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**THE INFLUENCE OF THE ACCOMMODATION SECTOR
ON TOURISM DEVELOPMENT AND ITS SUSTAINA-
BILITY**

Case Study: Strand Camping, Larsmo

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in Tourism

May, 2013

CENTRIA UNIVERSITY OF APPLIED SCIENCES Kokkola-Pietarsaari Unit	Date May 2013	Author Surya Poudel
Degree programme Degree programme in Tourism		
Name of thesis THE INFLUENCE OF THE ACCOMMODATION SECTOR ON TOURISM DEVELOPMENT AND ITS SUSTAINABILITY Case Study: Strand Camping, Larsmo		
Supervisor Sara Åhman	Pages 49+1	
Working life instructor Anders Högberg		
<p>This thesis was commissioned by Strand Camping, an accommodation facility including some other establishments like café and restaurant located in Larsmo. The working life instructor of the thesis was Anders Högberg, CEO of Strand Camping. The subject of the thesis was to study and analyze the accommodation services provided by Strand Camping. The aim of the thesis was to find out how small accommodation businesses, in this case, Strand Camping, are important for the whole tourism development of the specific region and their impact on the environment with their activities provided.</p> <p>Theoretical framework consists of a short introduction to the accommodation services, emphasizing on camping and caravan, its contribution to the tourism development and environmental issues. The research method used in this thesis was qualitative research method, which was, interview and participant observation. Literature and internet were used, as a thesis material, to gather information on thesis subject.</p> <p>Research showed that supplementary accommodations, for example, camping and caravan, are a vital component in fulfilling the need of affordable accommodation for budget-conscious travelers. Activities tourists involve in, for instance, accommodation, are subjected to a tourism development of the area with their purchase. Different activities of accommodation, directly or indirectly influence the surrounding environment. Awareness and commitment within guests and hosts about the negative and positive effect on environment by their activities are found to be very efficient in the conservation of the environment.</p>		

<p>Key words Accommodation, camping and caravan, interview, observation, sustainability, tourism development, qualitative research</p>

ABSTRACT

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1 INTRODUCTION

Accommodation is a base of tourism industry as it is a vital and fundamental part of tourism supply. Tourists in their travel require location where they can rest and revive during their travel. As a result, commercial accommodations are in existence. There is great diversity in size and type of accommodation in relation to location and services provided. The services of accommodation facilities vary from each other based on their targeted customer groups.

Increasing environmental awareness of the global warming to the public is leading them to react on it. Sustainable tourism development today, is receiving greater attention from international and national tourism organizations. Now, on the hand, in many countries law requires a certain standard level in relation to the environmental sustainability before a business can be opened.

On the other hand, people now are more aware about environment and eco friendliness than they were before. People are very aware how environment will be affected by their activities and therefore, as an investor in tourism industry, they want their investment in the business to be very responsible for the environmental sustainability. As customers, they demand the environmental policy from the companies and choose the alternatives in their expense which support their values and ways of living. As a result businesses now, should show and convince people how they are taking steps to the environmental sustainability to attract and run their business.

The aim of the thesis research is to find out how the accommodation sector in the tourism industry is directly or indirectly influencing the whole tourism development of the specific region. This is to say, as one of the major components of tour-

ism supply, accommodation constitutes the most important segment of the tourism industry. Availability of accommodation in the area represents the image of a tourism destination, as it is one of the basic requirements for tourists in their travel. In addition, the research aims to find out how activities in accommodation sector are responsible for a sustainable tourism development of the destination area. This thesis focuses on the accommodation facilities inside the tourism industry emphasizing on camping and caravans. The writer of this thesis intends to support the research with the help of case study Strand Camping, Larsmo. Interview and participant observation are two qualitative research methods used in the research.

Strand Camping, Larsmo is a family - owned business with a long history. It is located in Larsmo, Finland by Larsmo highway. It has been serving many tourists and locals for decades. This study addresses the importance of Strand Camping for Larsmo's tourism development, with its provided accommodation, and its contribution practise to a sustainable accommodation development. The main motivation to the writer to choose the subject and the place is the fact that the writer has completed his work placement; part of the degree programme, from Strand Camping Here the writer was able to get to know many aspects about tourism business and wanted to combine knowledge acquired from school in his writing.

2 ACCOMMODATION SERVICES

In this chapter a brief introduction of accommodation services emphasizing camping and caravan sector, will be pointed out. Followed by, accommodation classification and classification of campsites in Finland. The final sub chapter will present distinctive characteristics of accommodation.

Tourism is a social, cultural and economic phenomenon which involves movement of people to countries or places out from their usual environment. The purpose of their movement might be personal or business/professional. These people can be tourists, excursionists, residents or non residents, known as visitors and tourism have to do with their activities they produce. Some of the activities they involve in imply tourism expenditure, for example, accommodation they use or food. In their travel, accommodation provides the base, from which tourists can engage in any activities at a destination, therefore, travelling will be incomplete in absence of accommodation. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 343.)

Accommodation or lodging is, by a long way, the largest and most ubiquitous sub-sector within the tourism economy. With few exceptions, tourists require a location where they can rest and revive during their travel through, or stay within, a tourism destination. (Cooper et al. 2008, 344.)

As tourists make their journey for travelling purpose, in most of the cases, they need some form of accommodation facilities to rest and refresh along their travel. Therefore, accommodation appeared to be a need of human travelling. Throughout the human race many footage of accommodation can be found. Types and organisation of accommodation varies in relation to its size and facilities but their main purpose is to service their customers. (Cooper et al. 2008, 343.)

In the basis of price, location, by type of visitor and by services they offer, accommodation can be categorized in different ways. Starting from the luxurious five star hotels to the very economic hotels and One Star Class camping site to Five Star Class camping site where every visitor or guest can find the best options as they afford to pay (Camping.fi 2013). Accommodation is diversified by the geographical location also. Some of them are situated in the city or some are in the countryside. It can be varied according to target groups also. Some accommodation facilities can target business travellers and families whereas leisure travellers could be targeted in other kinds of accommodation facilities. (G. P. 2009.)

Hotels are the primary form of accommodation but, there can be found many other types of supplementary accommodation also. Supplementary accommodation has been developed in various parts of the world in respect to its necessity. It can be classified on the basis of location, services they provide, types of management etc. These kinds of accommodation are more economic for the visitor rather than the big hotels and resort hotels. Services they provide here are minimal. These kinds of accommodation are designed to provide overnight stay and normal food where customers tend to pay money against service provided. (G. P. 2009.)

The main benefit of this kind of accommodation is that the cost of this kind of accommodation is moderate. Guests can enjoy their stay at an affordable price. Normally, but not always, they provide entertainment and sports around the accommodation services which makes it easy to interact with the local people and culture for the guest. Supplementary accommodation plays a vital role in the destination countries' total tourist accommodation by accommodating both domestic and international tourists. The basic form of the supplementary accommodation are youth hostels, motels, camping sites, bed and breakfast, tourist holiday village, Inns, guest houses, farmhouse accommodation, time share and hostels etc. (G. P. 2009.)

