

Md. Habibur Rahman
TOURISM DEVELOPMENT IN FINLAND
**Case Study -Tourism Development in Lapland and its Socio-
economic Impacts**

Thesis
CENTRIA UNIVERSITY OF APPLIED SCIENCES
Degree Programme in Tourism
January 2014

ABSTRACT

CENRIA UNIVERSITY OF APPLIED SCIENCES Kokkola-Pietarsaari Unit	Date January 2014	Author Md.Habibur Rahman
Degree programme Degree Programme in Tourism		
Name of thesis TOURISM DEVELOPMENT IN FINLAND Case Study -Tourism Development in Lapland and its Socio-economic Impacts		
Supervisor Katarina Broman		Pages 56+2
<p>The availability of tourism product and services and the combination of planning and having a marketing strategy stimulate the development of tourism in Finland. Finland has many potential attractions starting from places of natural beauty to cultural and ancient heritage that can be more developed in the Finnish tourism industry which provides employment, tax, and export income and increases welfare throughout Finland. Lapland is one of the most important regions of Finland for tourism business which was highlighted through this study. The study exposed to encourage tourism development in Finland especially in Lapland area and to motivate people for participating in tourism development activities as well as changing their economic situation through tourism development in Finland. The main task of study is to find out the factors for developing tourism and socio-economical effect of tourism in Finland, as well as developing the destination especially in Lapland.</p> <p>The study was based on both the qualitative and quantitative research method where secondary data was used from different sources as quantitative research and where the qualitative research method included semi-structured interviews and observation. In this research study six interviews were taken by the researcher as a part of the survey activities.</p> <p>The result of study emphasized the facts that Finland needs to have sufficient promotional activities for the destinations to get a large number of tourists from all over the world. Finland should have proper combination of planning and marketing strategy which stimulates the tourism development in Finland as well as in Lapland. The result also revealed that tourism development in Finland as well as in Lapland has many advantages which can assist the host community of Lapland region economically, socially and culturally in terms of generating new job opportunities, improving living style and exchanging the cultural views with the tourist.</p>		

Key words

Accommodation, communication, destination, development, host community, marketing, organization, planning, qualitative research, quantitative research, sustainable, tourism

ABSTRACT	
TABLE OF CONTENTS	
1 INTRODUCTION	1
2 THE DEVELOPMENT OF TOURISM	3
2.1 Tourism planning	4
2.2 Tourism marketing	5
3 TOURISM POTENTIALS IN FINLAND	7
3.1 Potentiality for creating employment	7
3.2 Potentiality for implementing strategies	8
3.3 Pricing policy of tourism products and services	9
3.4 The Åland Islands	10
3.5 Näsinneula Tower	10
3.6 Olavinlinna Castle	11
3.7 Petäjävesi Old Church	12
3.8 Turku Castle	13
3.9 TempPELLIAUKIO Church	14
3.10 Fortress of Suomenlinna	15
3.11 Karelia	16
4 LAPLAND	18
4.1 Tourism strategy for Lapland	19
4.2 Lapland's transportation system	20
4.3 Attractive tourist destinations in Lapland	22
4.3.1 Rovaniemi	23
4.3.2 Levi	25
4.3.3 Äkäslompolo	27
4.3.4 Ruka	27
4.3.5 Saariselkä	28
4.3.6 Ylläs	29
4.3.7 Other destinations in Lapland	29
5 RESEARCH METHODS	31
5.1 Research method	31
5.2 Quantitative research method	32
5.3 Qualitative research method	32
5.4 Analysis	33
5.4.1 Analysis of the expert interview	34
5.4.2 Analysis of the resident and tourist interview	40
5.5 Observations	42
5.5.1 Tourism development in the Lapland area	43
5.5.2 Socio-economic impact on the Lapland area	44
5.6 Findings	45
5.7 Reliability and validity	47
6 RECOMMENDATIONS AND CONCLUSION	49
6.1 Recommendations	49
6.2 Conclusions	52
REFERENCES	54
APPENDICES	

GRAPHS

GRAPH 1. Näsinneula Tower	11
GRAPH 2. Olavinlinna Castle	12
GRAPH 3. Petäjavesi Old Church	13
GRAPH 4. Turku Castle in Turku	14
GRAPH 5. Temppeliaukio Church in Helsinki	15
GRAPH 6. Fortress of Suomenlinna	16
GRAPH 7. Map of Lapland	21
GRAPH 8. Detailed map of Finland	22
GRAPH 9. Santa Claus Hometown	24
GRAPH 10. Levi Ski Resort	26
GRAPH 11. A picture of Aurora Borealis in Levi	27

