

IMPACTS OF TOURISM ON LOCALS' LIVES AND ATTITUDES

Cases: Rovaniemi and Kemi

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Ohjaaja	Ulla Kangasniemi & Petra Paloniemi		
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Opinnäytetyön tavoitteena oli tutkia matkailun positiivisia ja negatiivisia vaikutuksia paikallisten asukkaiden elämään ja asenteisiin matkailua kohtaan Rovaniemellä ja Kemissä. Viime vuosina matkailun kasvu on ollut Lapissa suurta, joten tutkimus oli aiheellinen. Opinnäytetyön toimeksiantajana toimi Lapin arktinen matkailuekosysteemi -hanke ja yhteishenkilönä toimi projektipäällikkö Kristian Sievers.

Matkailun vaikutukset lajiteltiin ekonomisiin, sosiokulttuurillisiin ja ympäristöllisiin ulottuvuuksiin. Mahdollisia positiivisia ja negatiivisia vaikutuksia tutkittiin aikaisemman kirjallisuuden perusteella. Myös jakamistaloutta, tässä tutkimuksessa Airbnb:tä tutkittiin sen mahdollisten ekonomisten ja sosiokulttuurillisten vaikutusten takia. Airbnb kasvanut Rovaniemellä ja se on ilmiönä aiheuttanut paljon keskustelua ja jakanut asukkaiden mielipiteitä.

Tutkimusmetodiksi valittiin määrällinen tutkimus, ja se toteutettiin kyselyn avulla. Kyselyssä käytettiin viisiportaista Likert-asteikkoa. Vastaaajajoukko tavoitettiin Facebookin paikallisista asukkaista koostuvista ryhmistä. Vastauksia saatiin Rovaniemeltä 297 ja Kemistä 154.

Tutkimuksen perusteella voidaan päätellä, että matkailu vaikutti paikallisten elämään enemmän Rovaniemellä, jossa kasvu on ollut suurempaa. Positiivisia ja negatiivisia vaikutuksia löydettiin kaikilta aihealueilta, mutta Kemissä lähes kaikki vaikutukset olivat vaikutukseltaan vähäisempiä. Merkittävimmät löydetyt ekonomiset vaikutukset olivat elinkustannusten ja paikallisten palvelujen hintojen nousu, mutta matkailu teki kaupungeista myös elinvoimaisempia. Vastaaajien mukaan matkailu ei ole vaikuttanut heidän elämänlaatuunsa negatiivisesti. Rovaniemellä on ollut negatiivisia vaikutuksia ympäristöön, mutta Kemissä vaikutuksia ei juurikaan esiintynyt. Molemmissa kaupungeissa vastaaajien asenteet matkailua kohtaan olivat jokseenkin positiivisia.

Avainsanat Matkailu, taloudelliset vaikutukset, kulttuurinen kestävyys, ympäristö

Degree Programme in Tourism
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Author	Niko Vuokila	Year	2020
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The aim of this thesis was to research the positive and negative impacts of tourism on local people's lives in Rovaniemi and Kemi and the local people's attitudes towards tourism and its development in their cities. Tourism has been rapidly growing in Lapland during the recent years, thus making research about the subject necessary. The thesis was commissioned by the arctic travel ecosystem for Lapland -project. The contact person was the project manager Kristian Sievers.

A literature review acts as the basis for this paper, explaining main concepts of impacts of tourism. The impacts were categorized into economic, sociocultural and environmental impacts. Then possible positive and negative impacts of tourism were identified. Sharing economy, more precisely Airbnb in this study, was also included in the research due to its possible economic and sociocultural impacts. Airbnb has been growing in Rovaniemi while dividing opinions about it greatly

For the research methodology a quantitative approach was chosen and the research was conducted as a survey utilizing a five-point Likert scale. The survey was distributed online through the social media platform Facebook. The survey gathered 297 responses from Rovaniemi and 154 from Kemi.

Tourism has had more impacts to locals' lives in Rovaniemi, where tourism growth has been more substantial. Both positive and negative impacts were identified in all sectors, but Kemi experienced almost all impacts in lesser extent. The most significant economic impacts found were the increases in prices of services and the cost of living Rovaniemi. However, tourism has also made the city feel healthier and it has brought more job opportunities for the locals. According to the respondents, tourism has mostly not affected their quality of life negatively, but environmental impacts have been notable to some extent in Rovaniemi. Residents of Kemi reported no environmental impacts. Furthermore, residents were mostly positive about tourism and its development in both cities.

Keywords Tourism, impact, residents, economic, environment, cultural sustainability

CONTENTS

1 INTRODUCTION	5
2 COMMISSIONER: ARCTIC TOURISM ECOSYSTEM FOR LAPLAND-PROJECT	6
3 DESTINATIONS	7
3.1 Lapland as Destination	7
3.2 Research Cities: Rovaniemi and Kemi.....	9
4 IMPACTS OF TOURISM	11
4.1 Sociocultural Impacts.....	11
4.2 Economic Impacts	14
4.3 Environmental Impacts	16
4.4 Sharing Economy & Airbnb.....	19
5 QUANTITATIVE METHODOLOGY AND THESIS PROCESS	20
5.1 Quantitative Research	20
5.2 Survey.....	20
5.3 Reliability and Validity	22
6 RESULTS	23
6.1 Demographics of Respondents.....	23
6.2 Residents' Travel Behaviour	24
6.3 Residents' Attitudes Towards Their Hometown	25
6.4 Economic Impacts	28
6.5 Environmental Impacts	32
6.6 Sociocultural Impacts.....	35
6.7 Sharing Economy	37
6.8 Tourism Development.....	40
6.9 Respondents' Additional Comments	42
7 DISCUSSION	44
BIBLIOGRAPHY	48
APPENDICES.....	51

1 INTRODUCTION

Tourists all over the world have found the new gem of the tourist destinations, the Finnish Lapland. The peace and the pureness of Finnish nature with the phenomena of midnight sun and northern lights attract more and more tourists every year (Tarssanen 2019). However, as earlier researches show, large tourism flows do not just bring positive impacts to the destinations but negative impacts as well. There are multiple studies researching the impacts tourism has had to locals' lives in various bigger destinations (Amutha 2011; Gerritsima & Vork 2017; Helgadóttir, Einarsdóttir, Burns, Gunnarsdóttir, & Matthíasdóttir 2019; Mead 2019; Rátz, & Puczkó 2002) but the topic has not been widely researched in Finnish Lapland. This research focuses on Rovaniemi and Kemi, two growing tourism destinations of Lapland.

This thesis researches the impacts tourism has had on locals' lives and examines their opinions about tourism in their cities. The main research question for this research is what kind of impacts tourism has had on local's lives in Lapland. The sub-question examines what kind of attitudes locals have towards tourism. The author chose the topic of the study in cooperation with Kristian Sievers, the main contact person and the project manager of the thesis' commissioner Arctic Tourism Ecosystem for Lapland- project. The author is interested in the possible impacts of tourism and the topic has not been widely studied in Lapland. It is an important topic to research, as it is essential to recognize the possible positive and negative impacts tourism might have had to locals' lives. The impacts must be acknowledged early on to keep the tourism development sustainable in the destination, before it has caused too many impacts that affect the locals' quality of life negatively.

2 COMMISSIONER: ARCTIC TOURISM ECOSYSTEM FOR LAPLAND-PROJECT

The commissioner of this thesis was the Arctic Tourism Ecosystem for Lapland-project. The contact person of the project was the project manager Kristian Sievers from the regional council of Lapland. The regional council of Lapland is a joint municipal board formed by Lapland's 21 member municipalities. One its most important tasks is to safeguard the common interest of Lapland by promoting favorable decision-making for the region for public and private sectors. (Lapin Liitto 2020a).

The aim of the Arctic Tourism Ecosystem for Lapland-project is to develop Lapland into a unique innovation cluster. Other aims of the project are developing networking between different stakeholders, raising awareness of Lapland's professionalism in tourism and affecting the decision making actively by following the Lapland's tourism strategy's objectives. Another essential goal for the project was to create a tourism strategy for Lapland for the years 2020 – 2023 (Lapin Liitto 2020b). The guidebook creates a vision and aims for tourism in Lapland until 2030 and was created in cooperation with various stakeholders of tourism, such as destination management organizations, municipalities, research- and education institutes of tourism and entrepreneurs. According to the strategy, the vision for tourism of Lapland is that Lapland will be a responsible and authentic year-round travel destination in 2030. Lapland tourism strategy is based on Lapland- contract 2018 – 2021 and the main objective of the project was the increase in the region's competitiveness and well-being. These objectives are reached by strategic choices which are based on arctic economy, reforming working and expertise, clean nature, good living habitats and accessibility. (Lapin Matkailustrategia 2020.)

3 DESTINATIONS

3.1 Lapland as Destination

Lapland is described as a winter wonderland, where people travel to experience the unique arctic environment and the cleanest air on earth. During winter the most popular sights to experience are the northern lights which attract hundreds of thousands of travellers while summer holds the phenomenon of midnight sun. Lapland has five airports with Rovaniemi, Ivalo and Kittilä being the busiest receiving over a million arrivals every year. The largest tourism hotspots of Lapland are Rovaniemi, Levi, Inari-Saariselkä, Ylläs, Meri-Lappi and Pyhä-Luosto. Kemi, the second city where the research was conducted, is located in the area of Sea Lapland. (House of Lapland 2019.)

Tourism in Lapland has been growing steadily during recent years. It saw a 22 % growth from 2016 to 2017 and 3 % from 2017 to 2018. In 2018 the registered number of overnight stays was three million excluding the AirBnB and cottage rentals, and Lapland had 1.33 million flight passengers arriving. The growth in demand for programme services is noticeable as the accommodation capacity is booked full during the busy winter season during different time frames, such as the Christmas time. However, summer season is quieter as it only sees a quarter of the overall yearly tourists. In 2018 most of the travellers arrived from UK with a total of 287 200 nights spent while German, French and Dutch came behind with respectively 165 900, 159 300 and 95 700 total bed nights. The Asian market is growing with the Chinese reaching the fifth place with 67 700 bed nights. (Tarssanen 2019.) Figure 1 displays how tourism has grown in Lapland since 1995.

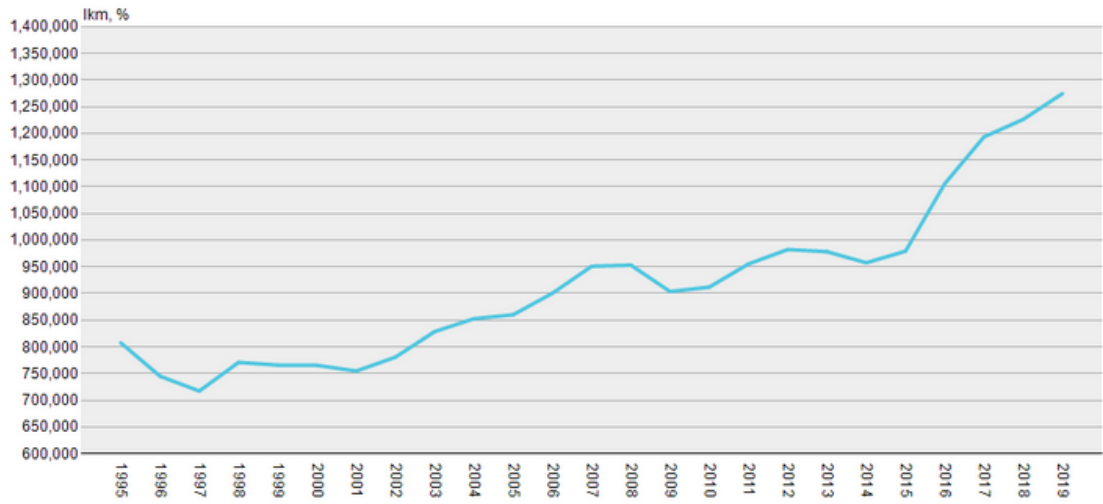


Figure 1. Yearly arrivals, Lapland. 1995-2019. (Statistics Service Rudolf 2020)

3.2 Research Cities: Rovaniemi and Kemi

Rovaniemi is the biggest city of Lapland and the largest city area of Europe with 8 017,19 square kilometres of space. Although it only ranks as the 16th biggest city in Finland by the number of inhabitants of 62 922. The most popular attractions of Rovaniemi include the Santa Claus Village, SantaPark and Arktikum science centre. (City of Rovaniemi 2020.)

Tourism in Rovaniemi, branded as “The Official Home of Santa Claus”, currently largely revolves around Christmas along with Lapland’s general sights of northern lights and the midnight sun. According to Visit Rovaniemi (2020) the brand of Rovaniemi cannot be seen. Instead, it is something one can only experience through the values of the city which are listed to be authenticity, giving and caring, being surprising and creative, and the continuous presence of Christmas. In 2018 Rovaniemi hosted 664 000 tourist overnight stays, which is almost double the number of the second most popular destination Saariselkä with 388 000 overnight stays. (House of Lapland 2019.) Figure 2 displays the growth of tourism in Rovaniemi.

