the city.

The research problem of the bachelor's thesis is the opinions and attitudes of the residents of Porvoo when it comes to the benefits and changes in their lives caused by tourism in the town. The author will thus study the impact of tourism that usually takes place in a tourism destination, and how it affects the lives of the residents from a sociological point of view. The author will use different books and articles on the city of Porvoo, socio-cultural impacts of tourism and tourism products and services. Furthermore, it is important to investigate Porvoo as a tourism destination and what kind of tourism services and products Porvoo has created for tourists in order to ask the opinion of the residents on these issues through conducting a survey.

For data collection the author of the thesis will be using quantitative data collection method, conducting a survey where inhabitants of Porvoo are interviewed on their attitudes towards tourists, tourism and the changes caused by tourism which the residents themselves have felt and noticed in their own lives. For the theoretical part of the thesis the author will study and read different books and articles on the city of Porvoo, socio-cultural impacts of tourism and tourism products and services.

2 Tourism impacts in a destination

This chapter discusses the impacts of tourism in a destination. Most notable impacts and changes can be seen in the economy, environment and society of a destination. (Mason 2003, 28.)

2.1 Sustainable tourism development

Historically speaking, the impacts of tourism in a destination have been the most studied area when it comes to the industry (Mason 2003, 34) and lately, the sustainability of tourism has been in the centre of attention (Tervo-Kankare 2017, 235). Sustainable tourism or sustainable tourism development, which the World Tourism Organization UNWTO (2020) defines as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”, is indeed essential in order to minimise or eliminate completely the negative ecological, socio-cultural and economic effects travelling has. At the same time, sustainable tourism aims to strengthen the positive effects regarding nature and socio-cultural and economic environment. (Tervo-Kankare 2017, 235.)

The guidelines of sustainable tourism development must be applied to all types of tourism and there must be an appropriate environmental, economic and socio-cultural balance between the three dimensions shown in figure 1. In order to achieve this balance, environmental resources and opportunities need to be used in the most favourable ways so that all ecological processes are preserved in addition to natural heritage and biodiversity. (UNWTO 2020.)

Furthermore, one must value and respect residents and their cultural heritage and traditions contributing to intercultural understanding and tolerance. Moreover, economic means and operations must be ensured so that all stakeholders are gaining income and economic benefits hence facilitating disparities and poverty even in the host community. (UNWTO 2020.) It can in fact be said that all guidelines and opportunities that sustainable tourism development has are either directly or indirectly linked to the local population of a destination and the circumstances and lives of the host communities (Tervo-Kankare 2017, 237).

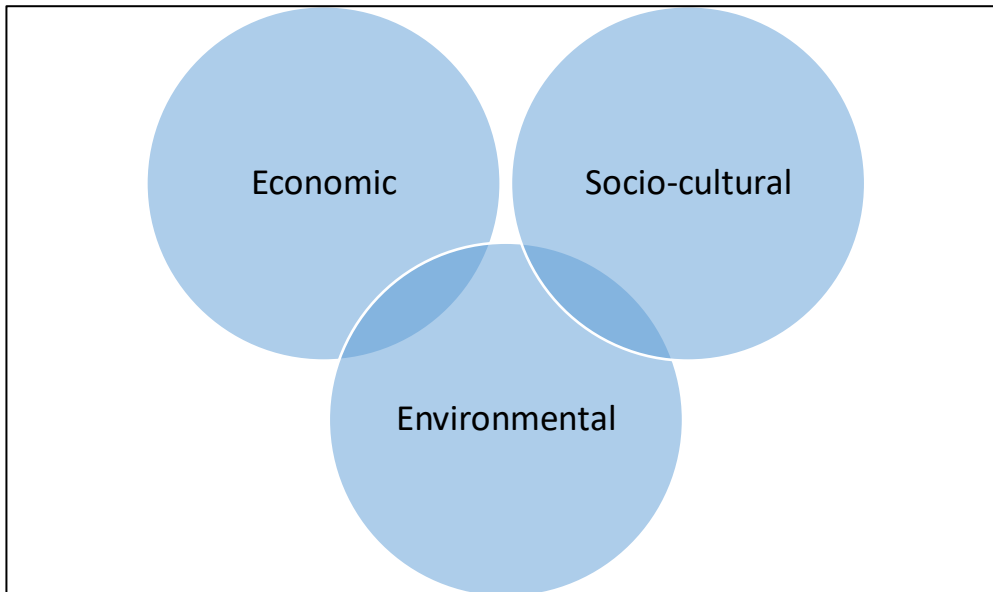


Figure 1: Dimensions of sustainable tourism (Pieta Salonen 2020)

It is also crucial to have and maintain a high level of satisfaction among tourists and to make sure they are creating important and meaningful experiences along with raising awareness about sustainability issues and passing on sustainable practices (UNWTO 2020.) In fact, for today's travellers water and energy efficiency as well as waste management, use of local products and services, local employment, preservation of cultural heritage and consideration of the local population is important. More and more tourists want to choose environmentally friendly accommodation and taking responsibility is appreciated. Responsible travellers want to visit destinations where the air is clean, where you can have a sense of locality and where it is possible to interact with locals. (Business Finland 2020.)

However, the concept of sustainable tourism has also received criticism in recent years (Tervo-Kankare 2017, 235), and it has truly been practised only little since sustainability does not necessarily mean the same thing to everyone (Towner & Orams 2016). It is possible that sustainability is only practised by the loudest and the most powerful contributors. Moreover, tourism entrepreneurs, for example, have no moral obligation to carry out or develop sustainable tourism. Thus, tourism activities and services are planned mainly for short-term economic benefit. (Tervo-Kankare 2017, 238.)

Instead, sustainable tourism has often been pursued locally by actions that aim at the sustainability of individual actors and chains (Tervo-Kankare 2017, 238). It can in fact be questioned if these actions are enough on a global scale to meet the challenges of the impacts of tourism because for tourism to be sustainable, every factor and component should be sustainable (Holden 2009; Saarinen 2006).

The road to sustainable tourism is indeed long and the process continuous. It requires constant monitoring of the consequences and impacts of tourism which must be addressed immediately if there are matters and issues to be corrected or prevented. (UNWTO 2020.) Achieving this also requires long-term planning that takes into account tourists, the region of origin, the destination area, the transit area, and the tourism industries, not just the processes and effects that occur within the tourism destination (Saarinen & Tervo 2010; Tervo-Kankare 2017, 239). Sustainable tourism is therefore not the answer itself but can all in all contribute to sustainable development (Tervo-Kankare 2017, 240).

2.2 Socio-cultural impacts of tourism

As the thesis aims to find out how tourism in Porvoo has affected and changed the everyday lives of the residents, the socio-cultural changes caused by tourism are in focus in this chapter.

The term socio-cultural consist of two words, which can be traced down to *society* and *culture*. To explain the terminology even more, it must be said that *sociology* as a science studies society and people, their attitudes and behaviour, and their interactions. The term culture again can be defined as social interactions and relations between people, and material artefacts. (Mason 2003, 42.) Furthermore, culture consists of behavioural patterns, knowledge and values which have been practised throughout many years – if not centuries - and generations. A member of a certain society and culture recognises as their own and lives by the knowledge, art, belief, morals, laws and customs of a culture. (Burns & Holden 1995, 113.)

The most important matter when studying the socio-cultural impacts of tourism is defining who is involved. Social impacts can be observed and researched between the residents of a tourism destination, who are also called “hosts”, and tourists themselves. Moreover, the nature of these two groups, the activities that the groups have engaged in, and the impact tourists and tourism have had on the culture of the hosts is researched via sociology of tourism. (Mason 2003, 43.) According to Ritchie and Zins (1978, 252–267) the host destination can use its culture as a tourism asset for example in the ways shown in figure 2 and thus lead to different socio-cultural effects.

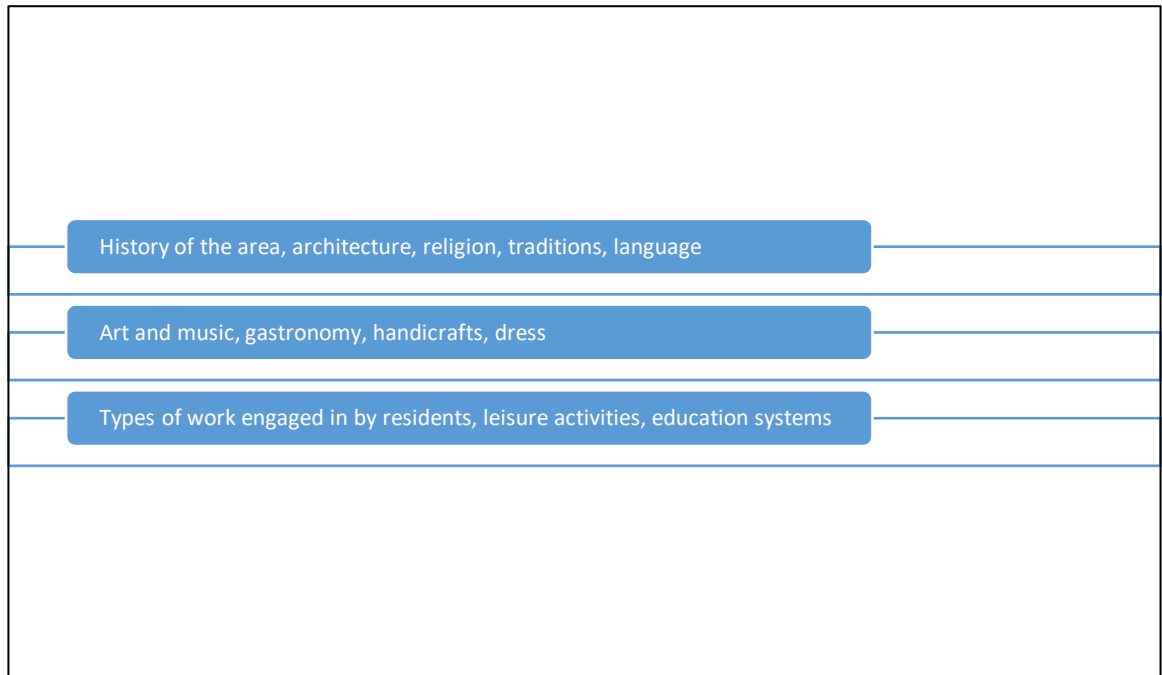


Figure 2: Ways of using culture as a tourism asset (Ritchie and Zins 1978, 252–267; Pieta Salonen 2020)

However, the kind of interaction and encounters that take place between the host population and the tourists is a major factor in studying the socio-cultural impacts of tourism and the residents' attitudes towards tourists and tourism in a destination (Mason 2003, 43). Burns & Holden (1995, in Mason 2003, 43) point out that the larger the contrast and culture difference between the two groups, the greater the socio-cultural impact is.