TABLES

TABLE 1. Significance of tourism sectors for Finland's economy	7
TABLE 2. Total number of employed persons (1995-2008)	8

1 INTRODUCTION

Tourism is the fastest growing and the largest economic industry in the world. Finland has been developing in the tourism sector since last couple of decades. Tourism is now one of the fastest growing industries in Finland. It has diverse effects on economic activity in different regions of Finland such as: Helsinki, Lapland, Tampere, Turku and many other places. The development of tourism in Lapland is mentionable and the host communities are seriously benefited from socio-economic points of view. According to the report of World Tourism Organization (2010) the international tourist arrival in Finland increased by 7% to 940 million and generated € 693 billion export earnings. However, in October 2013 overnight stays by foreign tourist just under 316,000 which was 2,9% lower than last year and domestic tourist stayed over one million days which was 1,8% lower than last year. The total number of overnight stays decreased by 2,1% compared to last year (Accommodation statistics 15.12.2013). UN World Tourism Organization (UNWTO) has forecasted in their newly released report that Finland is being a Nordic country which situated in the region of Northern Europe. International tourist arrivals will amount to 1.8 billion by 2030. (Finland's Tourism Strategy to 2020. 2011.)

Finland is surrounded by Sweden, Norway, Russia and Estonia. According to area it is the eighth largest country in Europe and among 338,445 square Kilometers the coastline is 14018 km. It has also the largest number of islands, approximately more than 81,000 islands and among these the largest one is the Åland Islands which are all very attractive. It has also the largest area of forest in Europe which covers 86 percent of its land area and there are 2189 million cubic meters timber in these forests. There are also 200,000 lakes all over the Finland which are also attraction for the tourist. (Finland's Tourism Strategy to 2020. 2011)

During the summer time all of Finland looks very beautiful with green flora. It has a long day in summer especially in the north where the sun does not set at all and in the summer times tourists usually go fishing, canoeing, hunting, running, and some other summer activities. During the winter time the ice covers on an average area of 218000 km². and there is a large snow castle with an ice hotel built every year in the northern city of Kemi, Rovaniemi and many tourist comes to Finland for enjoying winter times with ski, cross country ski, ice hockey, ice yachting, ice skating, ice fishing and specially in Northern

Finland for reindeer sleighs with Sami drivers or in dog sleighs. There are lot of hotels, restaurant bars , night clubs and discos established in Finland which also attract the tourists. According to the statement of 2007, the total number of tourism business employed was 130,500 people who are generating approximately 4 billion euro per year in tax revenues and 3.8 per cent of GDP. In that sense Finland has very good prospect for enhancing its tourism business. (Finland's Tourism Strategy to 2020. 2011)

The main aim of the thesis is to find out the measures for developing tourism in Finland, as well as developing the destination specially in the Lapland area. It is also recognized as a part of the main aim, to work out how the tourism business impacts on a host community both socially and economically.

The main objective of the thesis is to encourage tourism development in Finland especially in Lapland area and to motivate people for participating in tourism development activities as well as changing their economic situation through tourism development in Finland. This research study has also focused on the socio-economic impact on the host community in the Lapland area.

It is really difficult to carry out the research work if there are some problems coming in this study which can disturb the accountability and accuracy of the survey to get the expected result .In this research study a couple of interviews have been taken by the researcher as a part of the survey activities .But there were some interviewees who did not have good knowledge about tourism development in Finland, hence it was difficult to conclude the interviews result by the researcher. Secondary data were being used in this study which was not updated. But researcher tried to prepare a document to find a solution to the research problem.

2 THE DEVELOPMENT OF TOURISM

Tourism includes a large number of people away of their own places, different activities are performed by them during the travelling and they are enjoying facilities to make it a meaningful tour .Tourism is a unique grouping of industries agreed by worldwide people which is developing into a real worldwide activity and there are no boundaries. However, tourism was disparate and disproportionate for a long time. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 5.)

Tourism does not develop and become modernized in a short time, but it takes a long time, several hundred years. It is developing in every day. At the initial stages it was ordinary .People traveled to survive because of changing seasons and overall disfavor able situations. At the early stages of tourism people moved on foot and it was so short distance but people were experienced from that travel. As people were by nature curious, the early travelers satisfied themselves by climbing a mountain or crossing a river or walking into the forest which are totally unknown. Each and every moment they made new discover which was really a source of wonder and astonishment for early travelers. In this way people have been traveling to new and unknown places and discovered new wonder and bewilderment which forms the foundation of tourism .Curiosity of people provides significant insights into the reasons for travel and the consequential development of tourism. (Cooper et al.2008, 7.)