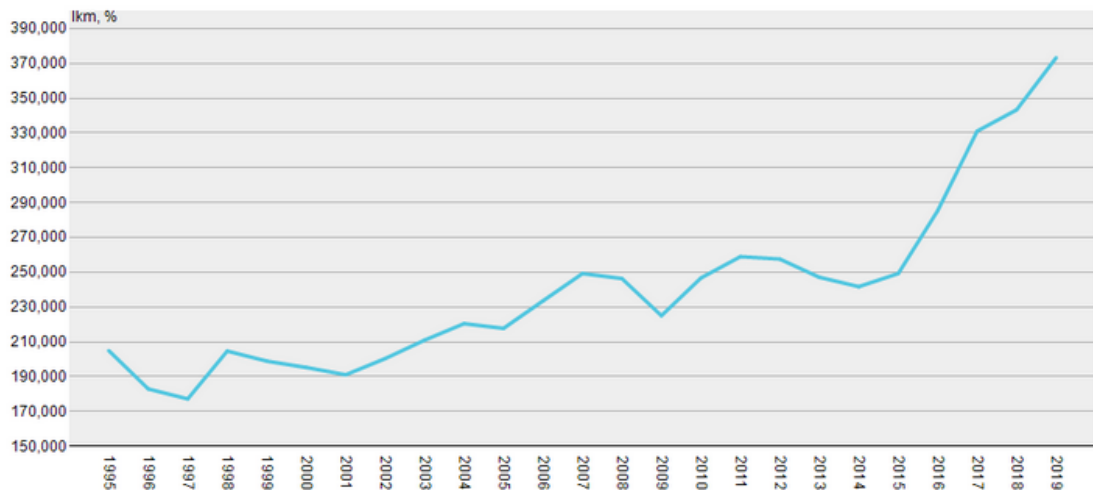


Figure 2. Yearly arrivals, Rovaniemi. 1995-2019. (Statistics Service Rudolf 2020)

Kemi, a small city of 21 021 inhabitants, is situated at the shore of the Gulf of Bothnia, and it acts as a centre of commerce and services in Sea Lapland. (City of Kemi 2020). The main attractions for tourists to visit Kemi are the icebreaker Sampo, which has been carrying customers since 1988, and the snow castle of

Kemi that has been built every year since 1996. The snow castle includes a snow restaurant, a snow hotel with a chapel and different kinds of ice and snow sculptures. To extend the tourism season to the summer months, Kemin Matkailu Oy recently established the SnowExperience365 that acts as an extension to the snow castle, serving customers all year around. (Kemin Matkailu 2020.)

Compared to Rovaniemi, Kemi is a smaller destination. In 2018 Kemi received 88300 overnight stays in its 15 different accommodation units. The Icebreaker Sampo received 16984 customers during the same year (City of Kemi 2019). Many different programme service companies provide day tours from Rovaniemi to Kemi to both icebreaker Sampo and snow castle of Kemi. Figure 3 displays the number of arrivals each year, showing the growing tourism flows to the city.

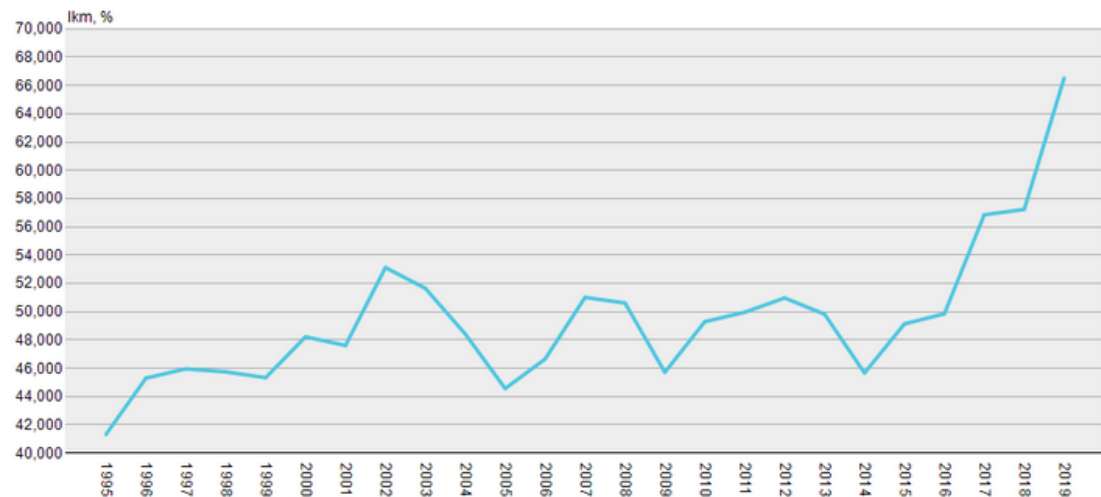


Figure 3. Yearly arrivals, Kemi. 1995-2019. (Statistics Service Rudolf 2020)

4 IMPACTS OF TOURISM

4.1 Sociocultural Impacts

In sociocultural interactions of tourism tourists and locals interact with each other altering the quality of life of affected parties such as local companies, inhabitants and organizations. The change in the quality of life can also be prominent in the lives of tourists depending on how significant the experience in the destination was. However, the changes in the quality of life of tourists is not as notable as the changes in the lives of locals. Essentially, development of tourism affects the locals' lives in the aspects that form the unique local culture of the destination. These cultural aspects include individual behavior, safety, community lifestyles and moral principles. To keep tourism socially and culturally sustainable these aspects must be respected while contributing to the understanding of cross-cultural interaction. The magnitude of sociocultural impacts depends on the characteristics of tourists and hosts, the development of the tourism industry in the area and how different these clashing cultures between hosts and tourists are. (Rátz & Puczko 2002, 117, 120; UNWTO 2013, 18.) Additionally, according to a study conducted in India, the more the locals and tourists interact with each other, the better the relationships between these two different demographics are. (Amutha 2011.)

The characteristics of local residents play a significant role in the different kinds of impacts tourism can have on the destination. The demographic and socio-economic characteristics of the hosts define how tourism is perceived by the locals. If tourism is already developing in the destination and the destination hosts a big enough labor force with the eligibilities to work in the tourism sector, the more positively the locals react to tourism. However, if the development is not run by locals and is instead run externally, local residents benefit less, thus creating more negative attitudes towards tourism. Furthermore, the hosts' attitudes are affected by the communities' tolerance towards other cultures. Big multicultural cities such as London have a greater tolerance for other cultures, but if this tolerance is lacking the attitudes towards tourists can be more hostile. (Rátz & Puczko 2002, 123–124.)

One of the more noticeable impacts of tourism is its impact on population. Tourism causes people to move around, for example to work. This can transform the demographics of the destination as usually these seasonal workers are young people or adult males. An influx of seasonal workers helps the destination to adapt on the demand of more work force if the local destination does not have enough labour to answer to the influx of incoming tourists. One possible problem can be that when seasonal workers come from abroad this could cause a conflict with the locals due to different cultures. Furthermore, these seasonal jobs can sometimes be not well paid and the job itself might not require any proficiencies. On the other hand, if the seasonal workers acquire a better paid position than the locals this could possibly cause conflict amongst the local community. (Rátz & Puczko 2002, 135–137.)

Tourism can cause the local residents to become more interested in studying a degree in the field of tourism. Additionally, the influx of foreign tourists also encourages young people to learn new languages. On the other hand, older people can become more involved in tourism as when the tourists are interested in local cultural values and stories. The locals can be inspired to become guides to share information about these cultural characteristics. Moreover, the tourists' interest increases the local residents' pride about their city and provokes the locals to maintain cultural landmarks, nature around the destination and old local traditions. The locals acknowledge that their surroundings and lifestyles are special for incoming tourists, thus making them value what they have. (Fletcher 2018, 211 – 212; Rátz & Puczko 2002, 137–138.) For example, in Amsterdam one could assume the overcrowding of tourists would cause mostly negative attitudes towards tourism, but instead the number of tourists provoked pride in the locals as they were proud of the city's attractiveness to foreign tourists. (Gerritsma & Vork 2017.)

The arrival of tourists also affects the locals' quality of life in many more ways. In the research conducted by Ritchie & Inkari (2006) in Southern England one of the more important findings was that tourism causes problems and irritation among the locals through increased traffic and parking problems. The same problem was also found in research conducted by Gunce (2003) in Northern

Cyprus. In Iceland, some interviewed residents raised their frustration towards the overgrowth of tourism due to the congestion. One respondent of the study had to change their schedules to do groceries in the morning due to less people being around and other residents mentioned how they have to be more alert while driving in the city because tourists might suddenly go onto the street without warning. (Helgadóttir et al. 2019.)

Furthermore, the amount of tourism correlates with the increase of crime in the destination. Tourists can be viewed as easy targets as they might not recognize possible criminals in the crowd. Crime towards tourists is motivated by the tourists' wealth because they are often wealthier than local residents. However, the criminals often do not only target tourists but locals as well. Another deviant negative impact of tourism is the increase of prostitution. This is caused by tourists leaving their home country's social norms behind to seek new experiences. Additionally, increase of crime can cause the drug abuse to rise in a destination. These factors can cause the feelings of safety to decrease, affecting the local quality of life greatly and making the locals feel unsafe in their settlements. (Rätz & Puczkó 2002, 144–145; Weaver & Lawton 2014, 260–261.)

4.2 Economic Impacts

Tourism is one of the largest factors in the world economy and it grows stronger every year. In 2017 there were over 1,326 trillion tourist arrivals which presented a 7 % increase compared to 2016. International tourism receipts increased 4.9 % and reached 1340 billion US\$ in 2017. All continents had growth in both arrivals and receipts but Europe's share in tourist arrivals was over half in the whole world, 672 million arrivals while the receipts were at 39 % with a total of 519 US\$. In 2017 both of these factors grew 8 %. Respectively, Northern Europe gained 5 % more arrivals and 8 % more receipts. (UNWTO 2018.) In global measures tourism brings 8,8 trillion US\$ to the world GDP, which is 10,4 %. Every tenth job in the world is related to tourism meaning that 319 million people are working in the tourism sector. (WTTC 2019.)

Rátz & Puczkó mention that "tourism is one of the most complex industries in the world" (47, 2002). Tourism is an invisible export where there are no tangible products shipped for the consumer's use. Tourism services are intangible by nature in which the customer must be present in the destination to receive the benefits of the products or services. (Rátz & Puczkó 2002, 49.) Additionally, the seasonal character of tourism causes problems as tourism entrepreneurs have to gather enough profit to sustain through the off-season as well. Furthermore, tourism products cannot be stored. For example, a tour guide cannot get compensations if their tour is not fully booked. (Ardahaey 2010, 212.)

When it comes to impacts of tourism one substantial economic impact is that tourism can raise the general prices in a destination by causing inflation. However, it can be viewed as a both positive and negative aspect. Firstly, this is because of the seasonal nature of tourism where the entrepreneurs have a shorter time to gain profit. This also makes the entrepreneurs set higher prices for their products. Secondly because of the willingness of tourists to pay higher prices, as tourists care less about spending money while enjoying their holidays. These price increases can make the land and building prices rise, which is positive for landowners but can furtherly prove to be negative as the prices can possibly climb too high for locals. This is especially prominent in small

destinations where the amount of housing units is already low. (Ardahaey 2010, 211; Rátz & Puczko 2002, 68, 139–140.)

One of the undoubtedly most significant economic impacts of tourism is the amount of jobs opportunities it creates. As mentioned earlier every tenth job in the world is related to tourism and the industry is growing. Tourism is a very broad field of business and it can be separated into two levels, direct or indirect employment. In direct employment of tourism, the jobs contribute to tourism by being in contact with the tourists personally. These employment sectors can be for example tourist information offices, restaurants, aircrafts, front offices in hotels or souvenir shops. The indirect employment sector includes mostly suppliers of these employment units. (UNWTO 2014.)

Furthermore, developing tourism has an impact on budgets of the cities and regions. The development of tourism requires good infrastructure and marketing, and the local government must decide the budget to fill the gap of these expenses. One way to raise money for these expenses is taxing which is not only gathered from locals but from tourists as well. The spending of tourists creates income for the municipalities to sustain the development of tourism through value-added tax. Other ways for the municipality to receive income are specifically appointed tourism taxes which can be gathered from accommodation providers and customs. These taxes can be small fees the tourist pays when checking in their accommodation unit. (Rátz & Puczko 2002, 91–93). Other tourism-related taxes include airport departure taxes, hotel room taxes and taxes of permits for national parks and visas. (Weaver & Lawton 2014, 229.)

4.3 Environmental Impacts

The environmental impacts of tourism are broad and can extend from local scale to global measures. Even though the global measures also affect to local lives in longer term, in this research the more localized impacts will be emphasized. In general, the physical impacts of tourism can be indirect or direct. Usually the direct impacts are easier to spot by the locals while indirect impacts can take time to accumulate and its' causing factors could be difficult to separate. Direct impacts can be tourists littering or tourism entrepreneurs building new premises for companies. Indirect impacts happen where the materials for building the companies' premises have been gathered. Indirect impacts also include the usage of energy and water in the destination. Furthermore, the indirect impacts are not always caused by factors that are solely related to tourism. They can be different companies gathering resources from the nature and transporting it for the construction of the premises of tourism companies. (Tyrväinen 2017, 93.)

Environmental impacts of tourism are reversible or irreversible. Irreversible impacts cannot be restored. A very exaggerated example of this could be for example the extinction of certain species which would be caused by tourism damaging the living habitats of the animals. Reversible impacts on the other hand can be restored although it might take a long time. In this case tourists could for example cause damage by destroying vegetation while steering off a nature trail in a national park. This damage can be reversed but it can take years for the vegetation to grow back. (Rátz & Puczkó 2002, 185–186.)

Moreover, if the local infrastructure is not good enough to deal with the littering of the tourists, tourism can be a source of large amounts of pollution. However, this may also raise awareness for the locals to preserve the environment to keep it attractive for more possible tourists. (Rátz & Puczkó 2002, 139–140). The Maldives have faced problems with a large number of visitors arriving to the country. As tourists tend to generate more waste than locals and the county lacks the appropriate means to deal with the growing amount of waste companies have even dumped their waste into the sea. (Karthikheyen 2010.)