2.1 Camping and caravan sites

Camping and caravan sites are an important component in domestic and international tourism where visitors bring their own accommodation to the destination as tents, caravans or trailers. Camping and caravan sites are recognized as a significant form of accommodation in many holiday areas. Camping and caravan sites are found in different shapes and sizes and quality of services. This form of accommodation is very popular in some European countries and in the United States of America. The level of accommodation provided at these sites has been significantly improved from the camping experience of earlier generation, however, some restriction in terms of space and privacy are still existing. Such sites can be in very basic field with few utilities provided compared to very sophisticated resort locations including a high range of comfort services with lots of leisure, food services and retail choices. (Cooper et al. 2008, 352; Saxena 2008.)

Camping and caravans are very famous in Europe. Different kinds of online booking websites are making it easy for travellers to book their camping sites. Normally, online booking websites offer its customers a membership card against a certain amount of money. With these cards travellers can book their camping site online within a given area. As an example, through Eurocampings.eu in Europe travellers can book their camping sites within 30 countries where 9800 camping sites are in existence. (Eurocampings 2013.)

2.2 Accommodation classification

Accommodation classification is defined as a process of categorizing the accommodation establishment into classes or grades according to services they provide. Quality comparisons are attempted through various grading and classification

schemes, for example, on a national or regional basis and public or private basis. Grading or classification may be applied to all sub-sectors of accommodation but it is primarily used with respect to hotels, guesthouse, bed and breakfast (B&B), farmhouse accommodation and camping and caravans. These grading and classification are based upon assessment of quality for service provided, which will provide the headline information of the establishment for customers to choose the right one according their budget. In existence, so far, there is not any international standard classification adapted. As a result, therefore, there are many ways to classify hotel establishments according to countries. (Cooper et al. 2008, 357.)

As an example, the Quality Assessment Scheme in the United Kingdom has one to five star rating systems in all kinds of accommodations available and it covers campsite to B&Bs to city-centre hotels. All different forms of accommodation services offer different levels of facilities and services. Due to the versatility of its services provided different forms of accommodation are assessed in different ways. Here, in all accommodation types, the number of stars gives customers an indication of the general quality of the establishment where furnishing, decor and ambience are some example components of quality determinant. (VisitBritain 2013.)

To classify the accommodation according to its standard, both the tangible and intangible elements should be subjected to its judgement, such as personal service or the quality of products. In consequence, many classification schemes will concentrate basically on the physical structure and measurable attributes of operation where level of grade will be based on, for example, size of room, room facility and availability of service. Accommodation classification, however, is not without problem. An effort to introduce a transnational system within some associates, for example, the EU has failed vaguely because of the diversity within the tourism industry of each country. (Cooper et al. 2008, 357-358.)

In the case of camping sites in Finland, according to its capacity and service provided they are classified in different levels of standard, which will be briefly discussed in the following sub chapter 2.3.

2.3 Classification of camping sites in Finland

According to Camping.fi, by Finnish Camping site Association, Finnish camping sites are classified from One Star Class to Five Star Class on the basis of capacity and service provided. As per their grading, a One Star Class camping site provides the basic services and Five Star Class camping provides the best possible services. (Camping.fi 2013.) These kinds of classifications are an important source of information to the campers who make their choice based on their needs and tastes. Rating of this kind of establishments gives visitors a reliable picture of the services provided. Maintenance, cleanliness, space between pitches, distance from basic services, for example, toilets, shower and laundry are some basic factors considered in the assessment of the campsites. (VisitÅland 2013.)

Having the capacity of holding 25 tents and caravans, a minimum of 80-100 square meter of pitch and supervision of the camping site during the day time falls in the One Star Class Camping rating category. Plus, to fulfil the requirement it should have showers, toilets, cooking and dish washing facilities, slop sink for caravans and telephones facility. In Two Star Class Camping Site, in addition to the One Star Class Camping Site, it should own 20% of the caravan pitches with electric hook, tent pitches, reception, supervision on the camping site from 7am to 11pm, shower and washing facility with warm water including dish washing, kiosk, outside grilling place and playground for children. (Camping.fi 2013.)

In addition, to be a Three Star Class Camping Site, compared to a Two Star Class Campsite, it should provide 50% of caravan pitch with electric accesses and 100% in winter camping sites. Furthermore, it should include separate pitch for tent, tourist information, possibility of advance booking, check-in and out with camping card, nursery room for babies, dining room, washing machine, sauna, cafeteria, waste disposal system, common room, postal service, map of the site, cabin, cottages or room accommodation. And precisely the camping area should be in a good supervision in both day and night. Furthermore, a Four Star Class Camping Site should have 75% of the caravan pitches with electric access, advance booking facility all around the year and employees with good language skills. It also has to include a cafeteria selling meals, a service building and the sanitary installation should be heated, for example, toilets, showers, cooking room etc. (Camping.fi 2013.)

In addition to the all above mentioned, in Five Star Class Camping Site, the facility should have available and reachable staff at any time, baby sitter service and wide range of leisure activities. The camping site should be well lighted and some of the cottage rooms should be equipped with shower, toilet, kitchenette and TV. (Camping.fi 2013.)

2.4 Characteristics of the accommodation industry

Accommodation has been interpreted by some researchers as a product. Factors that can impact upon the way the product is constructed are location of the establishment, facilities, service level, image on the market, price, ability to differentiate the product to different customers, and incentives to encourage key clients. For example luxurious accommodation establishments place emphasis on their services provided and the image of facility in order to secure business. In contrast,

economy accommodation will eventually focus on their price as the key component of the product formulation. In each case, the accommodation product is a complex combination of factors that provide the tourists something they wish to consume. (Page 2009, 260-261.)

Accommodation comprises both tangible and intangible factors. Tangible factors mean physical surrounding, the tools needed to provide accommodation, location, decoration and food and beverage consumed by guests in the accommodation facility. The management of the tangible aspect of accommodation facility is complex and at the same time the guests will make their judgment to the accommodation provider concerning appearance and surrounding provided in comparison to their expectation. In addition, dining experience and of course, food and beverage is also considered as an important factor of accommodation facility as it will influence guests' lasting memories. (Cooper et al. 2008, 352.)

The intangible aspects of hospitality and accommodation are possibly more complicated than the tangible aspects, and include the atmosphere in an accommodation establishment and, more importantly, the services that the guest has experienced. As a whole, most hospitality and accommodation establishments are a combination of both intangible and tangible aspects. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2005, 397.)