For example, particularly in developing countries, tourism and tourists with their expensive and fancy gadgets and other material possessions, might lead to behavioural changes in the hosts, who simply by observing tourists start to crave for and wish to obtain similar objects and lifestyle (Williams 2003, 153). This type of socio-cultural impact is called "demonstration effect" meaning that there are visible differences between locals and tourists (Mason 2003, 44). This can have both positive and negative outcomes. Burns & Holden (1995, in Mason 2003, 44) state that seeing different kinds of lifestyles and behavioural patterns can lead to adopting more productive patterns of behaviour, but on the other hand lead to resentment by creating a gap between the host and the tourist, if the host is not able to live in a similar way or afford the goods and services that the tourist is. Young people, being especially impressionable, can particularly feel the consequences of the demonstration effect. This again, can lead to schism and societal divisions between younger and older generations. (Mason 2003, 44).

Demonstration effect can be described quite temporal and superficial, unlike “acculturation” where the contact between the two groups is deeper and for long-term. In acculturation behavioural models, ideas, cultures and products are exchanged for such a long period of time that different cultures start to resemble one another. (Williams 2003, 153.) However, the characteristics of the different cultures might not be entirely balanced, as one culture is likely to be stronger than the other. As a case in point, it is clear that the American culture has rubbed off on and dominates for example developing cultures as can be seen in picture 1. A negative side to this is the loss of cultural diversity and authenticity. (Mason 2003, 44.)



Picture 1: An American fast-food chain McDonald's in China (Raki_Man 2015)

However, encounters between international tourists and residents can create a better cultural understanding and tolerance too, and even raise global awareness – not only culturally, but also when it comes to major global issues such as poverty and human rights. On the other hand, the behaviour of tourists can have a negative effect on the life of the locals through overcrowding, congestion, drugs and alcohol problems, prostitution and increased crime levels. (Simm 2017). Especially overcrowding, a problem caused by mass tourism, causes stress and discomfort for both locals and tourists, and particularly in regions that largely depend on tourism. Thus, residents can start having difficulties with tolerating tourists who have different values and behaviour because of different cultural backgrounds. It might be hard to accommodate to masses of tourists who are spending their free time and engaging in different leisure activities, whilst having to work yourself, and even change your daily life to be able to live alongside these tourists. (Mason 2003, 44.)

What's more, hosts in cultures with strict and traditional religious codes might find tourists with liberal views and behavioural rather unpleasant. (Mason 2003, 44.) Furthermore, tourism can take a toll on human rights in destinations where locals must leave their

homes because of construction of hotels and beach establishments, for instance. Sometimes interaction between tourists and locals can even lead to disappearance of original, traditional values and cultures. (Simm 2017.)

Nevertheless, improvements of infrastructure and new tourism facilities and services can be social benefits too, creating for example more leisure activities and jobs for residents too, not just for the usage of tourists (Simm 2017). Furthermore, it is possible that some unique local and cultural traditions and arts, that otherwise might had disappeared over time and modernisation, are still being preserved because of tourism, such as festivals, carnivals and handicrafts (Simm 2017), in addition to reviving social and cultural life, and conservation of cultural heritage and architecture (Mason 2003, 55).

The thesis will now continue to study the socio-cultural impacts of tourism in a destination more thoroughly, with real life examples, and later focus on how different socio-cultural impacts are perceived by the residents of Porvoo in their home town and find out and determine the attitudes of the residents of Porvoo towards tourism, tourists and the possible changes, benefits and challenges tourism in the city has caused in their everyday lives.

2.3 Example cases

This chapter benchmarks four European cities and how tourism has affected the residents of the cities. The cities in question are Amsterdam in the Netherlands, Barcelona in Spain, Helsinki in Finland and Venice in Italy.

2.3.1 Amsterdam

According to Rodriguez (2018) the residents of the capital of the Netherlands are feeling fed up with tourists. 18 million tourists are visiting Amsterdam, a city of 800,000 inhabitants, annually to the dissatisfaction of the residents. The city is crowded with tourists all year around and the residents feel that the city's ancient centre is being occupied with "disorderly, drunken, noisy visitors". Tourists are especially attracted to marijuana and other soft drugs sold legally as well as to the city's sex zone called the "red light district". (Rodriguez 2018.)

This frustration towards tourism and tourists played a big role in the 2018 municipal election where the GreenLeft (Rodriguez 2018), a political party supportive of environmental values and human rights (GroenLinks 2019), was a winner (Pieters 2018). Amongst the party's main campaign themes was to reduce the tourist flood, thus the city government has now brought out radical methods in order to reduce and tame tourism in the city. The

coalition of parties agreed to ban Airbnb and other home rental services for tourists from the busiest neighbourhoods. Furthermore, other measures the city took on were raising tourist tax, restricting canal cruise ship, tourist car and bus routes at the centre, limiting navigation on the canals and reducing some services such as booze boats, beer bikes and Segway runs. (Rodriguez 2018.)

These actions are hoped to change the type of tourism that takes place in Amsterdam, and to redirect tourists from focusing on alcohol, drugs and sex services instead of getting to know the city's cultural centres and aspects. Amsterdam has closed a third of all its brothels and all marijuana cafes that are close to schools. Re-branding is taking place with Amsterdam's marketing campaigns focusing on the canals, the Anne Frank House and museums with art of the likes of Vincent Van Gogh and Rembrandt. (Rodriguez 2018.)

2.3.2 Barcelona

Barcelona, a metropolitan city and one of Spain's most significant tourism destinations in the north of the country, is famous for its inhabitants' resentment towards tourism and tourists in the city. The overcrowding caused by tourism in the city has left the residents in Barcelona in loss of space, compared to what it used to be. In tourist attractions such as La Boquería, a marketplace full of fruits and food, it can be impossible to move around because of the masses of tourists. What's more, the tourists, which can hardly fit in the growing city amongst locals, are filling up Barcelona's apartments with new, modern accommodation options such as Airbnb, and force locals to move out involuntarily because of either investors who seek to make use of the apartments for tourism accommodation purposes or noises, drugs usage and overall disturbing behaviour caused by tourists. Locals thus have no other option than to go for more expensive apartments in less crowded parts of the city. As a matter of fact, tourism is regarded the biggest problem over unemployment and working conditions by the residents of Barcelona. (López Díaz 2017.)

Some have even opted for very radical and heavy measures, as Barcelona based anarchist group called Arran, which targeted tourists in the city in violent protests. A sightseeing bus was attacked by slashing its tyres and painting its windows with aggressive sounding slogans. Furthermore, windows of five-star hotels were shattered in the attacks and city bikes intended for tourists were vandalised. The group believes that mass tourism poses a threat for the Catalanian working class, destroys cities and the environment. (Ahluwalia 2017.)

However, for a city - and country - whose economy is largely based on tourism, it is out of question to start objecting and replacing the tourism industry completely. Despite the anti-

tourism graffiti and even violent demonstrations that locals in Barcelona are using as means to express their opinions and attitudes towards tourism, tourism is seen as a positive matter by 86.7 % of residents of Barcelona, but many of them stating that tourism should be regulated. In fact, the government has come up with compromising ways to control the overcrowding and tourism in the city. Tourist tax included in accommodation options and ceasing and restricting licenses and building of new accommodations are aiming to even out the tourist masses towards the less affected parts of the city. (López Díaz 2017.)

2.3.3 Helsinki

The Finnish capital Helsinki is not suffering from crowdedness caused by masses of tourists (Helsingin kaupunki 2018, 5). In fact, Helsinki, located not too far away from Porvoo, was selected the Capital of Smart Tourism 2019 jointly with France's Lyon in a competition arranged by the European Commission. The competition rewards European cities which have made achievements and paved the way in sustainability, accessibility, digitalisation, cultural heritage and creativity. This way smart tourism is promoted in the EU, destinations strengthen and network, and practices get exchanged and passed on. (European Capital of Smart Tourism 2019.)

The marking chief executive of Helsinki Laura Aalto, states that Helsinki has succeed in creating a destination, where a visitor can feel like they are a part of the local community. Aalto says: "Establishing a sense of 'local hood' is key to a positive and often long-term relationship between a city and its visitors." It also essential to attract tourists outside of peak season, year and even peak time of the day, and to aim to make the same tourists return to the destination. These repeat visitors want to see the destination beyond the main tourist areas, which cuts back over crowdedness, congestion and discomfort of the locals. (Hunt 2018.)

Furthermore, Helsinki has made sure to target such tourists that are interested in a particular aspect the city has to offer or is famous for, for example design, architecture, education or heavy metal music. Aalto says that these kinds of tourists are "the ones who will be our ambassadors for life, who are creating a relationship with the city and maybe come more and more often – they are the ones who are friends of Helsinki." (Hunt 2018.)

The tourism sector in Helsinki is currently growing and provides many jobs. The industry has created many new events in the city, too, which according to the city of Helsinki help in creating Helsinki's image, both nationally and internationally, and can possibly attract new, targeted groups of visitors all year around. (Helsingin kaupunki 2018, 5.)

2.3.4 Venice

In Venice, an Italian island city famous for its canals, mass tourism has led the residents of the city to march against tourism industry as their quality of life is decreasing with over-crowding, environment damages and at the same time depopulation of locals. Venice's population has dropped from 175.000 inhabitants in the 40-50s to today's 55.000. (Giuffrida 2017.)

Officials in Venice have also resorted to put a ban on kebab and other fast food shops and trucks to ensure the preservation of the city's unique and traditional cultural heritage. Paola Mar, the city's tourism chief, has acknowledged that such products as a result of acculturation put Venice's identity to risk. (Osborne 2017.)

Some other Italian tourist cities have also started fighting against fast food by banning new fast food places in order to preserve the original culture and promote local products, such as Verona and Florence, in addition to internet cafes, minimarkets and call centres in the latter (Osborne 2017).

2.4 Other impacts of tourism

In addition to socio-cultural changes and impacts in a destination, tourism's effects can be seen especially economically and environmentally (Mason 2003, 28). These noteworthy effects in a destination are explained in the following subchapters.

2.4.1 Economic impacts

There are several important economic impacts when it comes to the tourism industry. In fact, tourism creates more jobs and revenues, even for small businesses and independent entrepreneurs within the industry. Furthermore, a government of a particular country gets and benefits from increased tax revenues from different tourism services, such as airports and hotels, which the government can then use and invest in different basic, necessary public services, such as schools, housing and hospitals. (Simm 2017.)