Furthermore, tourism can cause geological problems in a destination. Leaving litter around is one of the problems and littering causes even worse damage in nature-based destinations as decomposable litter can poison the soil. Additionally, trampling the vegetation by either feet or vehicles such as quadbikes or snowmobiles is also a major environmental impact. The detrition of the vegetation affects the animals eating the plants that get trampled, such as reindeer and grouses. The detrition expands slowly, for example the area exposed of vegetation on top of Vuokatti has tripled since 1970 in 2005. Due to the elevation differences fell and mountain areas are especially vulnerable for detrition. Particularly vehicles increase the amount of detrition. During summer quadbikes can throw out objects such as rocks at the surrounding vegetation while also damaging the ground. Furthermore, snow does not act as a barrier preserving the plants under it as snowmobiles condense the snow disrupting the overwintering of vegetation under the snow layer. (Hemmi 2005, 56.)

Besides the vegetation damage tourism can cause the shaping of the landscape in both positive and negative ways. Tourism entrepreneurs can turn the natural landscape into urban landscape by building travel centers. Saariselkä, a nature tourism destination in Finland, can almost resemble a city as the surroundings of the travel center include streets with multiple stores and outside of the travel center are the holiday apartments. Building skiing centers such as Saariselkä, damages the natural landscape greatly. The scenery can be damaged specially in Lapland as the ski lifts for downhill skiing are usually built to reach the top of the fells as the elevations are not high compared to the skiing centers in Alps. Moreover, these skiing centers can look especially unaesthetic during summer because of the materials that were used to shape the slopes. (Hemmi 2005, 57.)

However, the impacts of tourism on rural- and cultural landscapes can be seen as positive in different cases. Old historical buildings are preserved due to their importance on tourism, which is prominent in historical cities such as Prague. (Weaver & Lawton 2014, 255). Rural landscapes can be seen as cultural heritage in Finland and due to this these traditional landscapes are preserved better to promote tourism in the areas. Nevertheless, the interest on cultural landscapes can also cause negative impacts to the nature as infrastructure has to be built to

reach more remote destinations. This has been especially prominent in developing countries where these new elements can disrupt the lives of indigenous people. (Hemmi 2005, 58–59.)

4.4 Sharing Economy & Airbnb

Sharing economy, specifically the company Airbnb, has placed its footing in the biggest tourist cities of the world across the planet. The idea of sharing economy is that it allows an individual to rent their assets for collaborative use for the renter to gain profit. For example, Uber offers consumers a platform, where car owners can offer taxi services while in Airbnb one can rent their home for travellers. (Tura & Vaskelainen 2018, 3). In this thesis the author focuses on Airbnb due to its controversies it has caused in popular tourism destinations.

The biggest problems Airbnb has caused come in economic and quality of life - altering ways. The excessive number of Airbnb - apartments can cause the apartments to raise in price while leaving less available and affordable housing options for local residents. Additionally, taxing the Airbnb - hosts has proven to be difficult as a number of hosts deliberately avoids taxes or are not aware of the compulsory taxation in the first place. The damage that can be caused to the quality of life of local residents is caused by the location of the Airbnb apartments and their guests as the apartments are often mixed in along the housing of normal residents. This can cause excessive noise when Airbnb guests are moving in and out and if the guests are not behaving well in the apartments, disrupting the others who live in the same apartment complex. (Tura & Vaskelainen 2018, 9–10.)

Rovaniemi holds 14.4 Airbnb apartments for every 1000 local residents. Compared to Helsinki's 4.4 or Barcelona's 12.5 (Hakkarainen & Jutila 2019) the number is high. Barcelona has already had its share of problems regarding Airbnb, with hosts occasionally renting apartments illegally and with the abundance of Airbnb apartments driving the rent prices up in the city (Mead 2019). While the problems are not as visible in Rovaniemi as they are in the extreme case of Barcelona, some are arising. As reported by Passoja (2020) some residents of Rovaniemi have already noticed the disrupting noise of the Airbnb users. However, Passoja also states that currently Rovaniemi benefits from the platform as it helps the city to cope with the large number of tourists coming to the city.

5 QUANTITATIVE METHODOLOGY AND THESIS PROCESS

5.1 Quantitative Research

The aim of this thesis was to gather information about Kemi's and Rovaniemi's local peoples' opinions and experiences regarding the tourism industry in their respective cities. To gather a large amount of data the author chose to utilize a quantitative research method. A broad sample of respondents was essential for the study as Kemi and Rovaniemi have over 80 000 inhabitants in total and the data gathered had to represent most of these people.

Quantitative research methods are used to gather numerical data which is then utilized to formulate graphs and statistics to draw conclusions. The target groups in quantitative research methods are often large to assure the reliability of the study (Veal 2006, 65). Quantitative research is objective, where the researcher is neutral without affecting the results of the research. Methods for information research are surveys, interviews and systematic observing. (Vilkka 2007, 13, 27.)

5.2 Survey

Surveys can be used to collect data in a systematic way directly from the respondents. In surveys the questions are asked the same way from every respondent. Surveys can be utilized to gather data from differing numbers of people, from just a few or a couple thousands. Five main survey methods include electronic, handout, face-to-face, telephone and mail surveys. (Taylor-Powell & Hermann 2000). For this thesis the author decided to use electronic surveys through Google Forms.

While formatting the survey the author decided to utilize the five-point Likert scale. A five-point Likert scale includes five different options of answers which range from strongly disagree to strongly agree. This way the author created statements that were easy and fast to answer for the respondents as seen in the appendices 1 and 2.

The survey included eight sections. In overall, these sections included 48 statements and four open ended questions. The first section asked about the demographics of the respondents. The next two sections asked about the respondents' touristic background and their opinions about their own hometown. At the end of section three were two open ended questions, asking what the respondent would recommend for tourists visiting their hometown and how they would describe their hometown in three words. Following these sections were the research questions based on theory. The next three sections asked about the impacts of tourism to the respondents' lives and attitudes. The levels of economic, physical and socio-cultural impacts were included in these statements. Furthermore, the next two sections asked about the social economy and the development of tourism. In the very end was one more open-ended question where the respondents were asked to write any remaining thoughts they had after the survey. Most questions in the "touristic background" and "opinions about hometown"- sections were borrowed from the research by Sakari Nurmela (2019) that was conducted in Porvoo.

The chosen language of the survey was Finnish as the target group of the survey were the locals of Kemi and Rovaniemi. Also, because only 3.6 % of the inhabitants of Kemi are from abroad while in Rovaniemi the same number is 2.5 % (Tilastokeskus 2018) the author felt there was no need for an English survey. Additionally, if the main language would have been English, there might have been the possibility of misinterpretations due to the different language levels among the different demographics of Rovaniemi and Kemi. This would have made the research less valid.

As the survey was digital, the main distribution channel was Facebook. The survey was distributed in the Facebook group of Puskaradio – Rovaniemi and the Kemi- group. The members of these groups are locals and as in 2020 they have almost 40 000 members in total.

5.3 Reliability and Validity

Reliability means that the research results would not change if the same research would be conducted again in different setting or time. However, when researching humans, the answers can vary greatly depending on the demographics, location and time of the research. (Veal 2006, 41). In a reliable study the sample represents the total target group of the study well and there are no measure errors. (Vilkka 2007, 149–150) In this research, the sample of 456 respondents might not fully represent the locals of Kemi and Rovaniemi as a whole, due to over 80 000 people in total living in these two different cities. Additionally, the nature of answers could possibly change if for example the tourism in Lapland grows exponentially, causing more possible negative impacts.

The validity of a research project measures how well the collected data reflects the information that was supposed to be collected in the research (Veal 2006, 41). According to Vilkka (2007, 151) the validity of a study is good if the researcher has managed to turn the theoretical terms into a more understandable form for the respondents to prevent misunderstandings while conducting the research.

6 RESULTS

6.1 Demographics of Respondents

The survey received 456 responses during 14th January 2020 – 28th January 2020. Five of the responses were discarded due to too many missing answers or missing important demographic questions. The demographics were categorized by age, gender, if the respondents are working in tourism and by the location in their home municipality. The survey received 297 responses from Rovaniemi (Table 1) and 154 responses from Kemi. (Table 2.)

Tables 1 & 2. Demographics of the Survey

ROVANIEMI		N	
Demographics		297	100 %
Age	15-24	68	23 %
	25-34	95	32 %
	35-44	63	21 %
	45-54	38	13 %
	55-64	28	9 %
	65+	5	2 %
Gender	Male	48	16 %
	Other	2	1 %
	Female	247	83 %
Working in tourism	Yes	75	25 %
	No	222	75 %
Location in municipality	City center	135	45 %
	Outside	162	55 %

KEMI		N	
Demographics		154	100 %
Age	15-24	24	16 %
	25-34	35	23 %
	35-44	29	19 %
	45-54	26	17 %
	55-64	27	18 %
	65+	13	8 %
Gender	Male	41	27 %
	Other	0	0 %
	Female	113	73 %
Working in tourism	Yes	20	13 %
	No	134	87 %
Location in municipality	City center	55	36 %
	Outside	99	64 %

An interesting observation is that in both municipalities the respondents aged 25 - 34 were the largest age group. However, in Rovaniemi the percentage of 25 – 34-year-olds was 32 %, while in Kemi the value was 23 %. Kemi's answers were more evenly spread between all the age groups as the younger 15 – 34-year-old respondents in Rovaniemi were responsible for 55 % of the total responses. In Kemi the same age group only had 39 % of the total responses. These responses were more spread towards the older age groups as in Kemi 18 % of the respondents were 55 – 64-years-old and in Rovaniemi the same value is 9 %. In general, the oldest age group of 65+ is not represented in this survey too well as in Rovaniemi only 2 % of the respondents represented this age group and in Kemi only 8 %.

Women in general had a higher responding rate than men. Women had 83 % of the responses in Rovaniemi and 73 % in Kemi. Additionally, more people worked in the tourism field in Rovaniemi than Kemi with 25 % of the respondents of Rovaniemi working in tourism and 13 % in Kemi. The respondent's location within the municipality was more evenly spread, although in both cities the majority of the respondents lived outside the city centre.

6.2 Residents' Travel Behaviour

To get more background information of the respondents the first section of the survey researched how the respondents themselves are as travellers. It was conducted by presenting eight statements.

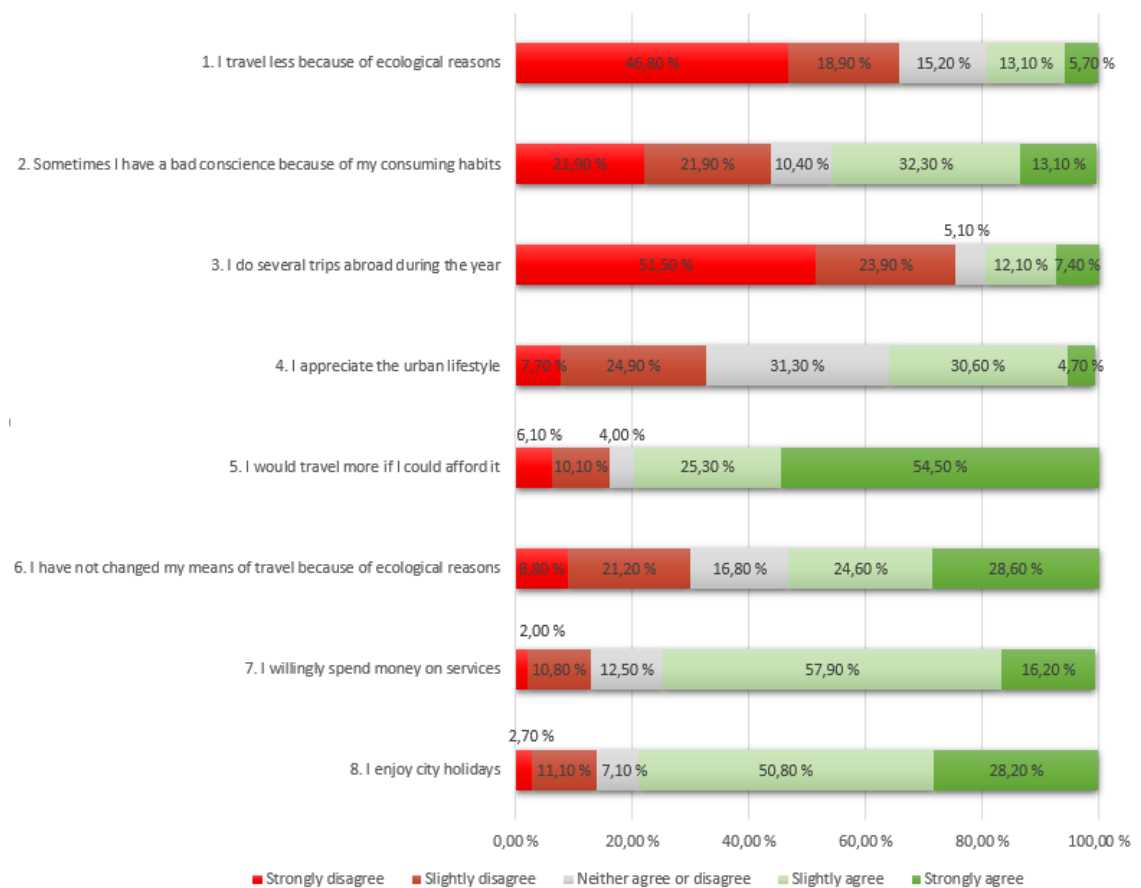


Figure 4. Rovaniemi Residents as Travellers. N=297

As one can see from the results the residents of Rovaniemi are generally not avid travellers as 51.50 % of the respondents do not travel abroad many times a year. However, this could be linked to the statement 5, as 54.50 % of the respondents

would travel more if they could afford it. Most of the respondents enjoy city holidays but are neutral about urban lifestyle. They mostly do not get a bad conscience because of their spending habits and quite willingly spend on services, while the majority of the respondents neither travel less nor have changed their travelling habits due to ecological reasons. A similar trend continues in Kemi, where the results were similar as seen in figure 5.