Accommodation cannot be stored, if it is not sold in the given time, the opportunity for the sale is lost forever. In order to consume the service provided by the accommodation facility, the guest should be present. One of the characteristics of an accommodation facility that distinguishes accommodation from other industries is its immediately perishable nature. Therefore the demand of accommodation plays a vital role in its supply. Since it cannot be stored, to maintain the demand and

supply of the accommodation is a challenging aspect of accommodation management. (Cooper et al. 2008, 352-353.)

3 ACCOMMODATION AND TOURISM DEVELOPMENT

In this chapter, the role of the tourism business in the development of a particular area will be discussed. The second subchapter will look at the role of accommodation in tourism development and the last sub chapter represents the changing trend of the accommodation sector in as it has developed.

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. It has been developed for a variety of reason. Tourism has been an effective mean of developing socio and economic aspects in the destination areas. (Cooper et al. 2008, 343.) On the one hand, tourism has positive impacts on developing the socio-economic and cultural aspect in destination countries, for instance, by creating new opportunities of employment, widening cultural understanding by creating awareness and respect for the diversity of culture. On the other hand, the tourism industry has been criticized because tourism has failed to fulfill peoples' expectations. Its negative impacts concerning the environment and local cultural aspects and way of life of destinations have been that incoming culture through tourists might lead the host community to adopting the incoming culture and way of life, and forgetting its own culture and tradition. Furthermore, in recent years tourism has been criticized as a factor of causing environmental insatiability and global warming. (G. P. 2009.)

3.1 Tourism and development

Tourism is a fundamental factor of management and development of destination countries. The influence of tourism on the country's economic growth varies from country to country, since each destination of a particular country or region has dif-

ferent stages of the development infrastructure. More or less, all countries in the world have been benefited by tourism activities. All countries, more or less, have historic and cultural resources, natural beauties and local traditions, and these resources have been a success to attract domestic and international visitor to particular places. (G. P. 2009.)

The tourism industry is considered to be an export industry since it has been successful to import foreign currency to the country and is a strong part of the economy of a certain destination region or an entire country. As a result, tourism has become an attractive sector for investment. Many countries are attracted to develop the tourism industry because they have been benefited, not with only, foreign currency exchange earning but also with other aspects like infrastructural and employment development, for instance, in the transportation and accommodation sector. (G. P. 2009.)

On the one hand, tourism development has been a potential mean to create positive effects on the environment by creating awareness to contribute with environmental protection and conservation. Tourism itself raises awareness of environmental and cultural resources of destination areas by helping local people to understand its importance in tourism development. On the other hand, rapid development of tourism activities in certain places over a short period of time, have many serious negative impacts. Negative impacts of tourism arise when the level of visitor is greater than the environment's capacity to cope with it in the certain period of time. Uncontrolled tourism development threatens many natural areas in the world, which may increase pollution, contamination in water and water resources and increase more danger in endangered species. (Cooper et al. 2008, 245-252.)

However, tourism development has both positive and negative influence on the natural, socio-cultural and economy of a certain region. Tourism, local communities and biological diversity are hugely dependent on each other. In a certain tourism destination, in order to get successful tourism development, these all three aspects of tourism development should be developed coherently. (Cooper et al. 2008, 245-252.)

3.2 The role of accommodation in tourism development

Tourism, in a broad sense, is dependent on the quality and quantity of accommodation facilities available. It is a very vital factor of tourism development. To imagine a successful tourism development, the development of accommodation should be considered as a core factor of the tourism planning. In other words, accommodation is a matrix of tourism, and therefore, appropriate choice of accommodation is required in order to expand and develop the tourism industry. (Saxena 2008.)

Comfortable hotels and other forms accommodation facilities play a vital role in attracting tourists to the destinations places. If a person who is very far from home can enjoy the same facilities and comforts as he/she has in his home, then he/she is bound to be attached to the place. In opposite, if a visitor ends up with a bad hotel or an accommodation facility, he/she is more likely never to return to that place. And also that place will have a negative reputation around his/her friends, who might have visited the place. Realizing this fact, accommodation has a big influence to the certain tourism destination, accommodation facilities which are available in different tourist spots have been focusing to provide maximum comfort to tourists within reasonable rates. It is very important and tricky to the accommodation supplier to provide comfortable accommodation to the people from diverse economic backgrounds according to their affording ability. (Ahliya 2010.)

In modern times, the way people spend their vacation has faced many changes. People like to spend their holiday and leisure time with friends and family and at the same time exploring various touristic destinations around the world. As a consequence, a tourism business across the world has seen unprecedented developments which directed remarkable growth in the accommodation facilities. (Ahliya 2010.)

Accommodation, as a dominant part of tourism, has directly influenced the tourism development in certain destination areas. Accommodation is a basic need in the tourism industry. Therefore, it is logical that development of accommodation should be a fundamental element of the overall planning process of the tourism destination's planning process. Considered as a core of tourism industry, most of the countries have been able to recognize its importance in accordance to the tourism development and therefore the government of the destination countries has been co-ordinating their tourism activities with the accommodation industries by emphasizing attractive intensive and concession to the providers of tourist accommodation. This kind of governmental plan has succeeded in developing various types of accommodation. Sufficient supply of accommodation facilities in tourism industry is one of the basic fundamentals of tourism development. (G. P. 2009.)

Accommodation in tourism plays a vital role in a country's economy, in result; countries who acknowledge its positive influence on its economy are giving more importance to the development of the accommodation sector. The supplies of accommodation, qualitative and quantitative, have a direct influence on the overall success of the tourism destinations. The development of the accommodation sector should be a key element of the tourism destination planning process in order to gain tourism development. Failure to plan and control the accommodation sector, will result in that in many tourism destinations the targeted tourism development

have not been achieved. Socio-economic and cultural development in destination countries are the positive aspects of tourism development but on the contrary, it also leaves some negative drawbacks to the destination, for example, environmental pollution and incoming cultural influence to the host countries. (G. P. 2009.)

The vision of the accommodation development in relation to the tourism development in the destination countries should be applied at the same time since they make a vital contribution to the whole economy of the country. As a result, in many countries, tourism industries cover the dominant percentage of their total domestic net income. (Saxena 2008.)

3.3 The changing profile of the accommodation sector

The trend and way of the accommodation sector has been changing in recent years. The new innovation in tourism sector, for instance, new development in tourism and transportation, and technological innovations are responsible for these changes. Consumers nowadays are much more independent than a few years ago. Travelers no longer go to travel agencies or tour operators to book their accommodation for their trip because of easy online booking. If you log in to the system, you can pay directly by credit card, you can print out your flight ticket and confirmation from home. (Saxena 2008.)

New faces of accommodation, for example, holiday villas suitable for family type tourists, private villas, apartment houses and camping and caravan are proved to be very successful in the new accommodation market and are to a certain extent replacing hotel dominated accommodation supply. These new trends in the accommodation sector reflect changes in demand with the entering of new, especially young, groups in the travel market. This kind of supplementary accommoda-

tion are easing accommodation sector to cope with a highly seasonal demand. The growth of supplementary means of accommodation, for example, camping and caravans, seem to fulfil the middle-class-income travellers need of budget accommodation. (Saxena 2008.)