However, there are also negative economic impacts on the destination in addition to the positive ones. A need for establishing and constructing more proper, functioning infrastructure, like roads and hotels, rises for tourism to be successful and profitable. The basic infrastructure is often paid by government, which then again takes the required money amount from tax revenues. What's more, jobs within the tourism industry are frequently seasonal and poorly paid, and at the same tourism can rise prices of local assets and goods and services. Revenues from tourism also do not always benefit only the

smaller, local businesses, but can go to big international companies too, like major hotel chains. It is also to be noted that destinations where the economy depends largely on tourism, can be easily negatively affected by natural disasters, terrorism and economic recession. (Simm 2017.)

2.4.2 Environmental impacts

In addition to economic and socio-cultural effects, tourism is also affected by environmental effects. Supporting and conservation of nature, wildlife and natural resources in a destination are taken into account especially in ecotourism, where the tourist participates in developing nature friendliness without causing threat or modifying the environment and avoiding the negative consequences tourism has on the environment. Ecotourism is vital and crucial for destinations where natural resources are considered a tourism asset, but also threatened by tourism, like rainforests in Brazil and coral reefs in Australia. Furthermore, possible entrance and guide fees in tourist attractions like animal preservers and marina parks also help funding the protection and maintaining of these kinds of wildlife and natural resources. On the other hand, it is an undeniable fact that today's mass tourism and the overuse of nature and environment pose a huge threat to natural and cultural resources in terms of water supply, beaches, coral reefs, rainforests and heritage sites in different tourism destinations in the world. Littering, increased sewage production, noise and pollution through traffic emissions are also a major factor on the disappearance of many natural and cultural resources in the world. (Simm 2017.)

3 Porvoo as a tourism destination

This chapter takes a closer look on the city of Porvoo, a town of approximately 50.000 inhabitants in Eastern Uusimaa region, about 50 km to the east from the Finnish capital Helsinki (Porvoo 2017a; Visit Finland 2017a). Because of its closeness to the capital, it is often visited as a day or weekend trip destination (Lonely Planet 2017). Annual visits in the town are over one million, and tourists come to see Porvoo's main attractions: The old town, the Porvoo Cathedral and the riverside. Furthermore, tourists visit the empire area of the town in addition the area of the Art Factory. (Lopez, Holmberg & Ritalahti, 2014, 20.)

3.1 Tourist attractions in Porvoo

Porvoo's main tourist attraction is the old town which dates back to the Middle Ages, and is still home to approximately 700 people. Along Old Porvoo's streets one can find different kinds of restaurants, cafes, boutiques of a range of items such as decoration, souvenirs and Finnish design, museums and galleries. (Porvoo 2017b; Porvoo 2017c; Porvoo 2017d.) In the heart of Old Porvoo lies the Porvoo Cathedral, an almost 700-year-old Evangelic Lutheran church (Porvoo seurakunnat 2017; Porvoo 2017b). In addition, the town is visited for its ancient, red warehouses by the Porvoo river riverbank, one of Porvoo's most well-known symbols (Porvoo 2017b; Visit Finland 2017a).

Other tourist attractions in Porvoo are the town's old railway station, where in addition to old railway tracks, there is for instance an antique shop, where one can buy souvenirs, local design and organic food products. Furthermore, Porvoo is known for its local chocolate brands, as the likes of Pieni Suklaatehdas (Little Chocolate Factory) and Brunberg, a chocolate factory based in Porvoo, which has a shop in the old town. The old town hall square in Old Porvoo is also one of the town's landmarks and serves as the main market square in the old part of the city, where tourists can purchase local crafts. (Visit Finland 2017a.)

3.2 Tourism services in Porvoo

In addition to the tourist attractions, Porvoo offers tourists a range of activities to do in the city (Porvoo 2017e). The activities the www.visitporvoo.fi -website run by Porvoo City tourism and marketing unit (Porvoo 2017e) lists among others are nature trails, boat trips in the Eastern Uusimaa archipelago, river cruises on the Porvoo river, a train or boat trip from Helsinki to Porvoo, hop-on hop-off bus around Porvoo, canoeing, stand up paddle boarding and guided tours around the old town (Porvoo 2017f).

Furthermore, one can explore Porvoo culinarily in different restaurants and cafes of the town, as mentioned before (Porvoo 2017c). Runeberg's cake, a cake invented by Fredrika Runeberg, the wife of the national poet of Finland J.L. Runeberg who lived in Porvoo with her husband, is described as a special delicacy characteristic for Porvoo (Porvoo 2017g).

It is possible to get to know Porvoo culturally and historically as well via different museums and art exhibitions and galleries, which the city has to offer for a visitor (Porvoo 2017d). In fact, Porvoo used to be a hometown for many famous Finnish artists and influencers. The Finnish national Johan Ludvig Runeberg, whose old house now serves as a museum in the empire part of the town, lived in Porvoo, and the writer Tove Jansson spent many summers in the Porvoo archipelago (Lopez, Holmberg & Ritalahti, 2014, 20). The painter Albert Edefelt spent summers in Porvoo too and built a studio Haikko where he painted some of his most significant works. This old studio has now been turned into a museum. (Porvoo 2019a; Porvoo 2019b.)

One can also stay overnight in Porvoo in one of the town's many accommodation options. In Porvoo one can accommodate in for example traditional hotels, hostels, bed & breakfast sleeping accommodations, boutique hotels and even in manors and cottages in the archipelago (Porvoo 2017h).

3.3 Visitor amounts in Porvoo

In 2015 the Porvoo-Loviisa region was the main destination for some 72,000 foreigners with over a third of them (26,000) coming from Russia according to the 2015 TAK Border Survey (TAK Rajatutkimus). Other nationalities visiting Porvoo were especially Swedes, Estonians and Germans. Together, these groups of nationalities comprise about 60% of all international tourists who visited the Porvoo-Loviisa region in 2015. Almost all these tourists (90%) visiting the region stayed overnight, with 24% of them staying in hotels. Overall slightly more than 50% of all overnight visitors stayed in some paid accommodation. 35% of international travellers visiting the area stayed with friends of which as many as three out of five were Swedes. (Porvoo 2020a.)

Out of the foreigners visiting the Porvoo-Loviisa area in 2015, 62% were on holiday in Finland and 24% visiting acquaintances or relatives. 63% travelled only to the region in question and 37% travelled to other regions too. 47% of the tourists travelled with family members, 30% alone and 26% with other acquaintances. Four per cent of the foreigners who visited the area were on a group trip. (Porvoo 2020a.)

Altogether foreign tourists visiting the Porvoo-Loviisa region spent almost 11 million euros in the area. Somewhat two million euros were spent on shopping and almost 9 million euros were spent on services and transportation in the region. (Porvoo 2020a.)

In January 2018 there were 7,500 overnight stays recorded in Porvoo of which 5,700 were by Finns and 1,800 by international tourists. In total, overnight stays increased by seven per cent from January in year 2017. The largest number of nights spent by foreigners in Porvoo was documented for Russians with 950 nights. (Porvoo 2020b.)

Out of all the overnight stays in January, 3,200 were made by leisure travellers and 4,300 by business travellers. Finns stayed in Porvoo for an average of 1.6 nights and foreigners spent 2.0 nights. (Porvoo 2020b.)

In April 2018, there were 11,500 overnight stays registered in Porvoo, of which 8,700 were by Finnish and 2,800 by international tourists and overnight stays rose by 53% from April the year before. The highest number of nights spent by foreigners in Porvoo was marked for Austrians: 540 nights. (Porvoo 2020b.)

4,000 of the overnight stays in April were realised by leisure travellers and 7,500 by business travellers. Finns stayed overnight for an average of 2.1 nights and foreigners for 3.3 nights. (Porvoo 2020b.)

In July 2018, July being a popular holiday month amongst both domestic and international tourists in addition to August (Yle 2012; Asunta 2018), 15,200 overnight stays were recorded, of which 11,500 for Finns and 3,700 for foreigners. Overnight stays fell by five per cent from July the year before and the highest number of nights spent by foreigners in Porvoo was reported again for Russians, with 680 nights. (Porvoo 2020b.)

12,200 of the overnight stays in July were made by leisure travellers and 3,000 by business travellers. Finns stayed for an average of 1.3 nights and international tourists spent 1.6 nights. (Porvoo 2020b.)

In October 2018, 11,500 overnight stays were documented in Porvoo, of which 8,100 for Finns and 3,400 for international travellers. All in all, overnight stays decreased by two per cent from October 2017. The highest number of nights spent by foreigners in Porvoo was recorded for Poles: 680 nights. (Porvoo 2020b.)

Out of all the overnight stays in October, 3,000 were realised by leisure travellers and 8,500 by business travellers. In October, Finns stayed at registered accommodation in Porvoo for an average of 1.7 nights and foreigners stayed 3.6 nights. (Porvoo 2020b.)

In December 2018, another popular holiday month globally (Blackall 2019), 8,300 overnight stays were reported in Porvoo, of which 6,300 for Finns and 2,000 for foreigners and overnight stays decreased by 11% from December the year before. The largest number of nights spent by international tourists in Porvoo was recorded for Portuguese with 400 nights. (Porvoo 2020b.)

Of the overnight stays in December, 5,600 were made by leisure travellers and 2,700 by business travellers. Finns stayed for an average of 1,4 nights and foreign tourists for an average of 3,0 nights. (Porvoo 2020b.)

4 Implementation

This research project was initiated in spring 2017 when the author of the thesis presented the commissioning party different research problems. It was decided to investigate the attitudes and thoughts of the residents of Porvoo towards tourism in their hometown and how tourism has affected their lives. For this reason, it was particularly important to study the impacts of tourism in a destination as well as the city of Porvoo after which the author proceeded to conduct a survey for the residents of Porvoo. The aim of the thesis was to find out what kind of attitudes the Porvoo residents have towards tourism and what kind of changes, benefits and challenges tourism has brought to their lives.

In order to study the effects of tourism and Porvoo, the author used different books and articles on the city of Porvoo, impacts of tourism and tourism products and services as a data collection method. The attitudes of the people living in Porvoo were studied and investigated by means of an opinion poll. The survey consisted of 12 questions. Through the answers, the author of the thesis got a picture of the attitudes and opinions of the residents of Porvoo. The commissioner of the thesis, Porvoo Tourism and Marketing Unit can make use of the data.

The survey was published on two different Facebook groups which consisted of people living in Porvoo. The questionnaire was also shared via emails and text messages. A total number of 71 responses were received.