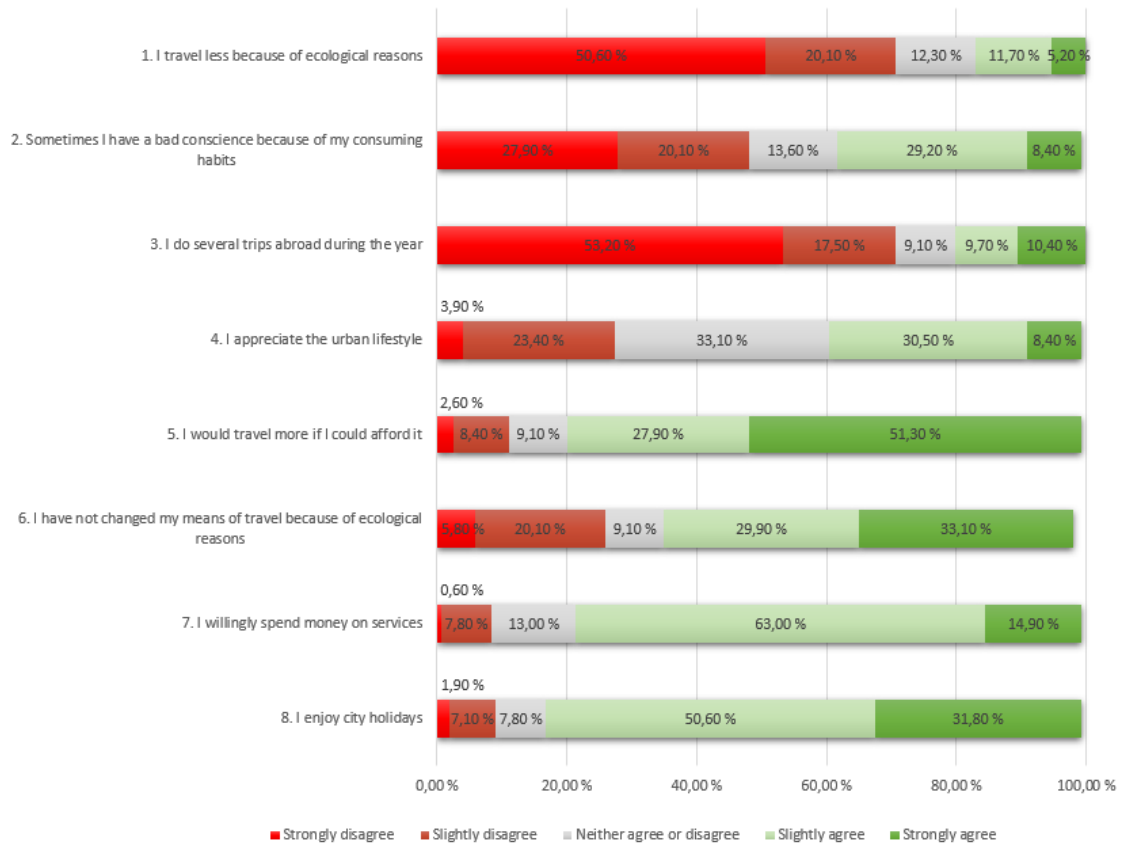


Figure 5. Kemi Residents as Travellers. N=154

6.3 Residents' Attitudes Towards Their Hometown

The second section of the questionnaire continued to study the background of the respondents and inspected the residents' attitudes towards their hometown. It contained eight more statements, but also two open questions to receive more detailed information about the case.

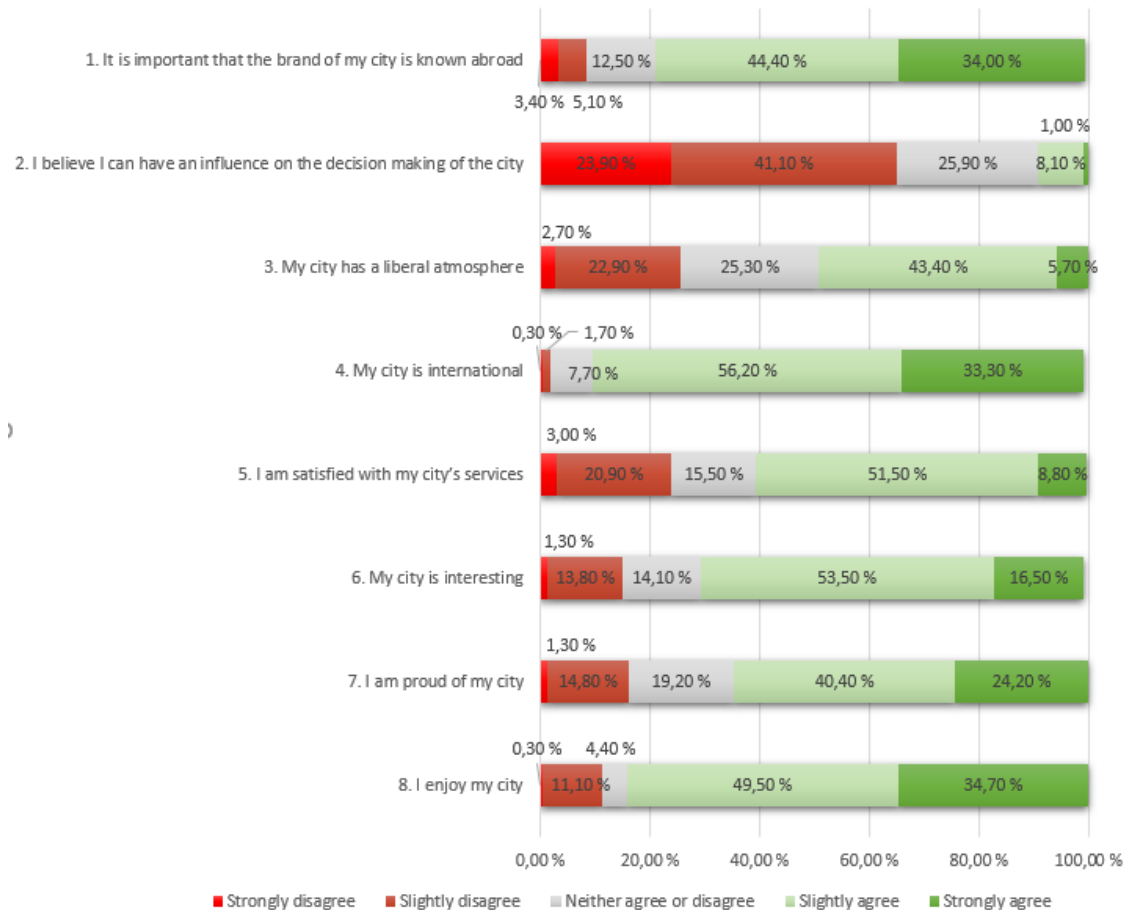


Figure 6. Rovaniemi Residents' Opinions About Their Hometown. N=297

According to the results, Rovaniemi's residents have mostly positive opinions about their hometown. The majority of the respondents enjoy Rovaniemi, find it interesting, international and are proud of the city. They also think that it is important for the Rovaniemi brand to be known abroad. However, the only mostly negative aspect of figure 6 was the statement number two. The majority of the respondents disagreed that they can have an influence on the decision making of the city. However, as the figure 7 shows residents of Kemi did not share the same attitudes about Kemi. Kemi's results showed more mixed emotions. The statements 1, 2 and 8 showed similar results as Rovaniemi but the distribution of the answers was more abrupt and leaned more towards the negative attitudes. In most of the statements almost one fifth of the respondents neither agreed nor disagreed with the statements.

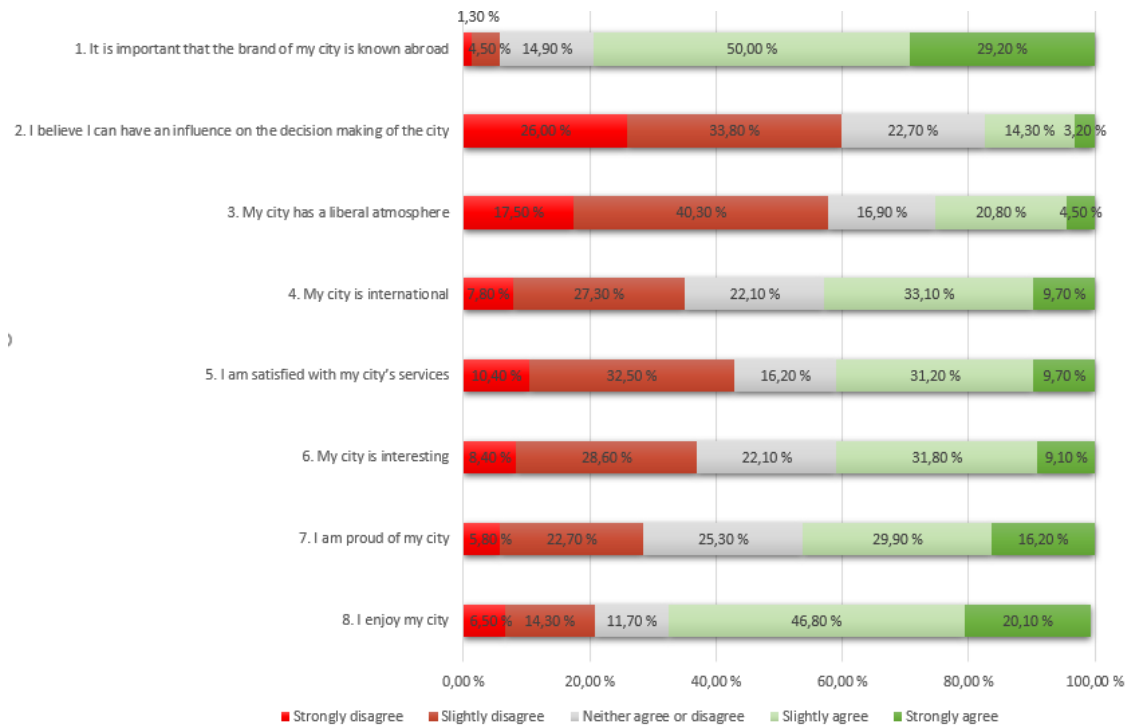


Figure 7. Kemi Residents' Opinions About Their Hometown. N=154

The first open question of the section asked the respondents how they would describe their city with three words. The 10 most used words can be seen in table 3.

Table 3. The 10 most used words in the first open question in Kemi and Rovaniemi.

Kemi	N	Rovaniemi	N
Small	33	Beautiful	49
Maritime	23	International	40
Peaceful	15	Natural	32
Beautiful	14	Small	28
Cozy	11	Peaceful	27
Safe	9	Nature	24
Boring	9	Safe	22
Quiet	8	Versatile	20
Windy	9	Arctic	15
Easy	6	Clean	15

According to the open question residents of Kemi and Rovaniemi generally do not describe their city negatively. Kemi had more negative views, with nine respondents describing Kemi "boring". Due to its proximity to Gulf of Bothnia Kemi was also described as maritime 23 times. Both cities were described as small, beautiful and peaceful by many respondents. Rovaniemi's residents described

Rovaniemi to be more international and many respondents focused on the natural aspects of the city.

The second open question of the section asked the respondents that what would they recommend for the tourists visiting Kemi and Rovaniemi. In Kemi, many respondents recommended the tourists to visit the snow castle and icebreaker Sampo and the gemstone gallery. The sea, especially the harbour area was also popular among the respondents especially during summer with its restaurants and beautiful scenery. Furthermore, Kemi's residents recommend visiting the surrounding nature, especially the nature trail of Kiikeli which is just next to the city and according to the respondents very undermarketed for tourists.

Moreover, in Rovaniemi the majority of respondents recommend tourists to visit the surrounding nature, especially Ounasvaara and its nature trails and Arctic circle hiking area. Arktikum was the most popular cultural destination while Korundi and Pilke received surprisingly little recognition as did Santapark and the Santa Claus village at the arctic circle. However, the arctic circle also received lots of attention which might include the visit to Santa Claus village, but the village alone was not mentioned often.

6.4 Economic Impacts

Third section of the survey asked the respondents about the possible economic impacts of tourism in their hometowns. Eight statements were presented according to the subject. Results can be seen in figures 8 and 9.