In recent times, several environmental problems have come to be recognised in the accommodation sector. Several environmentalists as well as users of accommodation are demanding that environmental issues associated with accommodation industry should be addressed properly. Tourists visit different places of tourist interest and consume various products they buy. The consequences of the pressure of consumers on tourist services results in putting pressure on the environment. However, with few exceptions, industry owners are taking various steps to address the environmental issue in its proper perspective. (Saxena 2008.)

Environmental protection, energy consumption, emission reduction, energy conservation, recycling of waste, reduction of chemical usages and awareness and education of employees and the guests are some core policies that accommodation industries should apply in their development procedure and should be an integral part of management practice. Furthermore, to sustain these policies for environment protection, higher management of the accommodation establishments should have full support and encouragement to the above mentioned policies. (Saxena 2008.)

The influence of accommodation operation on environment with its activities will be discussed briefly in the following chapter.

4 THE ACCOMMODATION SECTOR AND ENVIRONMENTAL ISSUES

This chapter starts with an introduction on the influence of accommodation in the environment, its affect on global warming. In addition, the use of natural resources in accommodation facilities and some worldwide examples of environmentally sustainable accommodations will be presented.

Many accommodation providers have also had to respond to global concerns associated with environmental issues. Some hotels have embraced the principles of sustainable development to mirror customer concerns with the energy consumed by their stay. For example, recycling, and re- using linen and towels, are minor measures that hotels have introduced. (Page 2009, 287.)

Increasing environmental awareness among travellers is a positive contribution towards accommodation sustainability. For example, in Colorado, U.S.A. a programme called 'How Green is your Grass?' run by an organization 'Leave no trace', organize a competition in sustainable campsite development. The purpose of the campsite competition is to extend the spirit of sustainable camping into the camp grounds. The contest encourages campsite owners to raise the bar for sustainable camping by awarding campsites that inspired in achieving the highest level of sustainability activities. (Rockygrass 2013.)

With a growing awareness about environmental sustainability and global warming, in every industry alike, the accommodation sector is stepping forward to preserving the environment by its activities, for example, energy consumption, transport, waste management and purchasing. Significant attempts towards environmental management can be found in the past years. For example, in the hotel business, in 1991, the Inter- Continental Hotels Group had developed an environmental reference manual to guide its staff with steps towards to a goal, environ-

mental management. Following this, in 1992, The International Hotels Environment Initiative had developed 'Environmental Management for Hotels: The Industry Guide to Best Practice.' (Page 2009, 287-288.)

The Green Tourism Business Scheme in Scotland, operated on behalf of VisitScotland, has embraced the hotel sector and other kinds of accommodation providers as a part of VisitScotland's The Green Tourism Business Scheme (GTBS). Having over 700 members, GTBS encourages tourism businesses to be environment friendly, depending on the level of energy-efficiency they achieve, they will be assessed and given a Gold, Silver or Bronze award. (Visit Scotland 2013.)

Furthermore, partners and customers of the hospitality industry are now more conscious of environmental issues. For example, environmental aspects are used as criteria in the evaluation of public procurements. In other words, customers are influencing their own impact with making sensible choices in their consumption or investment. (Mara 2013.)

4.1 Global warming and the accommodation business

The recent global warming data and discussions on global warming is one contributing factor to increased awareness and popularity of environmentally sustainable solutions within individual homes and businesses. This situation is unlikely to change in the future and environmental thinking will be one of the most important factors in order to run the various businesses including the accommodation business. During the past 200 years, carbon dioxide is the main greenhouse gas claimed to be responsible for global warming. The level of carbon dioxide emission into the atmosphere is rising year by year and has been accelerating during the past 50 years. Carbon dioxide is emitted only by burning fuel and

fossils, therefore, the hotel business are usually only indirectly responsible for increasing the carbon dioxide level in the atmosphere through its connected activities, such as transport and other industrial processes. (Niskanen 2011.)

Energy production, transportation and industrial process are the main factors in carbon dioxide emission. One big contributor to carbon dioxide emissions is air transportation, which is closely related to the accommodation businesses. Airplanes cause by far the biggest carbon dioxide emission when comparing to trains and buses. (Planet Green 2013.)

Global warming directly affects the accommodation industry, for example, rising temperature can make the accommodation industry face the situation where rooms need to be cooled down more which creates more cost to the business and at the same time stress to the environment. This effects mostly the budget accommodation establishments where temperature rising can force them to install air conditioning systems which wouldn't be necessary in normal temperature situations. In opposite, global warming can cause drops in temperature, for example, in the UK, the weather is affected by the Gulf Stream where the temperature is likely to drop. Again, in this case, accommodation establishment, for example, camping and cottages faces challenges to heat the cottage rooms and maintaining other heat-related infrastructures which is a subject of time and money and mostly is a stress on the environment. (Skywatch Media News 2010.)

4.2 Environmentally sustainable accommodation

The environmental impact from the accommodation sector can be very significant at both a micro and macro level. Accommodation facilities are located in very frag-

ile environments and historic cities where the demand on accommodation is high. (Cooper et al. 2005, 408-409.)

The concept of Vacation Rental within slow travel is one of the admirable concepts in contributing to a sustainable accommodation. Vacation Rental, means, villas, houses, cottages, apartments or a farmhouse located in countryside, villages or in cities that you can rent for a week. They are not big hotels or B&B's but are accommodation facilities with kitchens which are very suitable for longer stays. The range and quality of them vary from simple to luxurious and, in size, from one bedroom apartments to 10 bedroom villas for 20 people. (Slow travel 2013.) This kind of Vacation Rental has been popular in Europe for decades. Slow travellers usually prefer to stay in at one place at least one week but there is not actual limit to be defined. (Slow movement 2013.). One of the good examples of slow accommodation is La Bella Toscons, Italy. (Slow travel 2013.)

The accommodation sector's impact, in environmental terms, is varied and complex. The main determinant areas are included under the following subheading.

4.2.1 Lightning and energy use

Lighting plays a vital role in the overall appearance of any kind of accommodation infrastructure. Lighting in accommodation establishments plays a big role when it comes to energy efficiency, considering energy saving, but functional lighting. The winter in Northern European countries provide very little daylight where accommodation providers are heavily relying on artificial light. As a solution, construction of the rooms with big windows will give access to daylight to the room which reduces the consumption of the electricity where guests can get well-lit rooms with the ability to control the light level. (Niskanen 2011.)