4.1 Methodology

Prior to data collection, the author had to choose whether to carry out the study as a quantitative or qualitative study. Quantitative research is a research method based on describing and understanding a research problem using statistics and numbers. For example, different classifications, cause and effect relationships, comparison and explanation of a phenomenon can be explained by numerical results. Many different computational and statistical analysis methods are based on the quantitative research method. (Jyväskylän yliopisto 2019a.)

Qualitative research is a method of scientific research aimed at understanding the quality, characteristics and meaning of a matter or an object. Qualitative research can be carried out by a range of ways. Nevertheless, the study concentrates on, among other things, the environment and background, the purpose and meaning and on the expression and the language of a matter or an object. (Jyväskylän yliopisto 2019b.)

The author decided to use quantitative research method in order to collect data, as the research problem needed to be explained and analysed via numbers, graphics and statistics. Furthermore, the author wanted to learn and hear about the authentic opinions of the residents of Porvoo.

4.2 Survey as a data collection method

The author decided to collect data via creating and conducting a questionnaire. The questionnaire was created by using Webropol online survey tool.

A questionnaire is one of the most traditional ways of collecting data. To begin with, questionnaires were often in a traditional paper form which the respondent was then able to fill in. Thanks to the internet, one can create questionnaires also online and in an electric form. Furthermore, it is easy to share the questionnaire online for example on different social media channels, via email or by publishing it on a website. This makes conducting a questionnaire also affordable since the data can be collected straight from the online tool to the use of the conductor. (Valli & Aaltola 2015, 84.)

One must be careful when presenting and deciding the questions to be used in the survey. The questions create a base for the answers, and they can't be leading or indefinite. They must also be designed and created according to the research problem and aims. (Valli & Aaltola 2015, 85.)

4.3 Data collection

The author of the thesis created a questionnaire via the online survey tool Webropol, consisting of 12 questions. The questions were formed based on the findings and conclusions of the theory part of the research. Furthermore, the commissioning party was included in the process and presented ideas and own preferences when it comes to shaping questions.

The data was collected by sharing the survey online on different Facebook groups, which's members consisted of people living in Porvoo on March 29-April 12 in 2019. In addition, the questionnaire was shared via emails and text messages within the same time period. Through the answers, the author of the thesis got a picture of the attitudes and opinions of the residents of Porvoo. The commissioner of the thesis, Porvoo Tourism and Marketing Unit can make use of the data.

4.4 Validity and reliability

A research and its results must be valid and reliable which in other words tell how well a research method in a particular research project weighs and measures the research problem. Furthermore, they tell how reliably the research method looks into the research problem, and whether the research can be repeated using the same method with similar results by another research conductor. (Moisander & Valtonen 2006, 27.)

Validity is good when the target group and the questions of a survey are accurate and precise and how well the research method measures the features and attributes of the phenomenon being studied, which is intended to be measured. Reliability means how reliably and reproducibly a method is used to measure a desired phenomenon. (Moisander & Valtonen 2006, 27.) For example, the questions in a survey must be exact and precise and everyone must understand them and there must not be multiple understandings (Valli & Aaltola 2015, 85).

In this thesis the research problem was first investigated by learning about the socio-cultural impacts of tourism, and then by conducting a survey to find out about the attitudes and opinions of the target group, in this case the residents of the town Porvoo. It is safe to say that on an international level Porvoo is not as big tourism destination as for example Amsterdam. Thus, the residents of Porvoo as a target group may not have given the most radical and eye-opening results when it comes to tourism impacts in a destination. Nevertheless, Porvoo is one Finland's main tourism destinations, and receives over one million tourists annually, from which it can be concluded that tourism and tourists in the town can't have been gone completely unnoticed by the residents.

I believe that I could've put a little bit more thought into choosing the questions. I do fear that some of the questions were somewhat hard to comprehend in the same way that I did, and as I meant them to be comprehended. The total number of answers could've been higher as well, although I am happy with the input the respondents gave me in terms of answers to open-ended question for example.

5 Results of the survey

A total of 71 Porvoo residents responded to the survey within a period of two weeks. The survey was completed anonymously, and the respondents were given the possibility to answer either in Finnish, Swedish or English. Questionnaires in each language can be found under “appendices”.

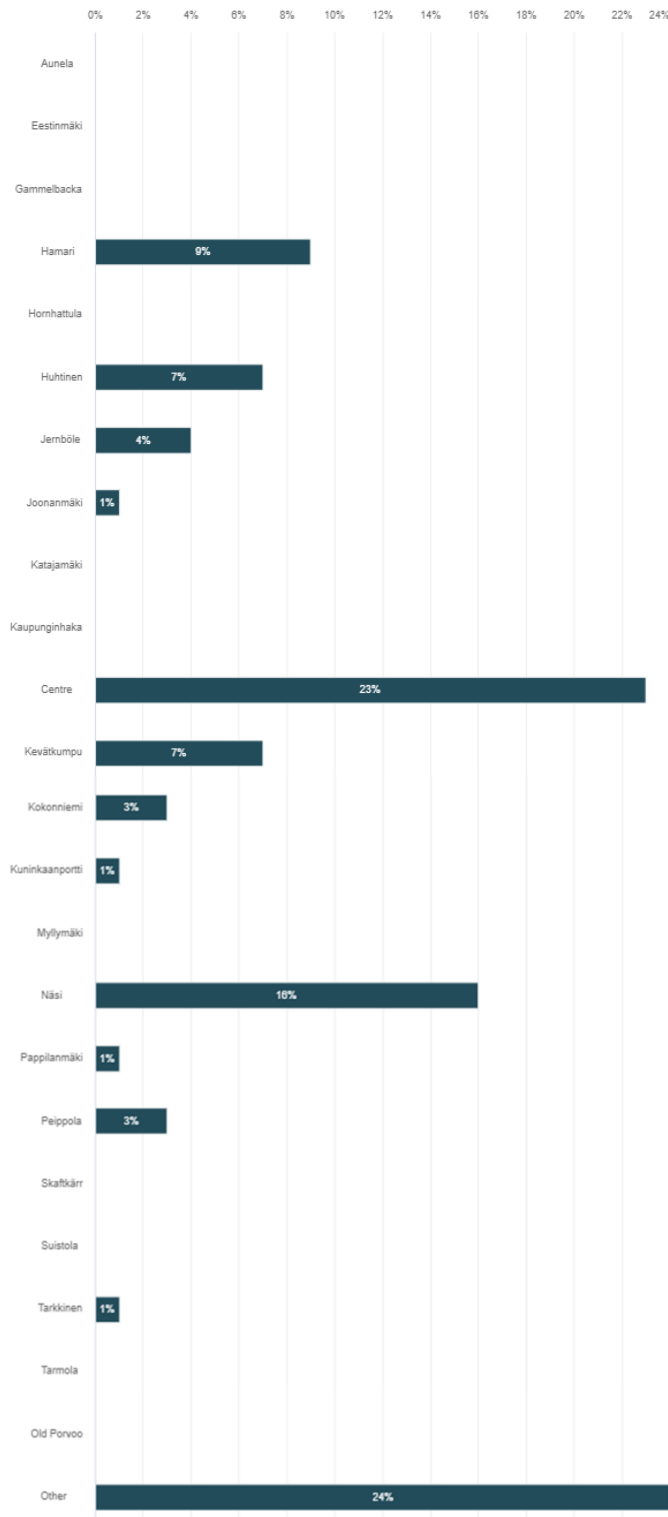


Figure 3: Place of living in Porvoo (n=71)

Figure 3 demonstrates the respondents' place of living in Porvoo. 23% of the respondents lived in the centre and 16% in Näsi area and 24% lived in a place that was not mentioned as an option in the questionnaire.

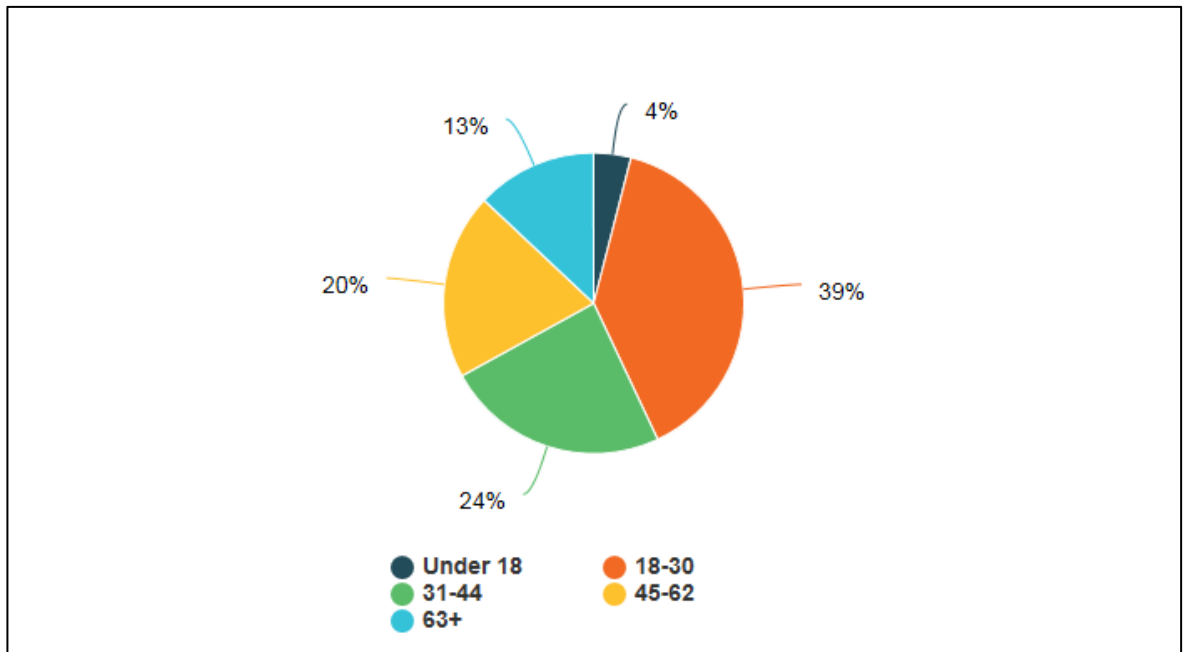


Figure 4: Age of the respondents (n=71)

Most of the respondents were from age 18 to 30 as can be seen in figure 4. There were also many people from age groups 31-44 and 45-62 amongst the 71 respondents.