It is confirmed that tourism is an increasingly significant economic activity. It is updated and moves forwards day by day. As a result of personal living standard and disposal income continue to enhance, availability of cheaper transport facilities and cheaper accommodation facilities are expecting to increase the overall number of tourists. Tourism industry has grown up now and it has now many issues that are more diverse and complicated than it was in 1970s and 1980s.Now people would like to stay a short length of time instead of a longer length of time. Activities have changed, with greater interest in learning something new and individuality instead of having simple mass standardization of products. Tourists are also giving priority to good attraction with environmentally quality destinations, value of money and better customer services. (Godfrey & Clarke 2000, 1.)

Tourism development in rural areas is also a significant part of tourism development. Local culture and the concept of rural tourism was the main subject of the 1994 document, *Tourism Strategies and Rural Development* (OECD 2001). The main aim of this document was to check and present the situation of rural tourism and find out the potential strategy to pull rural regions out of decline and shifting tourism demands from traditional tourism destinations, such as: resorts , beaches and large cultural centres to rural areas. Rural tourism is not new but from the mid 20th century there have been larger numbers of tourists visiting to rural areas and day by day the impotence of rural tourism development is increasing which should be in large scale and sustainable .(George ,Mair & Reid 2009,10.)

2.1 Tourism planning

Tourism planning is a very significant step to developing the tourism sector .Tourism planning takes place on three different levels; nationally, locally and personally. On the national level the central government involves the coordination and management of large tourist regions in the whole country, possibly through the development of policy, national standards and institutions. The facility level involves the planning, designing and developing of individual tourist attractions, services and facilities which need to serve the tourist .It is also equally important at the local level to involve the planning and management of tourist destination areas and it involves also to organize and develop visitors' attractions and services in and around destination communities. In personal level tourism planning has been formed based on his individual ideas, strategies and capacity to organize everything in tourism business. (Godfrey & Clarke 2000, 2.)

Until very recently destination tourism planning was somewhat different where the government and the industry were performing basic assessments of market demand and planed accordingly to develop or establish a program to meet that demand and seek to promote it for potential tourists. The destination places have become more responsible and proactive in their approach to tourism where and what is actually developed, how to promote and the impacts this might produce in terms of economic, social and environmental factors. However, tourism planning is now developing with new and better attractions, increasing the number of tourist and seeking to boost profits. (Godfrey & Clarke 2000, 2.)

Today destination planning involves setting goals and objectives for the industry, a vast study of present market conditions and trends, recognizing issues and possible constraints, creating opportunities, identifying alternatives and recommending actions. When it is done properly, it should lead to the timely and better development of suitable projects and a good tourism service but in case of imperfect planning the result will be less satisfaction for customers and gain lower financial returns. Destination places are the basic element of modern tourism which are the major point for the supply of various tourism services, for instance, accommodation, catering, information, transportation and other tourism services. The local natural environment, buildings and institutions, people, culture and history are the attractions for tourists, which they want to see and gather experience from. All these services are taken care of by the local government for establishing a good tourism destination and attract a good number of tourists for that. (Godfrey & Clarke 2000, 3.)

2.2 Tourism marketing

Tourism marketing is a significant concept of tourism development. It is the application of marketing concepts in the travel and tourism industry. It is a process of organizing, combining efforts of the national businesses in the tourism sector of an international, national or local destination to achieve growth in tourism by maximizing the satisfaction of tourists. It could be complex due to a combination of many products from many different industries for instance accommodation, transportation, catering, information and other services. It is very difficult to determine the consumers' preferences in case of wide variation of market. (Tourism-marketing2011.)

There are several steps included in tourism marketing. Market research is seeking to understand the consumers' behavior while product development aims to meet needs. Analysis and selection of target markets is known as segmentation, referring to studying potential customers groups and selecting only certain groups whose needs and wants can be met best by certain destination places. Marketing strategy is seeking to reach the goals of tourism destination places by using promotion, advertising, pricing and distribution. As a part of marketing plan, destination places develop the new ideas and initiatives to make the place attractive to the tourists. (Godfrey & Clarke 2000, 8.)