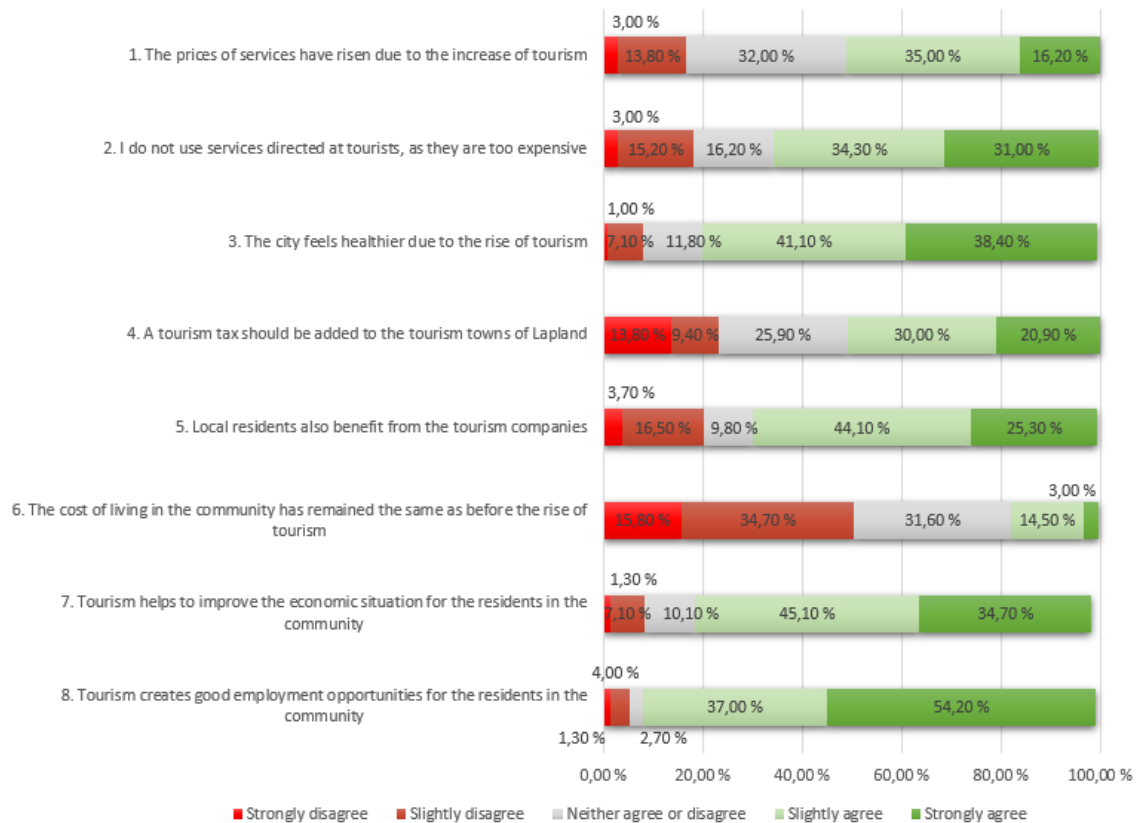


Figure 8. Rovaniemi Residents' Opinions About the Economic Impacts. N=297

As seen in the figure 8 the consensus on the economic impacts of tourism is rather mixed in Rovaniemi. However, 32 % of the respondents neither agree or disagree with the statement 1, which shows that a lot of the respondents are neutral about the subject. Furthermore, statement 6 shows mostly negative and neutral responses which indicates the cost of living rising in Rovaniemi due to the rise of tourism. In total 65.30 % of the respondents do not use tourism services due to them being too expensive.

In figure 9 Kemi's residents show similar attitudes towards the economic impacts of tourism as Rovaniemi locals, although there are differences. Fewer respondents in Kemi think the city feels healthier due to rise of tourism, however the consensus is still positive. Kemi's respondents also indicate more discrepancy with the statement 1 with more disagreement but a similar percentage of responses state neutral opinions about the subject. Furthermore, 51,50 % of the respondents in Kemi strongly or slightly disagree that a tourism tax should be added to the tourism towns of Lapland and 29.90 % are neutral about the matter. Another interesting observation is that 57.80 % of the

respondents in Kemi slightly or strongly agree with the statement 6 indicating that tourism has mostly not contributed to the cost of living in Kemi negatively.

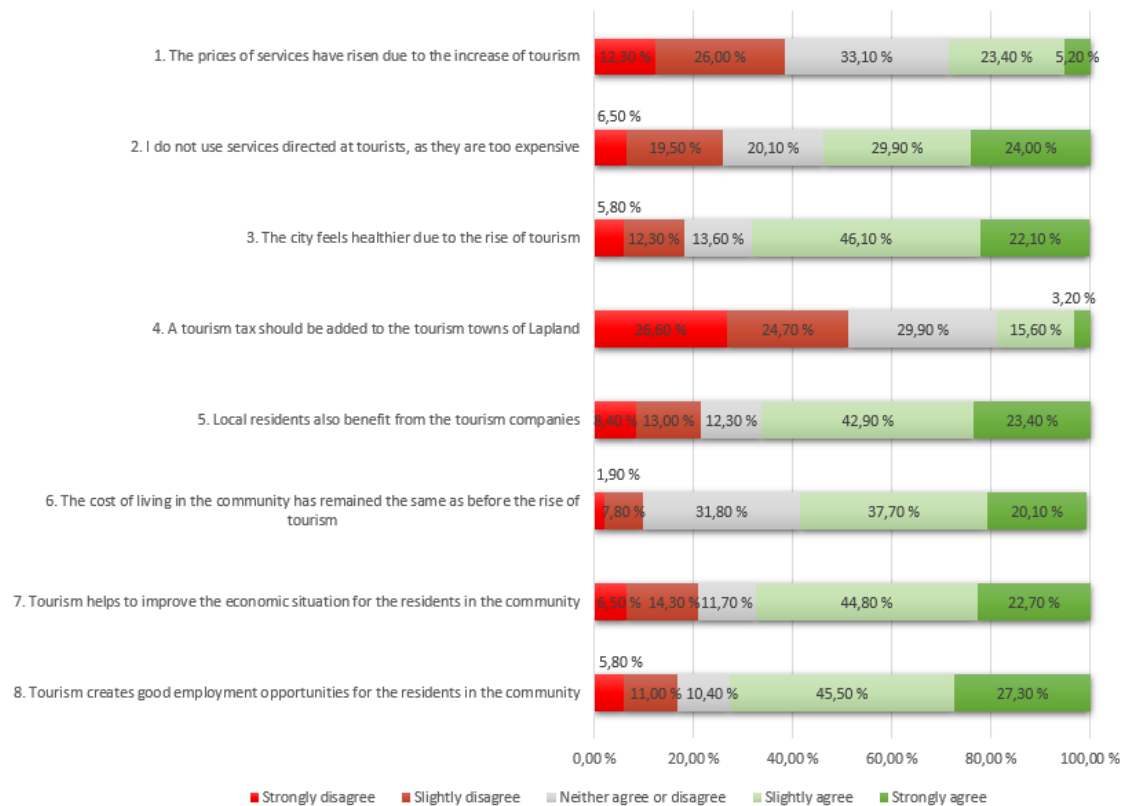


Figure 9. Kemi Residents' Opinions About the Economic Impacts. N=154

Certain differences in the levels of agreement between the cities can be explained by the fact that Kemi is a smaller destination compared to Rovaniemi. For example, when statement 6 shows that tourism has caused the cost of living to rise in Rovaniemi the results in Kemi show completely different levels of agreement with the statement. Differences in the statement 1 could also be explained by the differences in tourist flows as it indicates that there has been more increase in the prices of services in Rovaniemi compared to Kemi. Nonetheless, conclusions can be drawn that economically tourism has had both positive and negative impacts in both of the cities. According to the respondents of Rovaniemi the cost of living and the prices of services might have risen due to tourism which are negative impacts. However, at the same time in both cities it has brought more employment opportunities and has helped to improve the economic situation of the residents. Both cities also feel healthier due to more tourism. Differences with the statement 4 are harder to explain, although it can

also be related to Rovaniemi having more tourists than Kemi. Rovaniemi's residents can possibly see more opportunities for the cities of Lapland to profit from tourism when they see more tourists in the city than the residents of Kemi. Furthermore, Rovaniemi has more people working in tourism and offers more education in tourism which might also explain the differences. In general, respondents who were working in tourism field were more likely to strongly agree with the statements 3 and 5.

Table 3 displays how the respondents' age affects the answering. In certain statements there is a clear pattern where the age is a notable variable. In statement 1, the older the respondents are, the less they think that prices of services have changed due to tourism. A reason for this could be that younger generations can possibly spend more actively in services making it easier for them to spot possible price changes. Statement 2 shows that the younger the respondents are, the less likely they are to use services that are directed at tourists because of the expensive prices. It can be assumed that the younger respondents are mostly students, therefore they might not have as much money to spend as older respondents. In statement 4 older respondents are more likely to disagree with addition of tourism tax in Lapland's touristic cities. Finally, in statement 6 the younger respondents are more likely to disagree with the statement. This can also be explained by the fact, that most of the younger respondents are students. Students usually have less money to spend and are stricter with money. Students are more likely to live in apartment buildings which are vulnerable to price changes due to the abundance of AirBnB apartments in the city. These factors could make it easier for them to spot the changes in cost of living.

Table 3. Means of the Respondents' Answers Categorized by Age. Economic Impacts.

N = 451	1	2	3	4	5	6	7	8
15 - 24	3,489	3,935	3,978	3,250	3,641	2,793	3,978	4,363
25 - 34	3,262	3,808	3,922	3,185	3,734	2,798	3,984	4,254
35 - 44	3,293	3,663	3,870	2,793	3,587	2,793	3,880	4,130
45 - 54	3,125	3,422	4,031	3,031	3,672	3,172	3,984	4,143
55 - 64	3,109	3,222	3,945	2,945	3,691	3,148	3,630	3,873
65+	2,722	3,111	4,056	2,444	3,778	3,611	3,882	4,111

6.5 Environmental Impacts

The fourth section of the survey researched the environmental impacts of tourism in the respondents' respective hometowns. Eight statements were presented and the results can be seen in the figures 10 and 11.

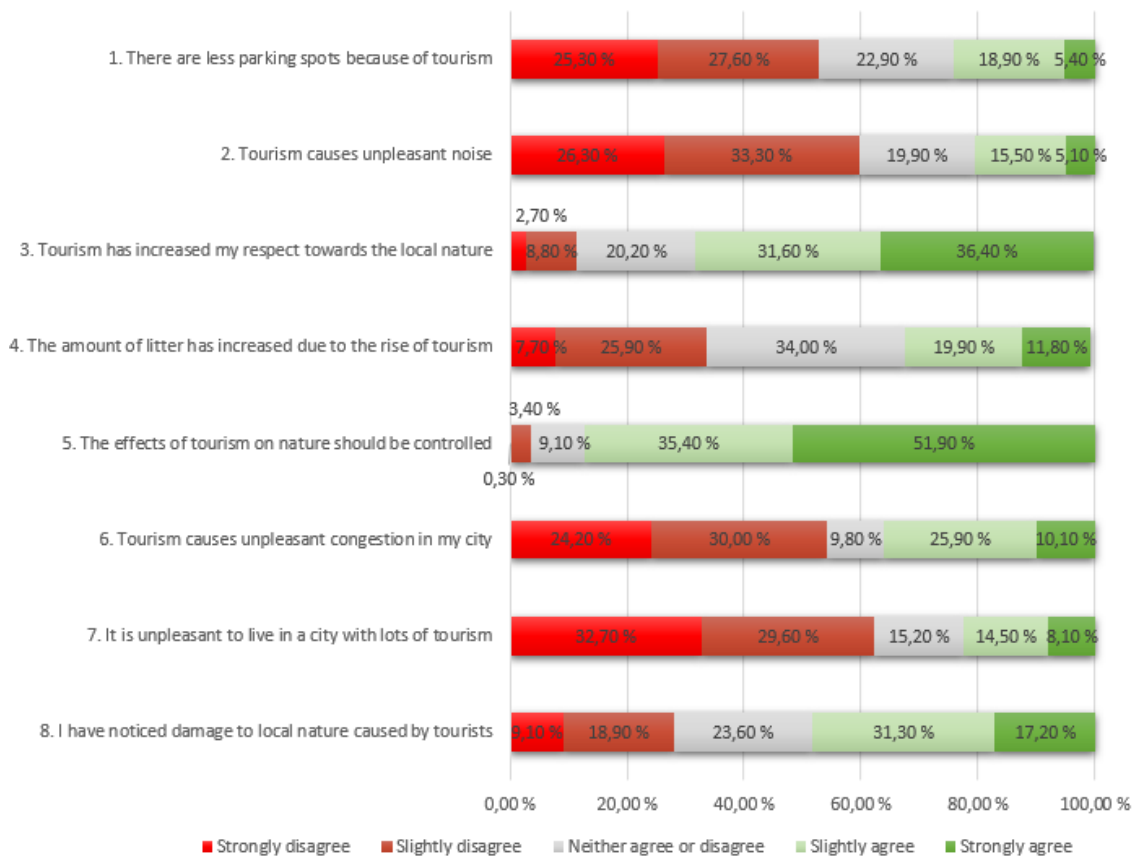


Figure 10. Rovaniemi Residents' Opinions About the Environmental Impacts. N=297

As can be seen in figure 10 environmental impacts of tourism have mostly not affected the locals lives in Rovaniemi but are still rather mixed. More straightforward answers are in statements 3 and 5 indicating that tourism has increased the respondents respect towards the local nature and that respondents think that the effects of tourism on nature should be controlled. Nonetheless, there is still a significant number of respondents stating the tourism's negative impacts on their lives. In statements 1 - 3, 6 and 7 most of the respondents disagree with the statements but there is still a substantial number of respondents showing levels of agreement with the statements indicating some impacts on the residents' lives. Furthermore, 48.50 % of the respondents have noticed damage

caused by tourists in the nature and 31.70 % agree that there has been an increase of litter in the city, which are direct negative impacts.