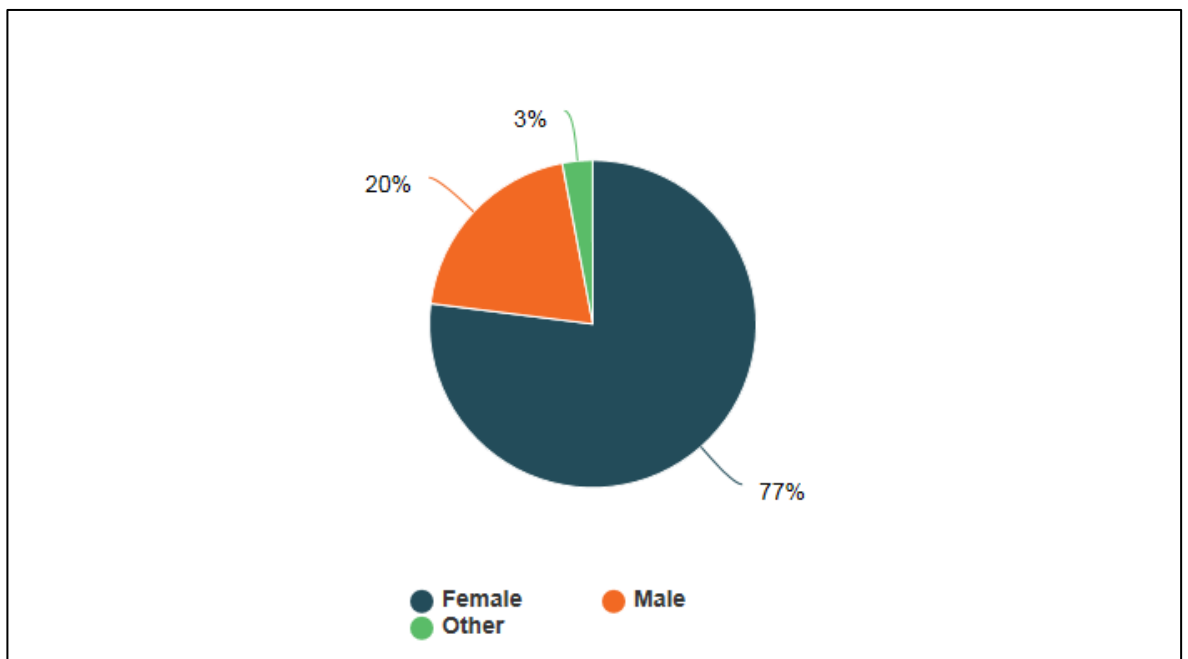


Figure 5: Gender of the respondents (n=71)

As shown in figure 5, most of the respondents were women whereas 20% were men and 3% were nonbinary.

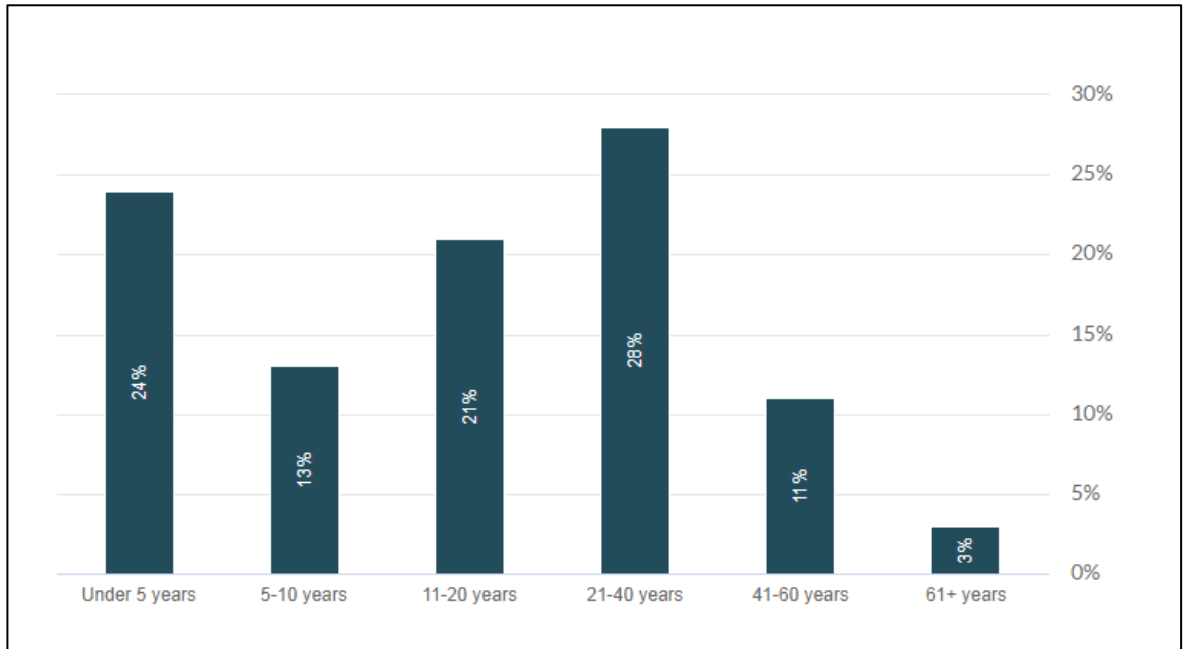


Figure 6: Years of living in Porvoo (n=71)

Figure 6 describes for how long the respondents had lived in Porvoo. Most of the respondents had lived in the city for 21-40 years, under 5 years or 11-20 years.

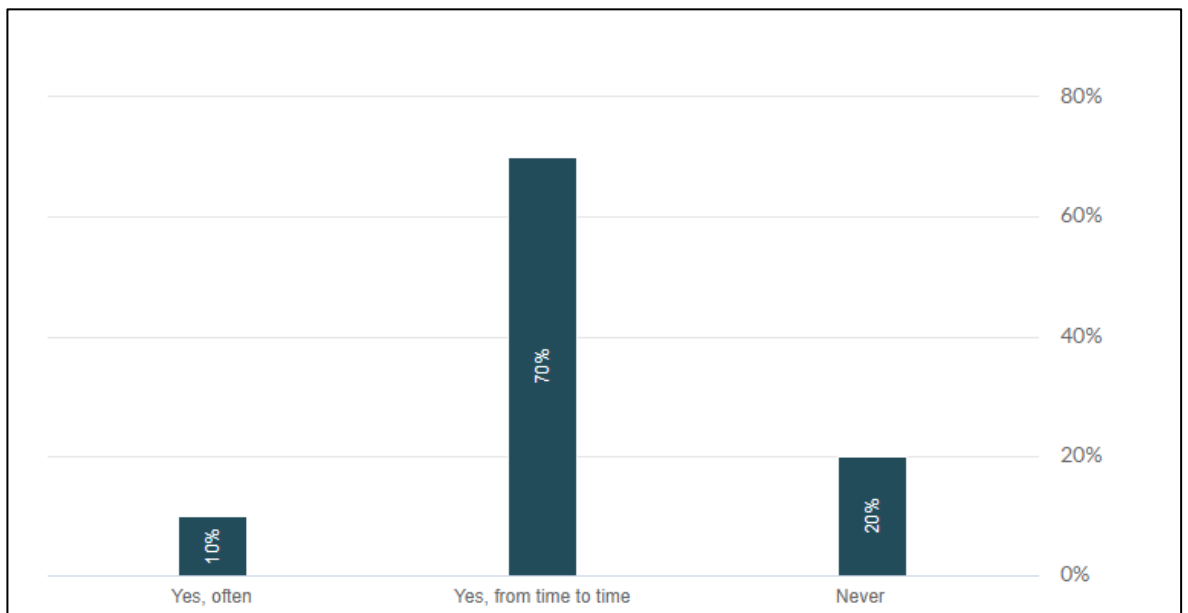


Figure 7: Interaction with tourists (n=71)

Figure 7 shows to what extent locals in Porvoo interact with tourists. Altogether 80% of the respondents do interact with tourists in Porvoo, while 20% of the respondents never interact with tourists.

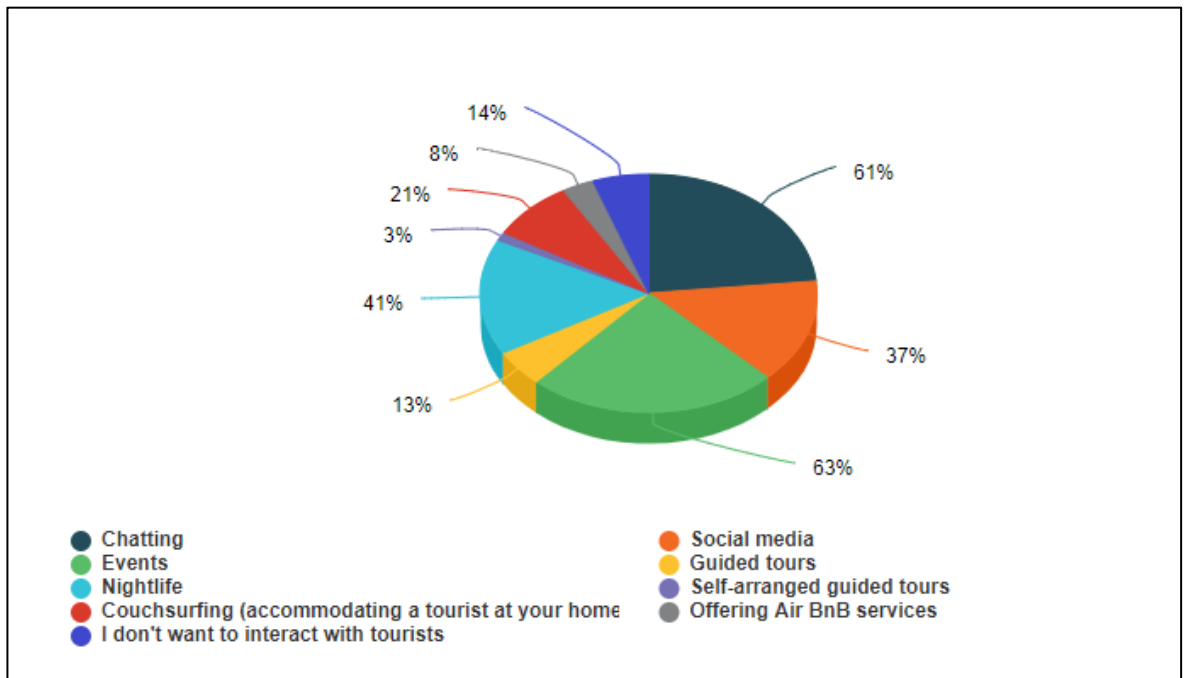


Figure 8: Ways of interacting with tourists (n=71)

In figure 8 it is demonstrated how or how would the respondents like to interact with tourists in Porvoo. The respondents were able to choose several options for the question.