Destinations make a marketing plan for increasing the number of tourist by identifying prospective tourist and making incentives to motivate them to visit .There are many destination places with full of information and advertising .Tourism marketing is giving priority to sale a destination to the potential tourist. It includes the uniqueness of what tourists would like to see, which means product, and the relative cost of one place compared to another place, which means the price and distribution of the place for the potential target markets, and the variety of methods used to attract tourist which means promotion. The combination of the product, price, place and promotion with potential tourist is at the core of tourism marketing. (Godfrey & Clarke 2000, 11.)

3 TOURISM POTENTIALS IN FINLAND

It is generally accepted that the availability of tourism product and services and the combination of planning and having a marketing strategy stimulate the development of tourism in any country or at any destination. Finland has much potential that can be more developed in the Finnish tourism industry. The Finnish tourism industry is providing employment, tax and export income and increases welfare throughout Finland. According to the report of the Ministry of Employment and the Economy in 2007, a total of 130,500 people were employed in the tourism business, tax revenue generated approximately 4 billion euro per year which was 3.8 percent of GDP. By implementing the proposed tourism strategy there are 171,000 people who could be employed by 2020, tax revenue generating 7.5 billion euro which is 5.1 percent of total GDP. (Finland's Tourism Strategy to 2020. 2011)

TABLE 1. Significance of tourism sectors for Finland's economy (adapted from Statistics Finland, National accounts 2007)

	Finland	Tourism Sectors	
		Total	Percent
Gross domestic product at basic prices (2007)	€1 56,91 bn	€ 5,95 bn	3,80 %
Employed labour force (2007)	2,49 bn	130,5	5,20 %
Employed persons in private service sectors (2008)	1,1 million	124	11,30 %
Government revenues from taxes and tax related fees (2009)	€73,6 bn	€ 4 bn	5,40 %

3.1 Potentiality for creating employment

The tourism business is labor-intensive and employs a high number of young people. According to the Statistics Finland the number of employed persons in accommodation and restaurant services in Finland, increased between 1995-2008 by 37percent (Table 2). This

was faster than the average employment in all industries by 26%. According to the statement of 2008 there were 82000 wage earners and entrepreneurs employed by the accommodation and restaurant services, whereas Nokia employed only over 16000 people in Finland. (Finland's Tourism Strategy to 2020. 2011)

TABLE 2. Total number of employed persons in five selected industries (figure in thousand people) (adapted from Statistics Finland, National accounts2008)

	1995	2001	2008	Change (%) 1995-2008
Agriculture, forestry and hunting	158,9	129,6	120	-24 %
Manufacturing of pulp ,paper and paper products, publishing	73,3	72,9	57,9	-21 %
Hotel and restaurant	59,7	75,7	82	37 %
Financing and insurance	48,3	41,1	41	-15 %
Wood and products of wood	29,8	31,4	28,8	-3 %

3.2 Potentiality for implementing strategies

Finland's tourism industry is based on good strategies, which are the strengths of Finland's tourism business where many growth-oriented and networking companies are working for the tourism industry to make it successful. Strategy implementation and overall operation of tourism activities need to have sufficient financing from the government but a very limited financing will be provided by the Finnish government over the next few years, which are main the obstacles to achieve the goals and objectives of the Finnish tourism industry .The unique location of Finland as a neighbor to Russia, is one of the strengths of Finland's tourism industry. There are many attractive travel destination regions such as Helsinki, the Turku Archipelago, Finnish Lakeland, Lapland, Kuusamo among others. The weaknesses of the Finnish tourism industry are high living expenses, unfamiliarity and the difficulty of accessing in the country which need to be solved in order to expect a large number of tourists.(Finland's Tourism Strategy to 2020. 2011, 15.)

There is a strategic tourism program set by the government for the period 2011-2015 which was launched by the Ministry of Employment and Economy where the aim of the program would be to forecast and monitor the development of the tourism industry by taking into consideration any necessary new initiatives, and by coordinating the preparation and implementation of the measures which were proposed in the National Tourism Strategy. There are three categories with objectives and measures of this strategy, which are: internal development of the tourism sector, improving the image of Finland, and enhancing the general industrial policy base. (Finland's Tourism Strategy to 2020. 2011, 34.)