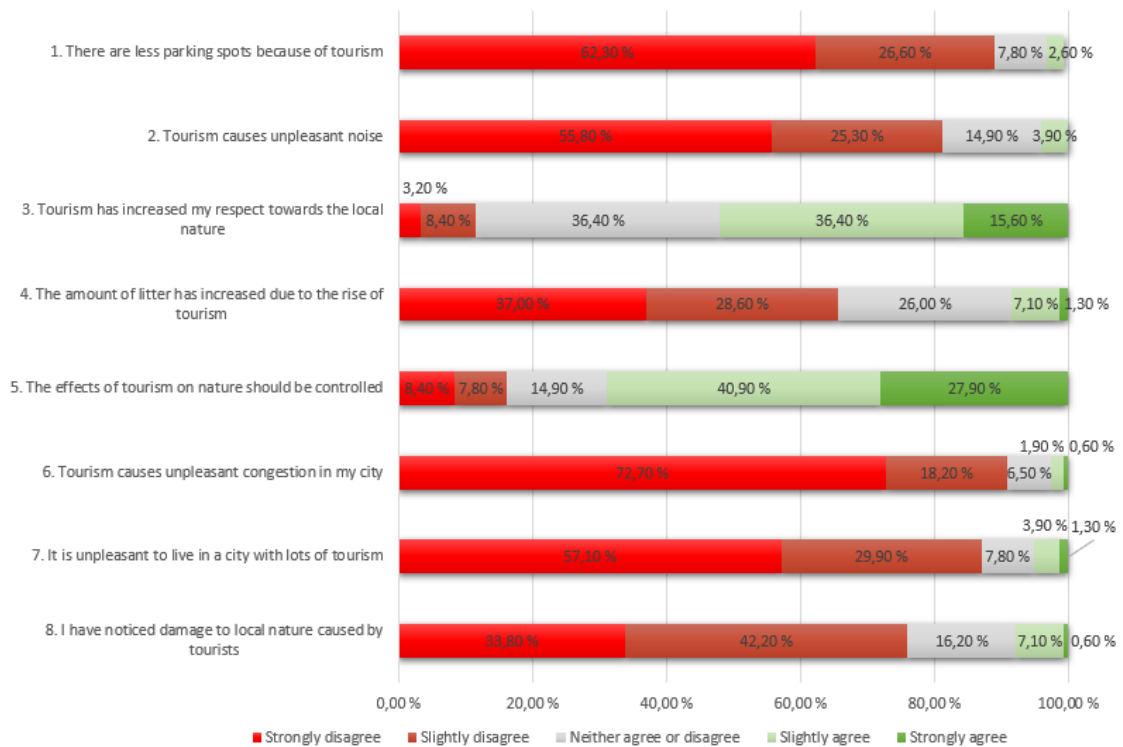


Figure 11. Kemi Residents' Opinions About the Environmental Impacts of Tourism. N=154

Kemi's respondents' answers are more straightforward than the answers in Rovaniemi. Statements 3 and 5 have similar levels of agreement as Rovaniemi has, only with 36.40 % of the respondents being neutral about statement 3. However, in rest of the statements the levels of disagreement are exceptionally high. Only a very small minority of respondents agree with the statements which indicates that tourism has not had many environmental impacts in Kemi. This can also be explained by the different levels of tourism as Kemi is a small developing destination where the tourists might not be as prominent in the streets compared to Rovaniemi. Some respondents of Rovaniemi have noticed negative impacts of tourism in Rovaniemi such as fewer parking spots, unpleasant noise, more litter and increased congestion. These are direct negative impacts to their lives, although the statements had higher levels of disagreement than agreement.

Rovaniemi, being the bigger destination can possibly have more problems in the future with the environmental impacts of tourism. As littering has increased

geological problems can possibly appear with the poisoning of soil, which are direct negative impacts to nature and environment. It is possible, that the infrastructure of Rovaniemi could not be good enough to handle the increase of litter in the city. However, as the residents in both of the cities agree that the effects of tourism on the nature should be controlled and the respondents' pride towards the surrounding nature has increased, the locals are more likely to partake in nature preserving activities. The locals have also spotted damage on the nature in Rovaniemi, which could be caused by snowmobiles and quadbikes. The damage can be especially harsh at the fell areas surrounding Rovaniemi. The damage is reversible though and is not permanent, thus if companies will not steer off from their usual paths most of the damage can be fixed over time. The shaping of the landscapes did not emerge in the study, however in theory it could come as a side product in both of the cities when tourism development grows.

Table 4 shows similar progression in answering as table 3 in the previous chapter. The older the respondents are, the higher the levels of disagreement become. In general, older respondents were less likely to notice possible environmental impacts tourism has had on the cities. The most drastic changes are in statements 1, 4, 6 and 8. These statements show more direct impacts tourism has had on the surrounding environment. Younger respondents could possibly be more active in the city and surrounding nature making it easier for them to notice the possible negative impacts tourism has had. Especially in statements 1, 4 and 8 which indicate that the younger respondents are more likely to see more litter in the city, more damage in the nature and less parking spots in the city.

Table 4. Means of the Respondents' Answers Categorized by Age. Environmental Impacts.

N = 451	1	2	3	4	5	6	7	8
15 - 24	2,341	2,293	3,978	3,011	4,196	2,641	2,348	3,174
25 - 34	2,338	2,138	3,838	2,868	4,308	2,377	2,192	3,015
35 - 44	2,163	2,228	3,685	2,728	4,152	2,130	2,207	2,880
45 - 54	2,031	2,016	3,625	2,484	4,078	2,031	1,891	2,641
55 - 64	1,927	2,091	3,685	2,273	3,836	1,818	1,745	2,345
65+	1,389	1,722	3,556	1,722	3,611	1,778	1,611	1,944

6.6 Sociocultural Impacts

In the fifth section of the survey the sociocultural impacts of tourism were studied by presenting eight statements. The results are displayed in figures 12 and 13.

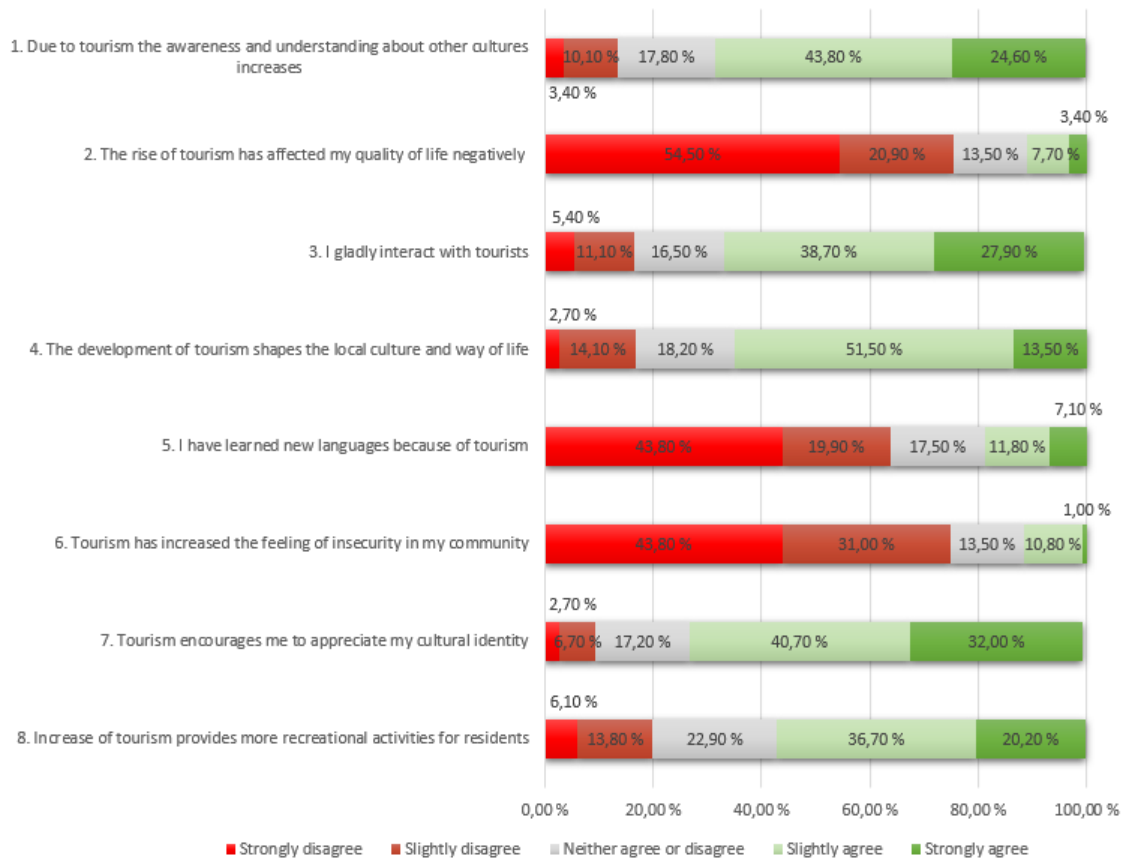


Figure 12. Rovaniemi Residents' Opinions About the Sociocultural Impacts of Tourism. N=297

In Rovaniemi, statements 2 and 6 display significant levels of disagreement. This indicates that tourism does not have a negative impact on the respondents' quality of life. However, 20.90 % of the respondents only slightly disagree with statement 2 meaning there are still negative impacts. Furthermore, many of the respondents have not learned new languages because of tourism and the feelings of insecurity have mostly not risen due to tourism. Statement 7 shows that the majority of the respondents think that tourism encourages them to appreciate their cultural identity. Statement 4 shows significant levels of agreement which might not be a positive impact. For example, in this way tourism could shape the local culture and lifestyle towards tourists' own needs making the destination less unique and authentic.

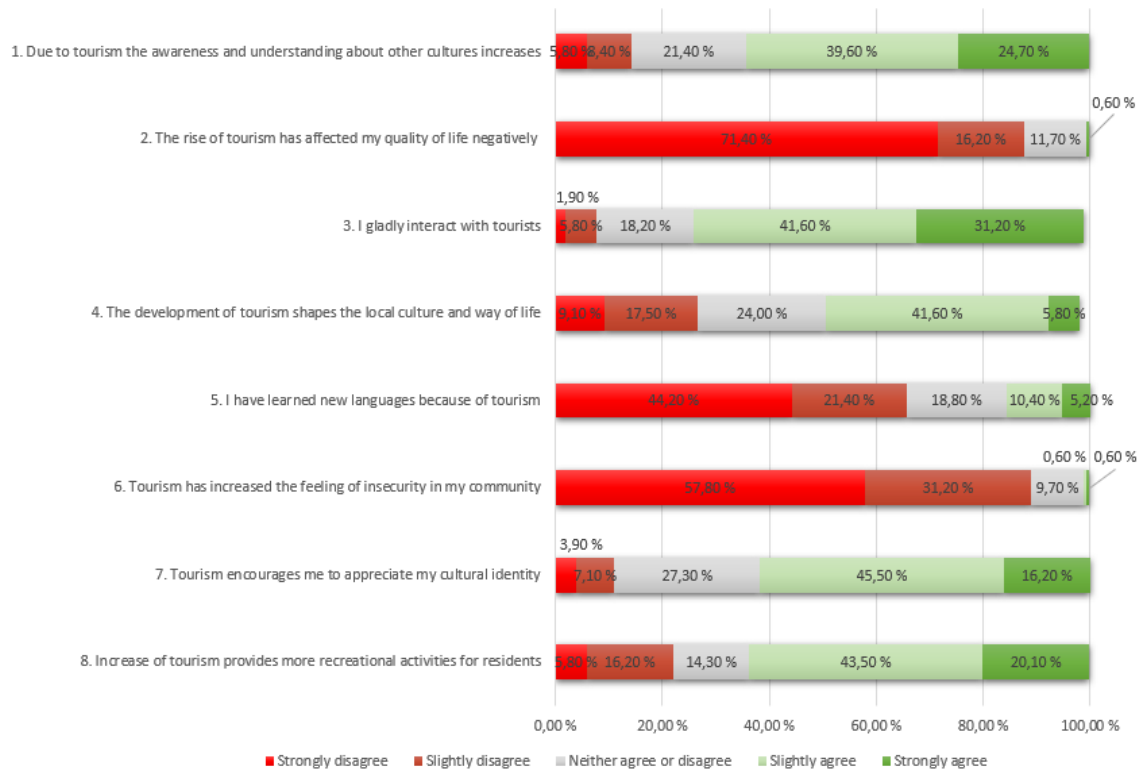


Figure 13. Kemi Residents' Opinions About the Sociocultural Impacts of Tourism. N=154

Results of Kemi show similar progression as Rovaniemi's results. Tourism mostly does not affect the quality of life of Kemi residents' negatively and the residents feel even less insecurity caused by tourism in Kemi. Most of the respondents of Kemi gladly communicate with tourists. However, most of the statements have high percentages in slightly agree indicating there is always a slight doubt. For example, 41.60 % of the respondents slightly agree with the statement 3, meaning they would gladly interact with the tourists but not every time when there is a chance.

The residents' eagerness to interact with tourists could explain the low number of sociocultural impacts tourism has had in the cities. The bonds between locals and tourists could be good, preventing possible clashes between different cultures. Most of the residents in both cities agree that tourism changes the local culture and way of life, meaning that tourism in Rovaniemi and Kemi has the potential to change the residents' individual behaviour and lifestyles, which could possibly be unsustainable for the local culture. When it comes to feeling of safety, one of the cultural principles, tourism has barely had effect on it. This means the residents

have not spotted negative deviant acts that come with tourism such as increased crime, drug abuse and prostitution. In general, it can be assumed that the tolerance towards other cultures is good both in Rovaniemi and Kemi, although Kemi is viewed to be less liberal than Rovaniemi is. Thus, it creates a good base for cross-cultural communication which is a foundation for friendly attitudes towards tourists and tourism.