About 60% of the respondents would either like to attend events or practise chatting in order to meet and interact with tourists. Meeting tourists in nightlife and engagement in social media channels interested about 40% of the respondents. Somewhat 20% of the respondents would also like to accommodate a tourist in their own home. Almost 10% of the respondents wanted to take part in guided tours around the town in order to encounter tourists, while nearly 15% of the respondents preferred not to interact with tourists at all. When it comes to meeting tourists, the least popular options were offering AirBnB services and self-arranged guided tours.

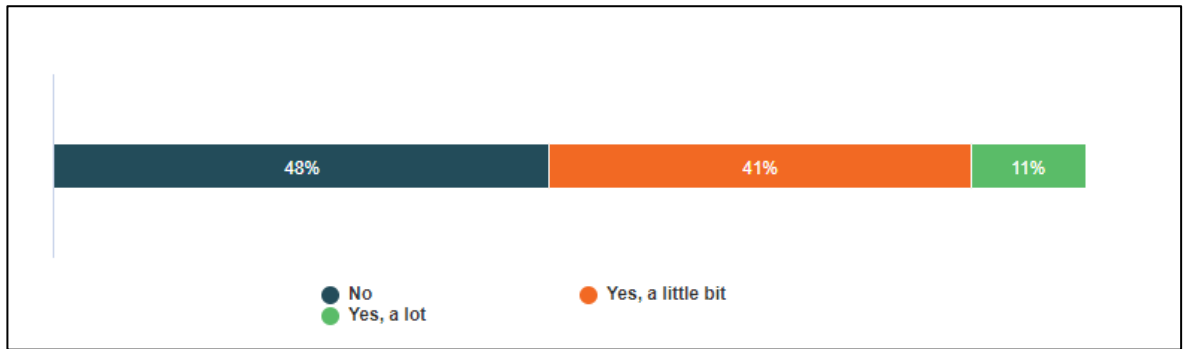


Figure 9: Learning from other cultures (n=71)

Half of the respondents had learned from other cultures in Porvoo as shown in figure 9. The respondents had for example learned about other cultures and their customs and different mentalities. The respondents had gained tolerance and openness towards other cultures which had expanded their views and awareness in a positive way. The cultures some of the respondents mentioned to have come across were Japanese, Russian and Spanish.

Half of the respondents, on the other hand, hadn't learned anything from other cultures and tourists.

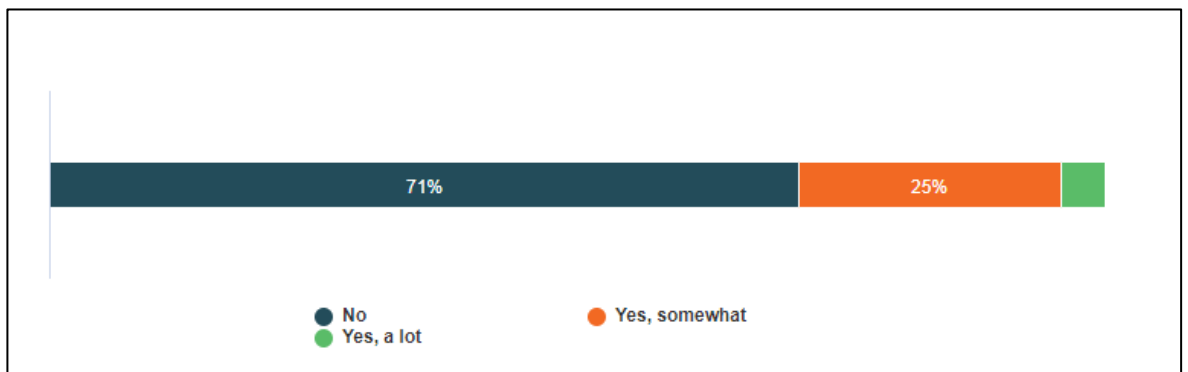


Figure 10: Influence from other cultures due to tourism (n=71)

The respondents were asked whether they thought Porvoo had been influenced by other cultures due to tourism. Figure 10 demonstrates that majority of the respondents (71%) didn't find Porvoo to be influenced by other cultures due to tourism at all. Only 25% of the respondents regarded that Porvoo had picked up some influences from other cultures, and 4% regarded that Porvoo had been influenced a lot by other cultures.

Influences noticed by the respondents were for example changes in language, culture and cuisine, and that in some parts of the town one can find texts and signs in English.

It was also noted that nowadays there are more restaurants and cafes in Porvoo than before. Furthermore, guidings and tourists in the old town had increased according to the respondents.

	Has decreased significantly	Has decreased	No change / I can't say	Has increased	Has increased significantly
Open-mindedness	0%	4,22%	49,3%	35,21%	11,27%
Overcrowding and congestion	0%	4,22%	46,48%	46,48%	2,82%
Job opportunities	1,41%	0%	47,89%	47,89%	2,81%
Free time activities	0%	5,63%	49,3%	39,44%	5,63%
Crime level	0%	1,41%	81,69%	15,49%	1,41%
Global awareness	0%	0%	52,11%	42,25%	5,64%
Instability caused by alcohol and drug problems	0%	5,63%	85,92%	8,45%	0%
Prostitution	0%	1,41%	91,55%	5,63%	1,41%
Noisiness	0%	0%	81,69%	15,49%	2,82%
Traditional customs and values	0%	5,63%	73,24%	21,13%	0%
Events	0%	5,63%	35,21%	50,71%	8,45%
Cultural understanding	0%	1,41%	40,84%	47,89%	9,86%
Services and supply	0%	4,23%	40,84%	43,66%	11,27%
Hostility towards tourists	2,81%	9,86%	74,65%	11,27%	1,41%

Table 1: Impacts of tourism in the daily life of the locals (n=71)

The respondents were given several different statements related to different socio-cultural impacts and changes in a destination caused by tourism and then able to choose the most accurate alternative for every factor. As demonstrated in table 11, the results were following:

- Open-mindedness: Almost half of the respondents (49%) hadn't noticed any change in their mind-set or those of others. Around 35% of the respondents had noticed an increase in open-mindedness.

- Overcrowding and congestion: 46% of the respondents hadn't notice any change in overcrowding and congestion, and the same percentage of respondents regarded that overcrowding and congestion had increased, although not significantly.
- Job opportunities: Nearly half of the respondents (47%) reckoned that there are more job opportunities in Porvoo due to tourism industry, and approximately other half of the respondents (47%) hadn't noticed any change.
- Free time activities: 49% felt that free time activities hadn't either increased or decreased or weren't able to say. Nearly 40% of the respondents reckoned activities had increased.
- Crime level: Most of the respondents hadn't noticed any change in the crime level in Porvoo or couldn't say.
- Global awareness: 52% regarded that there had been no change in their or their surroundings' global awareness, or couldn't say, whereas a bit less than half of the respondents (42%) felt global awareness had increased.
- Instability caused by alcohol and drug problems: Majority of the respondents thought there was no change in alcohol or drug problems caused by tourism or couldn't say.
- Prostitution: Nearly all of the respondents (91%) hadn't noticed any change in prostitution or couldn't say.
- Noisiness: 81% regarded that there had been no change their surroundings when it comes to noisiness or couldn't say.
- Traditional customs and values: Approximately 70% of the respondents hadn't noticed any change regarding traditional Finnish customs and values and how they manifest in their lives and environment or couldn't say.
- Events: Around half of the respondents reckoned that more events are being held in Porvoo due to tourism. 35% of the respondents hadn't noticed any change in the number of events or couldn't say.
- Cultural understanding: Almost half of the respondents (47%) felt like their understanding of other cultures had increased. Around 40% hadn't noticed any in their cultural understanding or couldn't say.
- Services and supply: Nearly 40% of the respondents regarded that there are more services and supply in Porvoo due to tourism than before, although not significantly. Nevertheless, another 40% hadn't noticed any change.
- Hostility towards tourists: Most of the respondents (74%) hadn't noticed any change in hostility towards tourists in Porvoo or couldn't say.

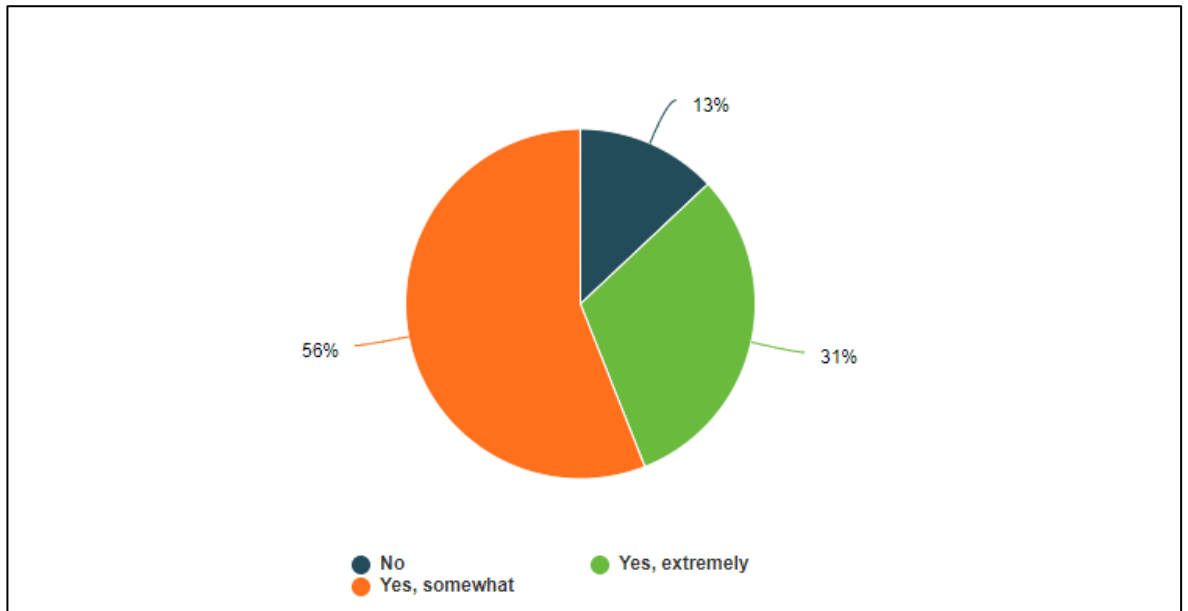


Figure 11: Conservation of Porvoo's cultural heritage and uniqueness (n=71)

Majority of the respondents thought that Porvoo's cultural heritage and uniqueness are conserved and appreciated as shown in figure 11. The respondents regarded that Porvoo is well-known for its' history, "cuteness" and uniqueness, not only nationally but also internationally. Moreover, the respondents felt proud of the old town and the antique, red buildings.