In case of outdoor lighting, low-energy consumptive lamps with a timer or on-demand control are known as an energy saving concept. In this process, using low energy lamps, for example, compact fluorescent lamps (CFL) are awarded to contributing to low energy consumption in lighting. (Niskanen 2011.) Computer technology on lighting permits more efficiency on energy control, for example, it is possible to close lighting in rooms, corridors or whole blocks automatically after guests leave the place. (Cooper et al. 2008, 363.) In some countries tourism organizations, for instance, in Scotland, the Green Tourism Business Scheme encourages to introduce environmental impact measures which are designed to lower their impact of their business on the environment. In result those industries which are able to show their effort in energy saving, for example, with using low-energy light bulbs, will be rewarded. (Visit Scotland 2013.)

Reducing energy use clearly has environmental as well as financial advantages. The use of computer technology in energy using equipments permits a more effective control of energy. Solar power plants are the very best option of renewable energy, which is a most beneficial potential for the accommodation industries to get electricity. Solar power energy is a long-term source of energy, once it is established it does not have much cost afterwards. (Cooper et al. 2008, 363.)

4.2.2 Waste management

Waste disposal in a sustainable way is a very challenging aspect of accommodation operation. Especially large accommodation establishments create big amounts of liquid and solid waste which require sensitive disposal. On small islands, for example, the Maldives, waste disposal is a major problem where solid wastes need to be shipped off the island for disposal purposes. Directly disposed liquid waste

in rivers or in the sea, in some countries, can have serious effects on public health and environment. (Cooper et al. 2008, 363.)

Accommodations with restaurants naturally generate more waste. Packaging, papers, waste created by guests and outdated food are some examples of waste that come from restaurants. Purchasing goods in a bigger package and quantities which reduce the waste from the empty packaging material is a good example of wastage reduction. This process finally helps the cargo traffic resulting reduction in emission from the cargo trafficking. The re-use of towels, paper products from reception and administrative areas, recycling of water are good examples that can be applied in any kind of accommodation facilities. (Cooper et al. 2008, 363.)

Separation of waste in biological waste and energy waste is a key process of waste management. If the waste is separated properly in biological order approximately 90% of the waste is recyclable or reusable. (Ekorosk 2013.)

4.2.3 Laundry handling and water efficiency

Laundry handling in accommodation services is one contributor to the overall image of an accommodation facility. Laundry operation consumes enormous amounts of water, electricity, chemicals and steam and generates a large amount of waste water. Water that comes from laundry, which contains phosphates and detergents, are elements to water pollution. Chemicals used by dry cleanings are hazardous to nature and cause, for example, land pollution. (Development Alternatives Information Networks 2013.) An effort the accommodation industry can make in reducing laundry quantity is to ask guests which of their towels require laundering and which can be reused. (Cooper et al. 2005, 408.)

Tourists are high consumers of water. Water is being used for bath, swimming pool, laundry, maintaining gardens and sport facilities, for instance, golf. Normally tourists want to be in those accommodation facilities where there is no restriction in using water and quality is not substandard. The long-term impact of unregulated water used by tourists can be very significant. Rice farmers of Phuket, Thailand, for example, have had restriction to the use of water on their cropping season in order to preserve the water for tourists. Here the question arises, should the tourist or local get the right to use water? There has been some practice in water reusing in the accommodation sector. In practice, some hotels such as Holiday Inn in Phuket Thailand, has its own water treatment plants which allows sufficient use of recycled water to its garden. (Cooper et al. 2005, 408.)

Harvesting rainwater is one of the most important factors of saving water. Harvesting water can be used for gardens, washing cars, and outside tap. Pure rain water can be used even for toilet flushing and laundry. (Oasis 2013.)

4.2.4 Heating and air conditioning

Heating and air conditioning are one of the important operations in accommodation in some countries. In the northern part of Europe in winter times heating is a necessary element to running the accommodation businesses. Heating the rooms and buildings consumes a lot of energy. The use of renewable energy in the heating process is a significant way to preserve the environment. Many new techniques have been adapted in order to minimize the stress on the environment, for example in Austria, existing central heating systems have been replaced with biomass. (Climate Austria 2013.)

Accommodations within these fragile nature areas, mentioned in the prior sub-chapters, pose major threats to the flora and fauna and managing it with appropriate sensitivity is challenging, without disappointing the experience of guests. At the same time, every activity they make in the destination does not necessarily destroy the resources they have come to experience. The accommodation sector in such a particular place is playing a vital role in raising awareness about the conservation of endangered flora and fauna, historical and cultural properties, for example some, old buildings. (Cooper et al. 2008, 364.)

5 CASE STUDY - STRAND CAMPING, LARSMO

In this chapter, a short introduction of Strand Camping, its interesting history starting from the 1970's and its link to other forms of services provided in the camping area, which are very important for existence of Strand Camping, will be discussed.

5.1 Strand Camping

Strand Camping is situated in the middle of a beautiful surrounding Finnish nature by the shore of Larsmo Lake.



GRAPH 1. The location of Larsmo on the map of Finland (adapted from Digplanet 2013.)

In year 1985 the Högberg family bought places and then it started to expand year by year till now. By year 1986, they expanded the place to a village shop and in 1987 they added fish smoking. Fish smoking, in this area, is very famous because of its traditional method of smoking. Between the year 1995 to 1998 there have been many small changes made, for example, renovation of the cottages and expansion in the number of cottages. In 1998 they opened the cafe, and the restaurant in the year 2002, which was a significant step by Strand Camping in order to attract more camping visitors. In 2002, winter bathing and M/S Gloskär started. (Högberg 2013.)



GRAPH 3. Caravan parking - Strand Camping (adapted from Strandis 2013b.)

5.1.2 Camping and caravan parking prices

The cottages in Strand Camping are simple and therefore the prices are very affordable. Price varies according to the choice of customer. Prices are designed

from, for only one night to a whole week. For example, parking a caravan in Strand Camping for one night costs 14€ and if it is for the whole week it costs 84€. Same thing applies in the cottages, where, for example, a cottage with a capacity of holding four persons costs 60€ for one night and 360€ for a whole week. On all cottage and caravan prices, members of the SF- Caravan and The Finnish Travel Association will get special discounts on their payment. (Strandis 2013a.)

5.2 Other services attached to Strand Camping

Strand Camping offers unique and versatile activities to its customers. Variety in its services in the same surroundings has been one of its specialities. Visitors here can experience very convincing services. For example, people who come for accommodation can also get the food within the same area, since Strand Camping also includes its own cafe and restaurant. Furthermore, Strand Camping has one gas station; people who come to the camping site with their caravans can fill up the gas in the same place where they are going to spend the night.

All other services provided by Strand Camping has to do with making the camping site more convenient for the visitors. As mentioned in chapter 5.1, Strand Camping has a lot offer to the visitors. Next, a short introduction of the establishments will be presented.