Respondents who work in the tourism field had more positive views in most of the statements in general as seen when comparing means in table 3. According to the results the respondents who worked in tourism were more likely to learn new languages. Their awareness and understanding of other cultures also increased more compared to respondents' who do not work in tourism and they are happier to interact with tourists, most likely due to their close connections with tourists via work.

Table 5. Means of the Respondents' Answers Categorized by Occupancy in Tourism. Sociocultural Impacts. N=451

Statements	1	2	3	4	5	6	7	8
Not Working	3,580	1,728	3,652	3,381	1,896	1,823	3,755	3,485
Working	4,326	1,600	4,379	3,713	3,147	1,758	4,106	3,695

6.7 Sharing Economy

The sixth section of the research measured the respondents' opinions about sharing economy in their cities. In this research the sharing economy section was focused more on the apartment rental services. Three statements and one open question were presented regarding the topic and the results of the statements can be seen in figures 15 and 16.

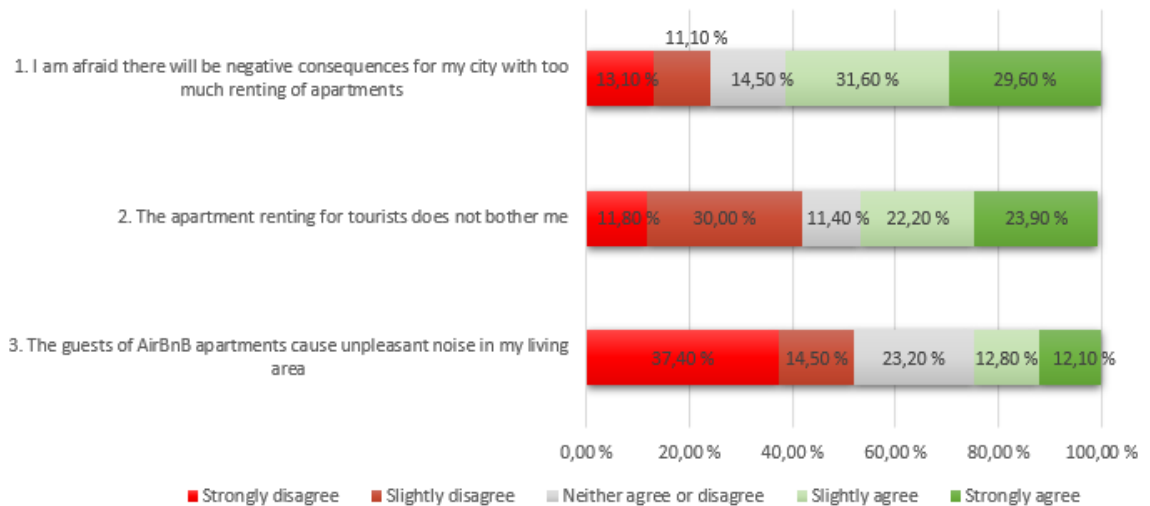


Figure 15. Rovaniemi Residents' Opinions About Sharing Economy in Rovaniemi. N=297

Concerning the apartment rental in Rovaniemi, very mixed results are shown. 61.20 % of the respondents slightly or strongly agree with the statement 1 which means that the majority of the respondents are afraid of possible negative consequences of excessive apartment rental in Rovaniemi. 37.40 % of the respondents strongly disagree that guests of Airbnb cause unpleasant noise but 24.90 % of the respondents slightly or strongly agree with the statement. The results show that many of the respondents are bothered by apartment renting and guests of Airbnb cause unpleasant noise in the respondents' living areas. These are all negative impacts and if tourism keeps developing in Rovaniemi the results could possibly change the respondents' opinions even more towards the negative levels.

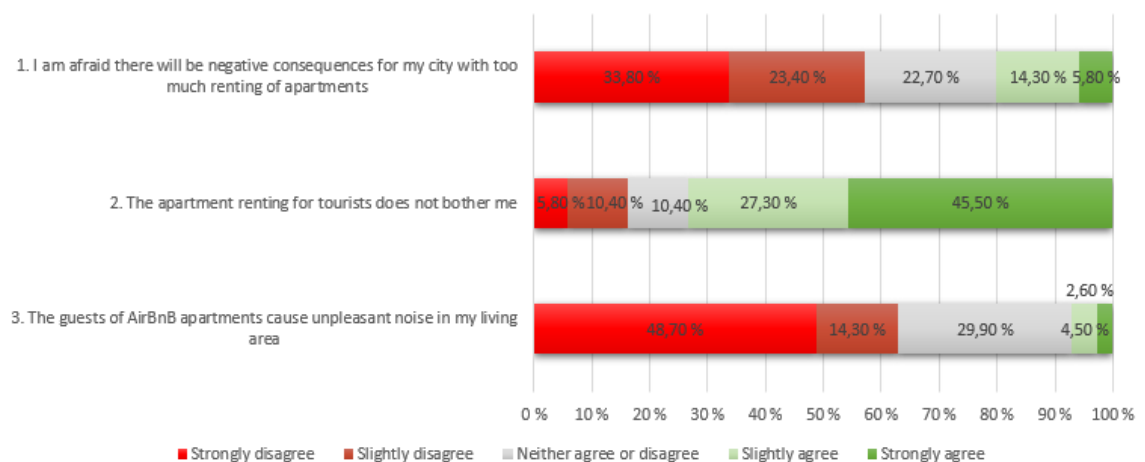


Figure 16. Kemi Residents' Opinions About Sharing Economy in Kemi. N=154

In Kemi however, the situation is once again different. Most of the respondents are not afraid of the negative consequences of excessive apartment rental and an overwhelming majority of respondents are not bothered by apartment rental in Kemi. Furthermore, in Kemi the unpleasant noise caused by Airbnb guests has not bothered the residents. Although in 29.90 % of the respondents were neutral about the subject, possibly because the respondents might not be aware of the Airbnb apartments in their area if there are any at all, thus they cannot form an opinion for the statement.

In general, the differences between the answers in Rovaniemi and Kemi can again be explained by the different levels of tourism in the cities. Due to more tourism in the city Rovaniemi has a higher number of Airbnb apartments. This makes the respondents more aware of the platform and its possible positive and negative impacts. More Airbnb apartments in the city has also made the platform's impacts be more prominent in Rovaniemi, which can be seen in the results as more people are bothered by the renting of apartments in Rovaniemi than in Kemi. Even though Rovaniemi has more Airbnb- apartments for every 1000 local residents than Barcelona some residents might not have spotted the possible negative impacts yet, as tourism in Rovaniemi has had its rapid tourism flows just recently.

According to the responses in statement 1 and the answers of the open question of the section many respondents are aware of the impacts of Airbnb and its possible negative consequences. The open question of the section was a follow-up question to the statement 1, asking respondents what the negative consequences caused by excessive apartment renting would be in their opinion. Many respondents emphasize that a high number of rentable apartments in an apartment building makes living in the building feel more restless. This is due to tourists constantly moving in and out, causing excessive noise and possibly not following the rules set by housing cooperative. Even bigger concern among the respondents was the rise of rental costs in the city by Airbnb hosts removing apartments from the public housing market. This causes less apartments to be available for the residents and the remaining apartments might have higher rental costs. Many respondents also recognized that it is already difficult for students to

find private apartments in the centre of the city, thus Airbnb could make the process even more difficult. The negative impacts were also prominent in the section of economic impacts where over half the respondents in Rovaniemi disagreed that the cost of living has remained the same. As explained before, this could possibly be related to Airbnb. More worries the respondents had were the avoiding of taxing, which with all the aforementioned impacts is already noted in the literature review. Thus, the results of the survey confirm the possible negative impacts of Airbnb.

6.8 Tourism Development

The seventh and the last section of the survey presented five statements about the tourism development in the respondents' respective cities. The results can be seen in figures 17 and 18.

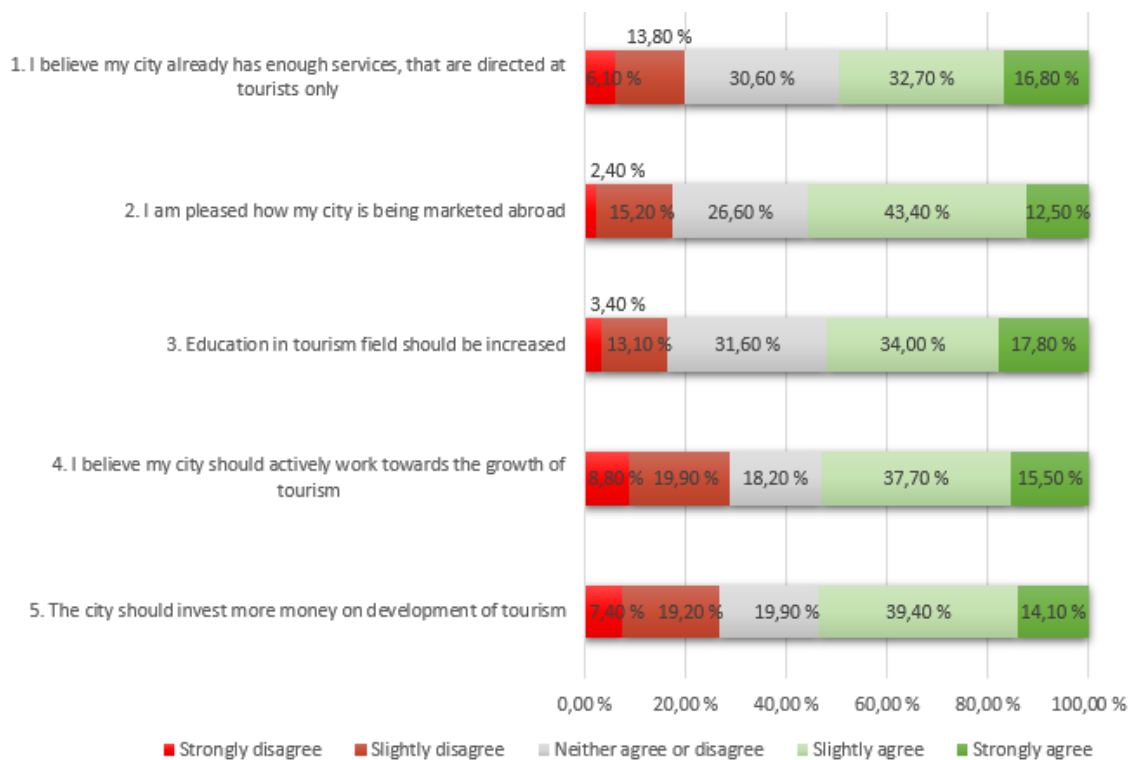


Figure 17. Rovaniemi Residents' Opinions About Tourism Development. N=297

As seen in the figure 17 around half of the respondents in Rovaniemi felt positive about the development of tourism in their city. However, statement 1 shows that a total of 49.50 % respondents slightly or strongly agree that Rovaniemi already has enough services for tourists only. The statement also has 30.60 % neutral

answers which is a noticeable amount, meaning that the statement could have been difficult to answer for many of the respondents or many of the respondents did not have an opinion about the subject. The same can also be noted for statement 2 and 3 with respectively 26.60 % and 31.60 % neutral answers. The results indicate that although many respondents think that the city already has enough services for tourists, the city should still develop tourism by investing more money and increasing the education in the field.

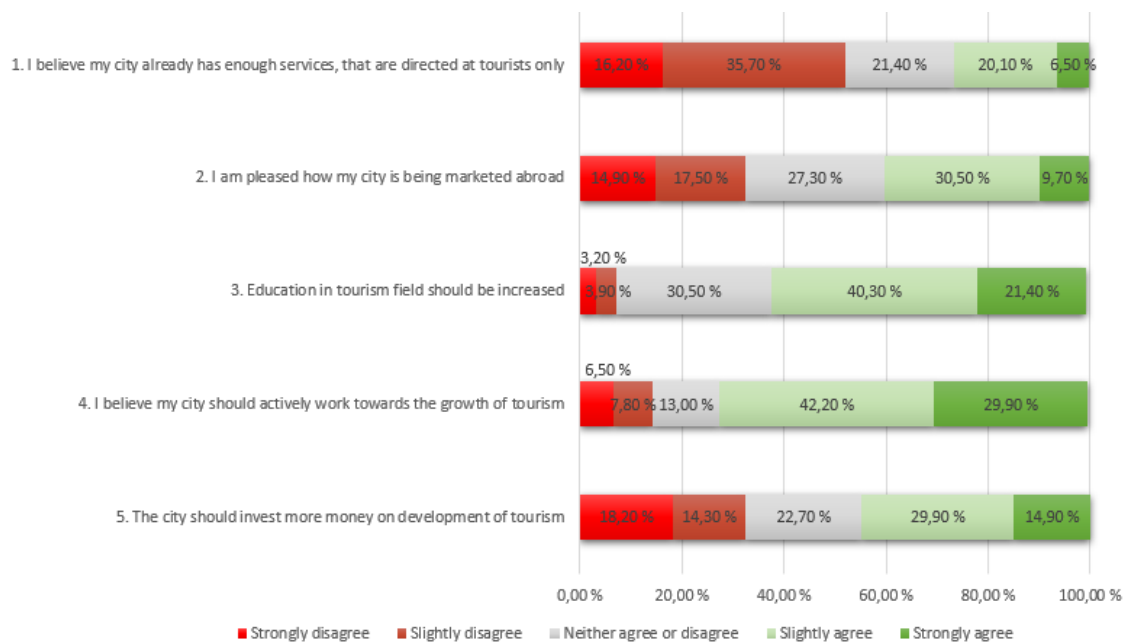


Figure 18. Kemi Residents' Opinions About Tourism Development. N=154

Kemi's answers are structured slightly differently compared to Rovaniemi. In Kemi 51.90 % of the respondents strongly or slightly disagree that Kemi already has enough services for tourists. This indicates that over half of Kemi's respondents think that there could be more services for tourists. Furthermore, most of Kemi's residents think that education in tourism field should be increased in Kemi with 61.70 % slightly or strongly agreeing with the statement and that the city should actively aim towards the growth of tourism with 72.10 % of respondents slightly or strongly agreeing with the statement. The results indicate that residents of Kemi are generally more open for increase in development of tourism. More services for tourists could be added to Kemi and there should be more education in the tourism field. However, 32.50 % of the respondents slightly or strongly disagree that the city should invest more money in development of

tourism, which means that almost third of the respondents think that the development should not come from the city's budget.