Nevertheless, some of the respondents thought that Porvoo is only appreciated and conserved when it comes to the old town, the shore houses and the Porvoo Cathedral, which were regarded to be the only tourism attractions in Porvoo. It was mentioned that the centre area should be renewed in order to attract tourists elsewhere in the town too. Furthermore, the western side of the town is thought to be built more open-mindedly without conserving the red hues of the shore houses on the east bank of the river.

Only 13% of the respondents reckoned that there is no appreciation nor conservation when it comes to Porvoo's cultural heritage, and that there are many sides to Porvoo which should be brought to light. The respondents also noted that Porvoo's history isn't known.

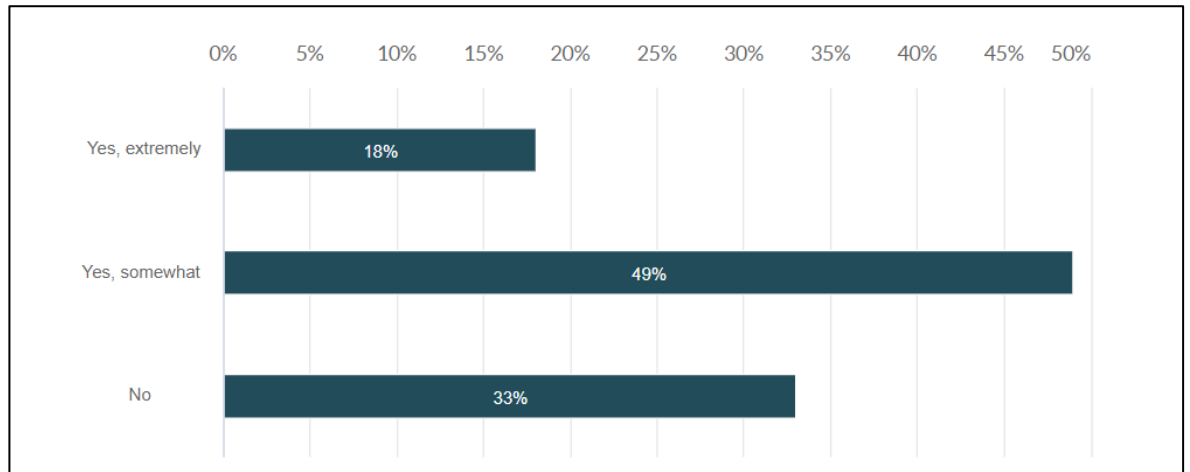


Figure 12: Suitability of Porvoo for entrepreneurship and small businesses (n=71)

The respondents were asked whether they found Porvoo a suitable and profitable place for entrepreneurship and small businesses. Over half of all the respondents (67%) regarded Porvoo as a suitable and profitable place for entrepreneurship and small businesses. The respondents saw Porvoo as a growing and beautiful place close to big cities, where one can run a business in the old town, especially in summer. Small, individual shops, cafes and restaurants seem to do the trick according to the respondents, although shopping as an activity seems to take place outside of Porvoo. Not everything a consumer is looking for can be found in small town like Porvoo, and the price level is high in the town.

Nearly 30% of the respondents thought Porvoo is not a suitable and profitable place for entrepreneurship and small businesses, stating that there are too little people and customers in Porvoo. The rents are high, and there should be more tourism, marketing and activities in order to provide jobs outside high season as well and to make tourists stay in the town longer than for a daytrip. The center is regarded to be too small with too few consuming people. The competition seems to be strong because of the town's bilingualism, which is why an only Finnish-speaking entrepreneur can't provide full service in Porvoo.

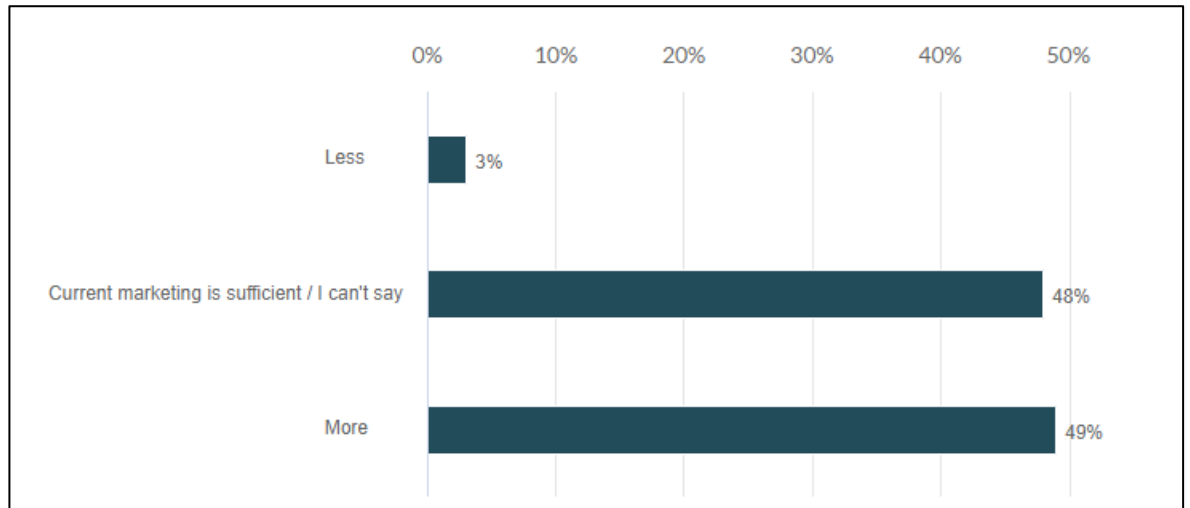


Figure 13: Marketing of Porvoo (n=71)

For the last question of the survey, the respondents were asked how they believed Porvoo should aim to market itself as a tourism destination. 49% of the respondents felt that Porvoo should market itself more as a tourism destination in order to attract more people and visitors to the town. The marketing should be all-year-around and concentrate on different activities, the surrounding nature and the sea. The respondents felt that the old town has been too much in the focus. Furthermore, cafes should be open in the evening too, and the cuisine and sweets together with boutique hotels could be marketed more.

Moreover, the respondents hoped for more events, such as Easter market, old-time markets, kekri feast, an old Finnish tradition celebrated in the beginning of November for the end of the harvest season and for the beginning of the dark, more activities for families with children. Pop up stores and musical performances were also hoped for.

Only 3% of the respondent thought Porvoo should do tourism marketing less, because it is regarded to be a dull town where one can't purchase anything.

6 Discussion

In this chapter, the results of the survey are put together and presented together with the theory. Moreover, the author discusses their own learning during the thesis project.

6.1 Conclusions

The aim of this thesis was to learn about the opinions and attitudes of the people living in Porvoo towards tourism and tourists in their hometown. A survey was conducted in order to find about the opinions and attitudes of the residents of Porvoo. The survey was created via the online survey tool Webropol, where the answers were also analysed. A total number of 71 people living in Porvoo took part in the survey.

Tourism has taken place in Porvoo for somewhat 50 years although a conservation plan for Old Porvoo was made already in 1936 and then thoroughly renewed in 1967-1975. The new town plan created conditions for the renovation and development of the old town. (Museovirasto 2009.) Most of the respondents had lived in Porvoo for 21-40 years. It can be thus concluded that these people have seen the changes and the impacts tourism has had on Porvoo and on their day-to-day lives. Nearly 10% of the respondents had live in Porvoo for 41-60 years, and 3% for even more – over 61 years.

However, since Porvoo's tourism was regarded seasonal according to the respondents, with the peak being in summer, the effects tourism has had on Porvoo have not been that deep. Most of the respondents didn't find Porvoo to have been influenced by other cultures while 25% of the respondents felt that Porvoo had changed a little bit. Changes noticed by the respondents included changes in cuisine in addition to Porvoo having more restaurants and cafes nowadays. It was also noted that in some parts of the city one can find texts and signs in English which tells about Americanisation and about attracting and engaging with international tourists in Porvoo. According to one of the respondents, their own tolerance and motivation to maintain their language skills have improved, which reflects the curiosity and open attitude of the Porvoo locals towards to foreign-language tourists.

The seasonality and superficiality of the impact level of tourism in Porvoo can be seen in the fact that half on the respondents hadn't learned anything from other cultures. The other half had learned about other cultures and their customs and different mentalities via meeting tourists for example in the nightlife of Porvoo and at work. They had gained tolerance and openness towards other cultures which had expanded their views in a positive

way. The cultures some of the respondents mentioned to have come across were German, Japanese, Latvian, Russian and Spanish.

Most respondents would like to meet tourists through events where they can meet and chat with different people. In addition, interaction in nightlife and social media is of interest.

As demonstrated earlier in the report in table 1, most everyday life impacts of tourism noted by the locals had to do with overcrowding and congestion, job opportunities, events, cultural understanding and services and supply which most of the respondents either thought to have had increased, some even significantly. It can be thus concluded that the impacts of tourism in Porvoo have mainly been positive outside from overcrowding and congestion issues.

Most of the respondents reckoned that there hasn't been any change when it comes to open-mindedness and global awareness, free time activities, crime level and instability caused by alcohol and drug problems as well as prostitution, noisiness and hostility towards tourists. Almost 73% of the locals feel that there has been no change in traditional customs and values and around 21% believe appreciation for traditionality has in fact increased.

As a matter of fact, majority of the respondents thought that Porvoo's cultural heritage and uniqueness are conserved and appreciated and regarded that old buildings and historical architecture are well preserved and protected. The respondents said they feel proud of the old town and the old, red buildings.

Nevertheless, some of the locals that took part in the survey thought that Porvoo is only appreciated and conserved when it comes to the old town, the shore houses and the Porvoo Cathedral, which were regarded to be the only tourism attractions in Porvoo. Furthermore, the western side of the town is thought to be built more open-mindedly without conserving the red hues of the shore houses on the east bank of the river.

Only 13% of the respondents reckoned that there is no appreciation nor conservation when it comes to Porvoo's cultural heritage. The respondents also noted that Porvoo's history isn't well-known which is most likely due to the small size of the town and perhaps even to the size of Finland. After all, Finland is a small, young country in the northern Europe sandwiched between old countries with extensive histories, Sweden and Russia (Hallberg & Martikainen 2018).

Furthermore, some of the respondents thought that Porvoo could offer more to its visitors. It was regarded for example aside from the shore area with its storehouses and the shops in the old town, everything else is overshadowed. According to one respondent the facades of the buildings at Mannerheiminkatu are a sad sight to behold and that the entire downtown area should be redesigned for it to be attractive to tourists.