Strengthening tourism groups and networks, assisting the growth and development of enterprises and upgrading the infrastructure of tourism sectors are the key objectives of the internal development of the tourism sector which are related to tourism industry financing and its targeting. However, financing should be growth-oriented. Networking systems in tourism groups and infrastructure should be upgraded for all tourism organizations. As a tourist destination Finland is not as popular as Sweden, Norway and Denmark, because of in terms of financing and cooperating with the tourism organization, the governments of Sweden, Norway and Denmark are investing much more money in promoting tourism and assisting tourism related organizations. (Finland's Tourism Strategy to 2020. 2011, 4.)

3.3 Pricing policy of tourism products and services

According to the European standard the prices of Finnish tourism services are very high because of high taxes and labor costs, and that is why the strategy proposed to stay on a competitive level on a European scale with value added tax and electricity tax on service industries related to tourism. Easy accessibility of any country is very important for tourism industry, and Finland has routes that are difficult to access for the tourist. The strategy proposed to expand the flow of railway traffic by the improvement of the Helsinki and Tikkurila railway station, and to enhance charter flight volumes and encourage the opening of new flight routes. Overall, the strategy expects that the tourism business in Finland will be boosted by offering competitive cost of tourism product and services to the international tourist as well as the domestic, and invest an amount of money in enriching the Finnish national economy and establishing the tourism industry as the key export

industry of Finland. (Finland's Tourism Strategy to 2020. 2011,4). Next follow some attractive tourist destinations in Finland.

3.4 The Åland Islands

The Åland Islands are an archipelago formed in the Baltic sea which is located at the entrance to the Gulf of Bothnia and it is an autonomous and the smallest region of Finland with only a total area of 6784 km² of which the land area is 1527 km². The total population of the Åland Islands is 25,706 of which 0.50% is Swedish speaking. Åland consists of 'Fasta Åland' the main island and the archipelago which consists of over 6500 skerries and islands. Kastelholm, Pommern Mariehamn and Eckerö post & Tullhus are the attractive touristic places on Åland Islands. Tourists are coming to visit these places and enjoy their holidays. Availability of good accommodation, suitable transportation system, and accurate information related to the destinations and the favorable environment are the perfect features used to promote the Åland Islands and for expecting a good number of tourists in that region. (HistoryofTheÅlandIslands 2012.)

3.5 Näsinneula Tower

Näsinneula Tower is the tallest tower in Scandinavia at a height of 168 meters and one of the attractive tourist sites in Finland which is situated in Tampere. Tourists can come to see and enjoy a nice dinner and get bewildering panoramic views of the city and the beautiful forests and lakes surrounding the city from the top of the revolving tower. The tower was built in 1970-1971 and it was opened in 1971 and is located in the Särkänniemi amusement park. There is a revolving restaurant in this tower which is 124 meters above the ground and one revolution takes 45 minutes. Sufficient hotels restaurants, bars and good transportation systems are in favor of this tourist destination but this destination still needs more promotion in order to attract a large number of tourists from all over the world. (NäsinneulaObservationTower2012). Below is the picture of Näsinneula Tower (GRAPH 1).



GRAPH 1.Näsinneula Tower (adapted from visittampere2013)

3.6 Olavinlinna Castle

Olavinlinna Castle is one of the best preserved Medieval castles in Finland and it was built in 1475 and is one of the most popular tourist sites in Finland in history. It was located in Slavonia and lay claim to the Russian side of the border. The castle had originally five towers out of which three remains at present and it arranges several small exhibitions, castle museum displays of artifacts found in the castle, and the Orthodox museum displays icons and other religious artifacts both from Finland and Russia. Tourists are coming to see and enjoy this places but it needs more promotion so that it will attract a big number of tourists. (OlavinlinnaCastle2012).The graph below shows Olavinlinna Castle (GRAPH 2).



GRAPH 2.Olavinlinna Castle (adapted from Olavinlinna Castle2012)

3.7 Petäjävesi Old Church

Petäjävesi Old Church is an astonishing historic site in Finland which is located in the town of Petäjävesi and just 30 minutes' drive from the city of Jyväskylä .It is one of the most graceful examples of religious medieval architecture .The church is built fully out of wood including the interior boasts a lovely wooden ceiling dome and display charming wood ornaments. It was designed and built in 1763-65 by a countryman master builder, and the bell tower added at the west end by his grandson in 1821.But it went out of use for many years after building of new church on the other side of the street in 1879, only the cemetery and bell tower were used for original purposes. In 1920s, it started to be repaired, when the Austrian art historian drew attention to its historical and architectural value. Now it is mostly used as a tourist attraction in the summer time. (PetäjävesiOldChruch2012).The next graph shows the picture of Petäjävesi Old Church (GRAPH 3).