6.9 Respondents' Additional Comments

The final open question asked the respondents if they still had any additional thoughts about the topics of the survey. In Rovaniemi, many respondents voiced their opinions that the city is currently serving tourists over the locals. The centre is dominated by services solely directed at tourists, such as souvenir and safari companies. The tourists were also a cause of frustration as they sometimes have not followed the local customs by being impolite in stores by skipping in lines and walking on roads meant for bicycles or cars. Some tourists even caused dangerous situations in traffic by driving carelessly, and by not being used to driving on icy roads.

Moreover, the current brand of Rovaniemi divided opinions. Some respondents wanted the brand to be more related to the nature of Rovaniemi and less about the Christmas brand. The local culture, purity and the quietness of the nature should be marketed more. However, other respondents wanted the city to work more towards the Christmas brand. For example, they wanted more decorations to main service points of Rovaniemi such as the railway station. Some also thought that the northern lights are overly marketed, and more marketing resources should be directed towards marketing the other seasons as well to even out the tourism flows for seasons outside winter. Furthermore, the tourism flows should be controlled to keep the development sustainable by providing more luxurious experiences to keep Rovaniemi from becoming a mass tourism destination.

Kemi's residents shared more negative opinions about the state of tourism in their hometown which can also be seen in chapter 6.3. According to respondents, the marketing of Kemi has not been good in general and the local culture and history should be marketed better. Furthermore, respondents were not happy with Kemin Matkailu, the destination management organization of Kemi. Respondents felt that the company should not be owned by the city, but the ownership should

instead be shifted more towards the private sector. This has raised the concerns of too much tax money used on tourism in the city. Additionally, more private entrepreneurship should be promoted.

7 DISCUSSION

The main goal of this research was to find out if tourism has had impacts on the locals' lives in Rovaniemi and Kemi and the sub-goal was to find out the residents' opinions towards tourism and its development. The impacts of tourism were categorized in sociocultural, economic, environmental impacts and in the impacts of sharing economy, the latter mostly affecting the sociocultural and economic aspects of locals' lives. Academic literature of the phenomenon was studied and the findings formed the base for the survey which the respondents could share their opinions of. The survey also included a short section about general opinions towards tourism development.

Compared to Kemi the results of the survey indicate that tourism has had more impacts to locals' lives in Rovaniemi where tourism is more prominent. Most positive and negative impacts occurred in the economic sector, where some respondents stated the prices of services and the cost of living have increased in the city. However, the respondents also acknowledged the positive impacts of tourism. Rovaniemi feels more vital as tourism improves locals' economic situation bringing good employment opportunities. Kemi experienced similar impacts as Rovaniemi but only in smaller magnitude and the cost of living has not risen due to tourism in Kemi.

According to the survey tourism has not caused many environmental and sociocultural impacts in Rovaniemi. Although some damage has been seen in the nature and the amount of littering in the city has increased which are direct negative impacts. Sociocultural impacts included the increase in awareness and understanding of other cultures due to tourism, but not many quality of life altering impacts were discovered. Other environmental impacts included slightly more congestion, less parking spots and unpleasant noise which affect the quality of life of the respondents but not many respondents agreed with tourism causing these aforementioned negative impacts. Kemi had experienced no environmental impacts, while in sociocultural impacts it continued the same pattern as Rovaniemi. Additionally, tourism encourages the residents to appreciate the surrounding nature and their own cultural identity more. In long term this could

possibly lead to locals helping to preserve the surrounding nature and important cultural landmarks more to keep the sights desirable for tourists.

Sharing economy showed very mixed results in Rovaniemi indicating that the Airbnb problem is growing in the city. Some respondents were bothered by the renting of apartments and more afraid of the negative consequences of Airbnb but Kemi's residents were still more open for the idea. When it comes to tourism development Rovaniemi locals think that they have enough services but the city should still actively aim for more growth of tourism. Kemi residents instead want more services and more growth but do not want the city to invest more to tourism. The consensus the results show about the attitudes the residents of Rovaniemi and Kemi have about tourism is mostly favourable. Especially in Rovaniemi the positive reactions to tourism could be explained as the city's tourism development is in a good level and because 25 % of the respondents are working in tourism. Although, the development of tourism divides opinions in both of the cities.

As the literature review suggested the demographics of local residents can play a significant role on different kinds of impacts tourism has. Some different demographics, such as gender and the respondents' residential area did not have significant impacts to the answers of the respondents. However, people who worked in tourism are more likely to learn new languages because of tourism and their understanding and awareness of other cultures increased. Age also had impacts on economic and environmental sections, where younger respondents were more likely to notice possible negative and positive impacts of tourism. Therefore, minor changes in different demographic variables of Rovaniemi and Kemi can be spotted. From the survey it is hard to tell if tourism has caused some transformation in the demographics of the cities with an influx of seasonal workers. Mistakenly, the author did not include additional questions about how long the residents have lived in their cities which could have helped to spot the possible seasonal workers.

In general, it was interesting to conduct the research in two different cities with different levels of tourism, Kemi is a smaller destination than Rovaniemi. As the tourism flows have not been as big in Kemi as in Rovaniemi, it also shows in the

results with less impacts. Economically, Airbnb might be contributing to the cost of living in the city and the problem should be addressed. A possible solution for the problem could be to make Airbnb hosting more regulated to avoid buildings full of Airbnb apartments and the increase in cost of living that comes with it. Both Rovaniemi and Kemi residents gladly interact with tourists which shows a healthy base for cross-cultural interaction. However, Kemi residents do not think the city is very liberal which will have negative effects for tourists as they might not feel welcomed. Furthermore, Kemi residents show more negative attitudes towards their own hometown in the section two and in the last open-ended question of the survey. It indicates that the city of Kemi might have not done a good job promoting the city for its own residents yet and it could possibly show while the city is trying to attract tourists from abroad.

The research was conducted in January in the middle of a busy winter season when the impacts of tourism are the most notable. Thus, the respondents could have stronger opinions about the subject than during quieter seasons such as summer. The survey was conducted electronically through Facebook in the cities' social media community groups and in the author's own social circles, reaching 456 responses in total. The author could have used other ways of distribution such as e-mail surveys but thought the number of answers was satisfying enough for bachelor's level thesis.

The survey included Likert scale questions and four open ended questions which proved to be a great way to gather information. The direct feedback found in the Facebook comments and last open-ended question applauded how easy and fast it was to answer. However, some respondents stated that they did not understand all the statements. For example, one respondent would have wanted an explanation for statement about tourism tax as the term was not familiar for them. This could affect the validity of the survey negatively. The author could also have included more options in demographic question regarding respondents' occupancy such as if the respondents are studying a degree in tourism. A question about how long the respondents have lived in their cities could have also been added. It could have brought more varying information between the respondents as people who lived in their cities for longer might have different

perspectives about the possible impacts. Furthermore, only 18 respondents in total were 60+ years old which might affect the reliability of their collective answers.

Originally the thesis included Kittilä as a case city, but the author could not find distribution channels for the city. This would have made the research to represent Lapland as a whole slightly more. The original research idea also included more studying about the residents' attitudes towards tourism in general, but the survey started to build up rather long and the research idea shifted more towards the impacts of tourism. Furthermore, the section studying the traveling habits of respondents was not utilized in the results making it rather pointless for the research, although the section gave further information about the respondents.

In general, the thesis proved to be very challenging for the author. Especially, as the survey gained lots of responses and included many questions. The author believes the thesis answered the research question about impacts of tourism on locals' lives rather well. However, further research can be done. For example, further research could study each section of impacts of tourism. For instance, a study about the impacts of tourism on the nature of Lapland could be done to gather more knowledge about the subject. A study with similar topics as in this research could also be conducted, but in other tourism destinations of Lapland such as Kittilä, Inari and Ivalo. The thesis proved to be a great learning experience and the author hopes the results will be useful for the commissioner.

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APPENDICES

Appendix 1. Survey in Finnish, original

Appendix 2. Survey in English, translated

	Täysin eri mieltä	Jokseenkin eri mieltä	Ei eikä mieltä	samaa eri	Jokseenkin samaa mieltä	Täysin samaa mieltä
Olen tyytyväinen, miten kaupunkiani markkinoidaan maailmalla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mielestäni kaupungissani on jo tarpeeksi palveluita, jotka on suunnattu pelkästään matkailijoille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Jos sinulla jäi kyselyn aiheista asioita mieleen joista haluat kertoa enemmän, voit kirjoittaa niistä tähän.

Appendix 2.1 (4) The survey in English, translated

Impacts of tourism on local residents' lives and their attitudes towards tourism

This survey will be conducted in Rovaniemi and Kemi. It is part of Niko Vuokila's thesis for Lapland university of applied sciences, and its purpose is to investigate tourism's impacts on local people's lives and their attitudes towards tourism in tourism cities of Lapland. Survey will also ask about the residents' own travelling habits and their opinions about their hometown as a tourism destination. Answering to the survey will be anonymous and the information gathered will be processed confidentially. The results will be given to the commissioner and then published as summaries, graphs and figures. You cannot distinguish individual answers from the results. The thesis is commissioned by the Arctic Travel Ecosystem for Lapland- project. More information about the project can be inquired from Kristian.Sievers@lapinliitto.fi

Demographics

1.Age

- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2.Gender

- Man
- Female
- Other

3.City

- Rovaniemi
- Kemi

4.Do you work in tourism?

- Yes
- No

5.Do you live in the center or outside the center?

- Center
- Outside the center

6. Me as a Traveler

	Strongly Disagree	Slightly Disagree	Nor Agree or Disagree	Slightly Agree	Strongly Agree
I enjoy city holidays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I willingly spend money on services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have not changed my means of travel because of ecological reasons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would travel more if I could afford it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate the urban lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do several trips abroad during the year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I have a bad conscience because of my consuming habits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I travel less because of ecological reasons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 2.2 (4) The survey in English, translated

7. Opinions about my hometown

	Strongly Disagree	Slightly Disagree	Nor Agree Disagree	or Slightly Agree	Strongly Agree
I enjoy my city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud of my city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My city is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my city's services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My city is international	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My city has a liberal atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I can have an influence on the decision making of the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important that the brand of my city is known abroad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Which three words would you use to describe your city?

9. What about your city would you recommend for tourists??

10. Economic Impacts

	Strongly Disagree	Slightly Disagree	Nor Agree Disagree	or Slightly Agree	Strongly Agree
Tourism creates good employment opportunities for the residents in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism helps to improve the economic situation for the residents in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost of living in the community has remained the same as before the rise of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local residents also benefit from the tourism companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A tourism tax should be added to the tourism towns of Lapland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The city feels healthier due to the rise of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not use services directed at tourists, as they are too expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The prices of services have risen due to the increase of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 2. 3 (4) The survey in English, translated

11.Environmental Impacts

	Strongly Disagree	Slightly Disagree	Nor Agree or Slightly Disagree	Strongly Agree
I have noticed damage to local nature caused by tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is unpleasant to live in a city with lots of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism causes unpleasant congestion in my city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The effects of tourism on nature should be controlled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of litter has increased due to the rise of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism has increased my respect towards the local nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism causes unpleasant noise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are less parking spots because of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12.Sociocultural Impacts

	Strongly Disagree	Slightly Disagree	Nor Agree or Slightly Disagree	Strongly Agree
Increase of tourism provides more recreational activities for residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism encourages me to appreciate my cultural identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism has increased the feeling of insecurity in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have learned new languages because of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The development of tourism shapes the local culture and way of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I gladly interact with tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The rise of tourism has affected my quality of life negatively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Due to tourism the awareness and understanding about other cultures increases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13.Sharing Economy

	Strongly Disagree	Slightly Disagree	Nor Agree or Slightly Disagree	Strongly Agree
The guests of AirBnB apartments cause unpleasant noise in my living area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The apartment renting for tourists does not bother me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid there will be negative consequences for my city with too much renting of apartments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. If you think there will be negative consequences with the renting of apartments, what are they?

Appendix 2. 4 (4) The survey in English, translated

15. Tourism Development

	Strongly Disagree	Slightly Disagree	Nor Agree Disagree	or Slightly Agree	Strongly Agree
The city should invest more money on development of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe my city should actively work towards the growth of tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education in tourism field should be increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am pleased how my city is being marketed abroad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe my city already has enough services, that are directed at tourists only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. If you still have something in your mind about the topics of the survey, you can freely write here