More than half of the respondents saw Porvoo as a good place for entrepreneurs and small businesses, especially in summer. The old town is regarded as Porvoo's special asset with its small shops attracting consumers and visitors.

At the same time, however, retail property rents were considered high, and 30% felt that there were not enough customers in a city the size of Porvoo. Therefore, it is probably for this reason that almost half of all respondents wished for more marketing and events, so that there would be more life in the town outside the high seasons, and that other aspects of Porvoo should be emphasized in marketing. Particularly the surrounding nature and the sea were mentioned, and more activities were hoped for in order to increase and add to the attractiveness of the city. It was also hoped that the opening hours of cafes and restaurants would be extended.

6.2 Reflection on own learning

This project began in the spring of 2017, when the topic for the thesis was chosen. I presented the commissioner of the thesis with many different topics that I had invented myself. The different ideas for the thesis topic were easy to compose since before starting the writing process I had taken courses in sociology during my student exchange period. I was very enthusiastic and interested in the subject, and it felt great to be able to use the skills I had learned during my exchange – which itself was a meaningful experience to me at the time. Furthermore, I had been living in Porvoo for a few years throughout my studies in Haaga-Helia and thus, I was familiar with the city and its services and places. In addition, it was great to get to write my thesis for the Tourism and Marketing Unit of the City of Porvoo where I also did my internship.

The writing of the thesis itself started in autumn 2017, although most of the work was completed during spring 2019. The process was very long and suffered from motivation and time management struggles. Often, the project seemed bottomless and never-ending, and working on it together with a full-time job was not painless. In hindsight I do hope that I had asked for more support from my institution and professors instead of battling with

many writers blocks and with the shame and irritation of not being able to finish the thesis as rapidly as I first intended to.

Conducting the survey proved to be quite demanding as well. After posting my questionnaire to a few Facebook groups, they were removed very quickly, and I found out that it was forbidden to post surveys in the groups. This upset me, because I then had to resort to sending out the survey via emails and text messages, which of course did not reach a vast amount of people. In fact, I would have liked to have received more answers.

Nevertheless, the work was finally completed and finalized and even though the project was very challenging, I find that I developed as a writer and believe that my vocabulary has also evolved and expanded – both in Finnish and in English. Moreover, I feel that regardless of my struggles with the writing process, the topic was right and ideal for me as I find that my own thinking and awareness have increased and developed tremendously through learning about sustainable tourism development and the impacts of tourism. I believe that these matters are very current issues and will probably touch us all in the near future, even if we may not yet notice the impact of tourism in our personal lives.

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8 Appendices

8.1 Questionnaire in Finnish

Matkailun vaikutukset Porvoossa

Hei! Olen matkailualan opiskelija ammattikorkeakoulu Haaga-Helien Porvoon kampuksella. Tämä kysely on osa opinnäytetyötäni matkailun vaikutuksista Porvoossa. Kysely vie noin 5 minuuttia. Kiitos avustasi ja ajastasi!

1. Asuinpaikka Porvoossa *

Aunela ▼

2. Ikä *

alle 18
 18-30
 31-44
 45-62
 63+

3. Sukupuoli *

Nainen
 Mies
 Muu

4. Kuinka kauan olet asunut Porvoossa? *

Alle 5 vuotta
 5-10 vuotta
 11-20 vuotta
 21-40 vuotta
 41-60 vuotta
 61+ vuotta

5. Oletko vuorovaikutuksessa matkailijoiden kanssa Porvoossa? *

Kyllä, usein
 Kyllä, silloin tällöin
 En ikinä

6. Miten olet tai haluaisit olla vuorovaikutuksessa matkailijoiden kanssa Porvoossa? Voit valita useita vaihtoehtoja. *

Rupattelu
 Sosiaalinen media
 Tapahtumat
 Opaskierrokset
 Yöelämä
 Itse järjestetyt opaskierrokset
 Sohvasurffaus (matkailijan majoittaminen omassa kodissa)
 Tarjoamalla Air BnB -palveluja
 En halua olla vuorovaikutuksessa matkailijoiden kanssa

7. Oletko oppinut muista kulttuureista Porvoossa? Mitä? *

- Kyllä, paljon
 Kyllä, hieman
 En

8. Onko Porvoo mielestäsi saanut vaikutteita muista kulttuureista matkailun myötä? Mitä? *

- Kyllä, paljon
 Kyllä, hieman
 Ei

9. Koetko seuraavien tekijöiden muuttuneen ympäristössäsi matkailun myötä? Valitse sopivin vastausvaihtoehto joka tekijään. *

	Heikentynyt merkittävästi	Heikentynyt hieman	Ei muutosta / En osaa sanoa	Lisääntynyt hieman	Lisääntynyt merkittävästi
Avoimuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tungos ja ruuhkat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Työmahdollisuudet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vapaa-ajan aktiviteetit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rikollisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oma maailmatietoisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Päihdeongelmista johtuvat levottomuudet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prostituutio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meluisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perinteiset tavat ja arvot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapahtumat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oma ymmärrys muita kulttuureita kohtaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Palvelutarjonta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vihamielisyys matkailijoita kohtaan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Onko mielestäsi Porvoon kulttuuriperintö ja ainutlaatuisuus suojeltu ja arvostettu? Millä tavoin tai miksi ei? *

- Kyllä, erittäin
 Kyllä, jokseenkin
 Ei

11. Onko Porvoo mielestäsi kannattava paikka yrittäjille ja pienyrityksille? Miksi? *

- Kyllä, erittäin
 Kyllä, jokseenkin
 Ei

12. Missä määrin Porvoon tulisi mielestäsi markkinoida itseään matkailukohteena? Miksi? *

- Enemmän

Tämänhetkinen markkinointi on riittävä / En osaa sanoa

- Vähemmän

8.2 Questionnaire in Swedish

Turismens inverkan i Borgå

Hej! Jag studerar turism vid yrkeshögskolan Haaga-Helia i Borgå. Denna frågeformulär utgör en del av mitt slutarbete som forskar i turismens inverkan i Borgå. Enkätundersökningen tar 5 minuter att slutföra. Tusen tack för din hjälp och tid!

1. Var bor du i Borgå? *

2. Ålder *

- under 18
- 18-30
- 31-44
- 45-62
- 63+

3. Kön *

- Kvinna
- Man
- Annat

4. Hur länge har du bott i Borgå? *

- Under 5 år
- 5-10 år
- 11-20 år
- 21-40 år
- 41-60 år
- 61+ år

5. Har du haft kontakt med turister i Borgå? *

- Ja, mycket
- Ja, ibland
- Aldrig

6. Hur interagerar du eller hur skulle du vilja interagera med turister i Borgå? Du kan välja flera

alternativ. *

- Småprat
- Sociala medier
- Evenemang
- Guidade turer
- Uteliv
- Självorganiserad guidningstur
- Couchsurfing (erbjuda sovplats i ditt hem)
- Erbjuder Air BnB tjänster
- Jag vill inte interagera med turister

7. Har du lärt dig mer om andra kulturer i Borgå? Vad? *

- Ja, mycket
- Ja, aningen
- Nej

8. Tycker du att Borgå har blivit påverkad av andra kulturer som följd av turismen? Hur? *

- Ja, mycket
- Ja, aningen
- Nej

9. Hur upplever du att följande saker har förändrats i ditt liv och i din omgivning på grund av turismen i Borgå? Välj det alternativ som bäst beskriver förändringen enligt dig vid varje fråga. *

	Försämrats märkbart	Försämrats aningen	Ingen förändring/ Kan inte svara	Ökat aningen	Ökat märkbart
Öppenhet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trängsel och trafikstockningar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arbetsmöjligheter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fritidsaktiviteter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kriminalitet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Min egen världsbild	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oroligheter orsakade av drogberoende	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prostitution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Buller	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditionella vanor och värden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evenemang	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Min egen förståelse av andra kulturer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service och utbud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fientlighet mot turister	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Tycker du att Borgås kulturarv och unikheter är bevarat och uppskattat? Hur syns det i praktiken? *

- Ja, extremt
- Ja, aningen
- Nej

11. Tycker du Borgå är en lönsam ort för småföretagare och entreprenörer? Varför? *

- Ja, extremt
- Ja, aningen
- Nej

12. I vilken mån tycker du Borgå borde marknadsföras som ett rese-mål? Varför? *

- Mera
- Den marknadsföring som förs idag är tillräcklig / Jag vet inte
- Mindre

8.3 Questionnaire in English

The impacts of tourism in Porvoo

Dear Respondent, thank you for agreeing to take part in this survey. I am a tourism student from Haaga-Helia University of Applied Sciences at Porvoo campus. This questionnaire forms a part of my thesis on the impacts of tourism in Porvoo. The questionnaire will take you about 5 minutes. Thank you for your help and time!

1. In which part of Porvoo do you live? *

Aunela ▼

2. Age *

Under 18

18-30

31-44

45-62

63+

3. Gender *

Female

Male

Other

4. How long have you lived in Porvoo? *

Under 5 years

5-10 years

11-20 years

21-40 years

41-60 years

61+ years

5. Do you interact with tourists in Porvoo? *

Yes, often

Yes, from time to time

Never

6. How do you or how would you like to interact with tourists in Porvoo? You can choose several options. *

Chatting

Social media

Events

Guided tours

Nightlife

Self-arranged guided tours

Couchsurfing (accommodating a tourist at your home)

Offering Air BnB services

I don't want to interact with tourists

7. Have you learned from other cultures in Porvoo? If yes, what? *

- Yes, a lot
- Yes, a little bit
- No

8. Has Porvoo been influenced by other cultures due to tourism in your opinion? How? *

- Yes, a lot
- Yes, somewhat
- No

9. How have the following factors changed in your life and in your environment due to tourism? Please choose the most accurate alternative for every factor. *

	Has decreased significantly	Has decreased	No change / I can't say	Has increased	Has increased significantly
Open-mindedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overcrowding and congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Free time activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instability caused by alcohol and drug problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prostitution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noisiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional customs and values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural understanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services and supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hostility towards tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Are Porvoo's cultural heritage and uniqueness conserved and appreciated in your opinion? In which way? *

- Yes, extremely
- Yes, somewhat
- No

11. Do you find Porvoo a suitable and profitable place for entrepreneurship and small businesses? Why? *

- Yes, extremely
- Yes, somewhat
- No

12. How should Porvoo aim to market itself as a tourism destination in your opinion? Why? *

- More
- Current marketing is sufficient / I can't say
- Less