5.2.1 Village shop and fish smoking

Smoking fish is a traditional method used by local people for centuries and is known as a very true form of art. Smoking fish here, using firewood, is considered by many as the best fish smoking in this area. Most of the fish smoked here are

from local water caught by local fishermen. White fish and salmon are the most common fishes they sell here around the year. In the summer time they sell smoked fish outside of the fish smoking building, and in the winter time it is available inside the shop. (Strandis 2013a.) In the grocery shop nearby the camping site, they have focused on the products which are locally produced, for example, meat and breads. The store belongs to Tarmo, the chain of independent store owner. Tarmo is a Finnish independent chain grocery store with 150 stores all around Finland today. (Tarmo 2013.)

5.2.2 Sauna boat and swimming

The boat named M/S Gloskär is in operation in both the summer and winter season, however, the purpose of it may differ. In the summer time visitors can rent the boat and drive through the beautiful lake of Larsmo where they can enjoy the scenery of the lake and what its surroundings offers, and just relax. A journey with M/S Gloskär ends about 4 hours since it departed from the Strand Camping harbour to the Larsmo Lake. It starts from the Strand Camping harbour and ends at the same place. The boat is best suited for groups of 12 to 24 persons. Guests can enjoy good food and bathe at the same time in the middle of the lake since the boat has its own sauna inside which is very exotic. It is possible to have a catering to the boat from the restaurant where food will be beautifully set and served on the boat. In the winter time, because lake is frozen, the boat rests anchored in the harbour by the Strand Camping area. But still visitors have the possibility to rent a cosy fireplace which is on the boat and arrange some event. (Högberg 2013; Strandis 2013b.)

Moreover, they have another sauna also, which is a public sauna and has the capacity of having 60 people, on the shore of the lake on dry land. People can hire it

for small groups also accordingly to their size of group. For visitors it would be a wonderful experience to plunge in to the fresh sea water after a very hot sauna. Here the winter swimming season starts from the first of October and ends around end of April. During this time the sauna is open everyday according to its standard opening time, which is listed in Strandis homepage. (Strandis 2013b.)

5.2.3 Cafe and restaurant

Strand Camping has access to both a cafe and a restaurant. In the cafe they offer a refreshing morning coffee with breakfast, and in the afternoon coffee with some pastry. Strandis Cafe has an Italian famous coffee maker machine called Segafredo Zanetti Espresso, which is a world known coffee machine. (Segafredo Zanetti Espresso 2013.)

The restaurant offers a very typical and local menu which reflects local specialities, where the food is simple, straightforward and generous. The restaurant delivers local flavour to its customer on its menu, and it is their speciality. For example, in pizza, Salmon Pizza and Pizza Gloskär are their own items on the pizza menu. Here they try to use local food products. In the restaurant they serve lunch on an everyday basis, lunch menu is updated daily on the homepage www.strandis.fi. (Strandis 2013a.)

5.2.4 Events and meetings

To organize an event for a company to some kind of press conference, Strand Camping area is a suitable place. Its maritime surroundings make any event here lively. For special occasions or birthday parties the place suits perfectly. Families'

get-togethers or just friends hanging around with good food from restaurant, is also possible here. The restaurant with an area of about 450 m² has a capacity of serving 70 persons all around the year. In addition, in the summer time there will a tent outside the hall which has a capacity of holding 60 people. (Högberg 2013.)

6 RESEARCH METHOD AND ANALYSIS

This chapter starts with an introduction of research objectives and aims of the research. Followed by a review of different kinds of research methods, emphasizing the chosen research method of this thesis. The interview with the CEO, writer's observation, analysis of interview and in the end research findings are presented in the last sub chapters.

In this thesis, the research is a mixed form of an interview with the CEO of Strand Camping, Anders Högberg, and writer's own participant observations of the place. The interview and observation deal with Stranding Camping's effort towards sustainable development of accommodation sector by its different activities produced and its role in the communal tourism development. In writing, to support and elaborate the idea, significant references from books and electronic resources are used. The research methods interview and participant observation fall under the qualitative research type. The questions asked in the interview can be found in appendix, 1.

6.1 Research method

Research methods are the tools used to gather empirical data. Different types of research methods have their own importance in terms of purpose of the research and its application. Research can be conducted in many ways and range depending on the subject of the research. It can be varied from national level questionnaire survey for millions of people for millions of subjects, to in-depth interviews targeting only one subject. Choosing the appropriate research method for the research is very crucial and tricky at the same time. (Jenning 2001, 126.)

In undertaking any research and selecting the methodology, the researcher has to consider the nature of the setting being studied or the 'question' being asked, as well as any possible limitation on the study, such as time and resources. (Jenning 2001, 126.)

In addition, Veal, in his book considers that the question or the hypothesis has to be the core element in choosing a methodology of a survey. For example, research question that intended to determine the size of the visitor in certain tourism destination would use a qualitative research method but not a quantitative research method because the research's focus is on quantity. However, on the other hand, if the goal of the research is to find out the nature and purpose of the visitor, a qualitative research would suffice the need of the research. Time and resources are other elements that should be considered in conducting a survey. The survey conductor should be able to tackle in relation to limited time and given resources. For example, interviewing ten people would take more time then to conduct a questionnaire survey as a quantitative research, for ten people. (Veal 2006, 116.)

Quantitative research methods and qualitative research methods have many sub sectors with research methods within. Quantitative research methods deal mainly with different types of surveys, which is considered as an appropriate approach in collecting numerical data. Qualitative research methods, on the other hand, is a qualitative approach of the survey. Interview, text analysis, observation and case study are some examples of the qualitative research method. (Jenning 2001, 159.)

Data and information needed for this research work will be collected with the help of the qualitative research method, which is a qualitative approach to the research and in this case it is interview and participant observation that are in act.

6.1.1 Qualitative research method

The term 'qualitative' is used to describe research methods and techniques which use, and give rise to, qualitative rather than quantitative information. (Veal 2006, 193.)

A qualitative research method tends to collect high quality information concerning relatively few cases. The qualitative research method eases the researcher to gather a comprehensive report on any intended study. In addition, the results the qualitative research produces are more understandable to people who are not statistically trained. Qualitative research methods are intended to explore in-depth human behaviour. In general, qualitative research generates words rather than numbers as a data analysis and it is all about exploring issues, understanding phenomena and answering questions. (Veal 2006, 193-195.)

The key principle of a qualitative approach to data collection and analysis is that if it is our serious purpose to understand the thoughts so a people, the whole analysis of experience must be based on their concept, not ours. (Jenning 2001, 158.)

Generally, qualitative research method is based on the belief that the people are personally involved in a particular situation, for example, interview and the questions are best placed to describe and explain their feeling or experiences in their own words, where, participants should be allowed to speak without the intermediary of researcher and any possible constrain. (Veal 2006, 193.)

6.1.2 Interview and participant observations

Gayle Jennings, in her book *Tourism Research*, explained that the interviews can be divided into three categories: structured interview, semi-structured interview

and unstructured or in- depth interview. Interview is the most commonly used method inside the qualitative research method. In-depth interview is used in this report. In-depth interview is marked by its length, intensity and its structure. This kind of interview tends to be longer than a structured or semi-structured interview, normally, taking at least half an hour and several hours, in some cases. In-depth interviews may involve interviewing participants more than once if needed. The method encourages respondents to talk, ask supplementary questions and explain their answers rather than just answering a question, get simple answer and moving on to the other question. (Jennings 2001, 169-171.)

Observation is a research method where the researcher examines certain people or phenomena. Observation can be direct or participatory. In direct observation, the participant is an invisible element to the group being studied, whereas, in opposite, in participant observation the research is the part of social processes being studied. (Veal 2006, 202.)

6.2 Presenting the results of research

In this research the writer followed two kinds of research methods within qualitative research methods, which are interview and participant observation. With the help of these methods the writer has been able to find out significant information about the case being studied, and therefore, the writer was able to draw conclusions based on the gathered information from his research.

6.2.1 The interview with the CEO

In this research project, the interview was conducted in two steps. The first interview took place on the 25th of January 2013, and the following on the 13th of March

2013. The interviewee in this interview is Anders Högberg, CEO of Strand Camping. Anders Högberg has been a part of Strand Camping since 1990 and became CEO in 1994. The aim of this research was to find out how a small accommodation sector like Strand Camping plays a significant role in the tourism development of a particular place, in this case Larsmo, and their effort in promoting environmental sustainability in their activities. In the interview, the questions were designed to meet the demand of the topic of the research, plus some general questions about the physical environment of the establishment, its history and services provided.

The first theme of the interview was about the importance of Strand Camping for Larsmo's tourism development. In the discussion Högberg pointed out that Strand Camping has been a convenient place to be for one night or a couple of nights for the visitors who come to Larsmo. Geographically Strand Camping is located in a very reachable place by the Jakobstad-Kokkola highway. For visitors who would like to spend some time out of the neighbouring city in a camping instead of a hotel, Strand Camping is a suitable place.

According to Högberg, Strand Camping area has about 400 registered seats. In case of some special events, this area can hold up to 1000 people. With its capacity of holding up to 1000 people, the Strand Camping area would be a possible place to organize events like, for example, local music festival, in order to promote tourism in the Larsmo area.

The second theme of the interview was about the camping site's environmentally sustainability issues. We discussed about the current increasing awareness of a customer in their consumption and what are the main practises that Strand Camping is carrying out. Högberg pointed out that:

People now are very aware of environment then they were before, you really have to think about the environmental sustainability issues before you start a business. You should be able to convince people before starting business that you are taking environmental sustainability aspect of your business seriously. People now tend to take more environmental responsibility in their business, in result; they want their investment in the companies who develop their activities with environmental sustainably.

We always try our best to keep surrounding clean, he adds. Environmental sustainability, in our infrastructure development, is one of the most regarded aspects. When it comes to garbage and scraps that comes from camping and its activities we dispose them according to its biological order, says Anders Högberg.

To protect environment from our activities is our responsibility. We dispose garbage produced from camping site and its activities, according biological order. Separation of garbage according to its biological order is very good in this region due to presence of waste management company Ekorosk. People are very aware of how the dispose their garbage, so do we.

Power management is one of the core factors when talking about environmental sustainability. In the writer's question, how are you tackling to reduce or efficiently use of electricity Högberg replied:

Electricity is expensive in Finland. We always try to reduce of energy use in our new infrastructure by developing the infrastructure in ecological way. For example in our sauna bath, the heat coming from sauna we use it for heating the walking passage from sauna to the sea. The process heats the surface and prevents it from being slippery, in result; we are saving the electricity power that would have been used to heat the passage.

In addition, he says, we are working on the designing of the solar power in our cottages, which will allows us to heat the water that used in bathroom from sun energy. Energy left from heating water we will use to other purpose.

6.2.2 Participant observation

Beside the interview, in addition, the writer has been doing participant observation over the place for about four months. The observation took place between the 3rd of December 2012 to the 20th of April 2013. During the observation writer was a visible character of the phenomena being studied. With the help of informal interviews, natural conversations with local people and guests to Strand Camping, and detailed field notes the writer was able to learn about the activities of people under the study. During the observation, as a part of the physical environment of the area being studied, the writer was able to track and analyse the daily occurred activities in the area.

Located six kilometres north from the nearest city Jakobstad, Strand Camping is a very convenient place for tourists who want to camp and park their caravans. In the writer's four-month observation he found that Strand Camping is able to fulfil the accommodation need in the Larsmo region. Considering that, Larsmo is not a big city in relation to its population, however, its maritime surrounding makes it liveable. For travellers, for example, who want to spend their one week in some silent and beautiful place away from the crowd, this is the perfect place for them. When people travel to a certain place, of course, there has to be some place to accommodate themselves and Strand Camping turned to be a perfect place for camping. Its geographical convenience and beautiful surroundings are able to attract more tourists year by year, which is, eventually, leading to a communal tourism development.

According to Seven Bridges Archipelago site there are some cottages and holiday homes, for example, The Gertrud Mission Holiday Home, Enlund's Holiday Cottage, Lasses Stugor, Villa Solglimt etc. (Seven Bridges Archipelago 2013.) Among

the above mentioned, Strand Camping is the biggest and most notable accommodation facility in the Larsmo area.

As mentioned in the previous sub chapter, Strand Camping is following ecological steps in its development. Their attempts to make the surrounding green and clean lake are appreciable steps towards environmental sustainability.

6.3 Analysis of the research

It is notable that too few customers, in any business are a matter of challenges. The same thing applies here in Strand Camping. Considering its annual customer and hard long winter, sometimes, it is very hard to sustain the business. The fact, if one has to struggle to run the business, environment comes as secondary element. In the discussion Högberg points out:

Too few people are the weakness in any kind of business. If you think of big cities only selling a 'green tie' you will sustain in your business. Within too few people it is very hard to operate or establish the business even if you have a very good business idea. It is a very tricky part of your business.

Due to increasing environmental awareness people tend to be more responsible towards the nature than before in recent years. In result, any companies or organizations who fail to convince or show they are doing their best to protect environment cannot run the business. People now are very aware in their spent and put the ecological choice in their priority, Högberg adds:

Furthermore, to protect the environment is not only for attracting any customer but also is a responsibility of any kind of accommodation operator. Accommoda-

tion operation produces a lot of garbage. Garbage produced should be disposed according to its biological order. In Strand Camping garbage handling is very good. Garbage is stored in certain plastic bins according to its biological order, for example, biological waste and energy waste and then will be taken with Ekorosk truck to the garbage collection point.

Ekorosk turned out to be a very successful company of taking care of waste treatment produced by many sectors, in this area. Its big effort to make people aware on how to collect and dispose garbage is making this area very clean. When they collect the garbage they process garbage into biological fuel or do recycling. People have been trained in this area very well in how to dispose the garbage and the same impression has Strand Camping. All its staffs and the owners themselves are aware of the waste they make, in result; they collect and deliver the garbage produced to the waste management company separated in its biological order.

In terms of electricity, Strand Camping is always aware of how to reduce the consumption of it. In practice, for example, low energy consumptive bulbs, lights of the refrigerator off at night time and re-cycling are adapted. They are able to recycle the paper box which they get when buying stuffs needed for the Camping and almost every kind of beverage bottle. One very good example of re-use of energy can be found in the sauna where the steam coming from the sauna is used to heat the walking track between the sauna to the lake to prevent the peach from getting slippery.

6.4 Research validity and reliability

Veal in his book says that validity means how well the gathered data reflects the phenomenon being studied. It is very important to the researcher to be aware that

questions of the survey need to be formed to support the whole idea of the research. Additionally, another important aspect of the research is that the respondents understand the questions in the same way the researcher does, and answers them accurately. It is very hard to cope with human behaviour in relation to validity of the research. The fact that empirical research is mainly concerned with people's behaviour and their attitude, leisure and tourism research faces many difficulties in this area. (Veal 2006, 41.)

Reliability is the extent to which research findings would be the same over time if a certain survey would be conducted with different sample of subject. However, in the case of social sciences, for example tourism, where people have different behaviour, opinion and backgrounds, a repetition of an experiment would rarely be identical. (Veal 2006, 41.)

In this thesis, one key element influencing the reliability of the research is Högberg's participation experience to the place for many years. Information provided to the given question can be accepted as a legitimate outcome. In addition, researchers' four months of participant observation over the Strand Camping area made him easy to understand the issues being studied.

6.5 Findings

The purpose of the study was to find out the role of the accommodation sector in the tourism development of a certain area, with Strand Camping as a case study. Small accommodation establishments are found to be the best choice for budget-conscious travellers. Accommodation with simple physical structure and affordable prices are turning to be a reasonable choice of travellers. In the case of Strand

Camping, guests here are not very comfort seeking, but are nature lovers and who are in search for simple and affordable overnight accommodation.

According to Anders Högberg, the CEO of Strand Camping, the majority of visitors here are from Finland, which is about 80%. Due to the fact that the majority of the residence who live in Larsmo are Swedish speaking, people here tend to have some Swedish relatives. In result, with few exceptions, their involvement in hiring camping cottages has resulted in that 10% of the total guests come from Sweden. People from Germany, the Netherlands, Denmark, Norway and other Nordic countries are also on the list of visitors in Strand Camping.

With the capacity of 35 beds and 80 caravan parking places, Strand Camping can accommodate both individual and group travellers. In comparison to other available accommodations in Larsmo, Strand Camping is a leading accommodation establishment in relation to guest-holding capacity. Strand Camping has been a transit point for travellers who are travelling from Jakobstad to Kokkola. Their additional service, for example, cafe and restaurant allows travellers to stop for a while and enjoy a good meal. In the summer time, big events happening in Jakobstad, Larsmo and Kokkola, for example, Jakobs Dagar in Jakobstad and Kokkola Rock Festival in Kokkola, Strand Camping is fulfilling the additional requirement of accommodation needed.

All activities made by the above mentioned travellers, are subject to creating tourism activities in the region. To support their activities in their travel travellers should have some form of accommodation to rest. In this case, Strand Camping is providing a very convenient place to rest for the travellers. Tourists' different reasons to visit Larsmo and different tourism related activities they are involved in are subject to tourism development in the region.

However, little population in the area found to be a weakness in the business. With a small population in any particular area it is difficult to plan and sustain the business and so it is with maintaining sustainability in the business. In the writer's observation, one of the things that should be taken into consideration is to renovate the cottages, as some of them are of quite old model and have minimal facility. Moreover, to maintain the high quality in the cottages within the presence of long winters with very few guests is a challenging aspect of the business.

Small efforts from individual companies, for instance, Strand Camping, towards sustainability will make a big change in overall. Strand Camping is always concerned in its activities about environmental sustainability. Waste disposing in a biological order, recycling, using low energy consumptive electronic equipment and ecological infrastructure development are some principle activities found in Strand Camping that support environmental sustainability.

7 CONCLUSIONS

To conclude, accommodation is a rapidly growing sector in the tourism industry. Types and availability of accommodation in a tourism destination area represents the image of the destination to the tourists. Budget accommodations, for example, camping and caravan, have appeared to become popular in recent years. These kinds of supplementary accommodations are found to be a vital component in the supply of affordable accommodation for budget-conscious travellers. Travellers who have a deeper appreciation for nature and want to travel to many places with their expending limit, this kind of accommodation facilities are seen as very convenient.

The number of tourists visiting the destinations varies in respect to their purpose. The consequence of pressure on tourism services from tourists puts pressure on the environment also. To encourage an undisputable development of accommodation the environmental issues should be addressed properly. In the present context, more or less, all the accommodation industries are addressing the environmental issues in a sustainable way. To make development smooth, the environmental perspective should be treated in a way that negative impacts on the environment and socio-economic culture should not harm a constant growth of tourism development itself.

The case study in this thesis examined the importance of Strand Camping in Larsmo's tourism development from accommodation point of view. It has been seen that Strand Camping has been serving tourists for many years in this area. It has fulfilled the demand of budget-conscious travellers with providing very basic form of accommodation to affordable prices. It has been noticed that Strand Camping is providing accommodation for travellers from many Nordic countries

with majority of Finn travellers. With its wide physical surroundings it gives access to organizing different kinds of meetings and events, which fulfil the need of event organizing place in the Larsmo area. Additional services, for example, restaurant, gas station, grocery shops, makes the guests' stay here easy and comfortable. Eventually, this flow of tourist and their service consumption in a certain area contribute to the tourism development of the destination of the area.

In addition, the research aimed to study the environmental effect of accommodation activities, with the help of Strand Camping. The study showed that Strand Camping is very aware and concerned towards its activities which have to do something with environment. Maintaining green surrounding, waste disposing according to its biological order, recycle, reuse, low energy consumptive electronic equipment and ecological physical infrastructure, are some examples of daily measures taken in Strand Camping in relation to maintaining environmental effect with its activities. As a representative example Strand Camping, with an effort and commitment towards environmental sustainability, can make the accommodation sector in the tourism industry clean and undisputable among all individual accommodation sectors.

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APPENDIX

Topics being discussed during the interview:

- I. Accommodation known as a backbone of tourism development, what is the role of Strand Camping in Larsmo tourism development in accommodation point of view?

- II. An accommodation development with environmental sustainability is a very challenging aspect of whole tourism development, how Strand Camping is putting its effort on sustainable development of accommodation aspect? (For example, energy and water, waste storing and recycling, ecological purchasing, environmental program.)