GRAPH 3. Petäjävesi Old Church (adapted from UNESCO2012)

3.8 Turku Castle

Turku Castle is one of the oldest sites in Finland which is also located in the city of Turku in Finland. It is the largest medieval buildings left standing in the whole country. It is one of the prettiest castles in Finland and also one of the best places in Europe to see medieval artifact such as jewelry, textiles on display. It was founded as the administrative castle of the Swedish Crown on an island on the estuary of Aurajoki River in the 1280s. The present feature of the castle was renovated under the Swedish Duke Johan between 1556 and 1563. It was divided into a main castle and bailey. The bailey was the official residence of the governor general of Finland, Pietari Brahe in the 1630s. When the country governor and high regional court had moved to town, the bailey became a prison and the main castle became a granary until the 1890s but in the year of 1941, it was badly damaged by bombings. It was opened to the public in 1961 after repairing this castle. Now it is the part of Finnish cultural and architectural heritage as a monument, a museum and the place of many different programs. It is also the most visited museum with attendance reaching 200000 in couple of years. (NationalboardofAntiquities 2012). The following graph shows the picture of of Turku Castle (GRAPH 4).



GRAPH 4. Turku Castle in Turku (adapted from NBA2012)

3.9 Tempeliaukio Church

Tempeliaukio is one of the most familiar tourist attractions in Helsinki and usually it is occupied by tourists. It is a sensational work of modern architecture in Helsinki which was designed by the architect brothers Timo and Tuomo Suomalainen and It was completed in 1969. It is totally underground and it has a ceiling made of copper wire. It has a rocky outcrop towering about 40 feet above street level and splited out the walls from the inside. The underground site of this church is built inside of a large block of natural granite in the middle of a simple residential square. The shape from the ground level similitude the historical tomb at Newgrande, Ireland. But the picture is simply observable from outside; with only the copper dome injecting out of the rock which looks like a flying saucer has covered itself in the ground. The inside of the church is round and encompassed by walls of bare rock and lit by natural light flowing through 180 vertical window panes which connect the dome and the wall. The balcony caters an excellent view of the church interior from the above which colored by a solid copper. The coalition of nature and artificial materials in the Church is affecting and describes its familiarity. (Tempeliaukio Kirkko, Helsinki2012).The next graph shows a picture of Tempeliaukio Church (GRAPH 5).



GRAPH 5. Temppeliaukio Church in Helsinki (adapted from Sacred-destinations2012).

3.10 Fortress of Suomenlinna

Suomenlinna is a populated sea fortress which built on six islands : Iso-Mustasaari, Länsi-Mustasaari, Långören, Kustaanmiekka, Susisaari and Pikku-Mustasaari and now it is a part of the city of Helsinki. The fortress of Suomenlinna is a UNESCO World Heritage site as an exceptional memorial of military architecture and familiar with both local inhabitants and tourists. The shape of the fortress of Suomenlinna is irregular as it is being built on a bunch of rocky islands with highly changeable terrain. It has served the defense of three countries: Finland, Sweden and Russian which is the special feature of the fortress and it is now inhabitation of the people of Helsinki. This fortress is historically true which consists of original shapes, such as; dry rock at the heart of the fortress, lock gates, paternoster device and galley basin , declared the art in 18th century and dozens of historical underwater sites are visible around the fortress. It has been under repair for last three decades by the Governing Body of Suomenlinna whose aim is restoring and constructing both the antiquarian and architectural things of this fortress. (SuomenlinnaWorldHeritageSite 2012). The next graph shows the picture of the Fortress of Suomenlinna (GRAPH 6)



GRAPH 6. Fortress of Suomenlinna (adapted from World Heritage Site2012).

3.11 Karelia

Karelia is a unique and distinct place of Finland with excellent landscapes, flora and fauna. There are uncountable lakes and islands, rivers and long evergreen forests in Karelia. It has many attractive destinations with a mix of different cultures and traditional languages. It also has some amazing wilderness which is perfect for trekking and canoeing. Good infrastructure and a good number of tour operators provide the facilities to the tourist for them to visit Karelia with full enjoyment. Karelia has been recognized with two different parts in Finland; North Karelia with Joensuu as its major town and South Karelia, around Lappeenranta. (VisitKarelia 2013.)

Outdoor lovers will like Karelia very much as a good destination. There are many things to do in North Karelia. It has over 1000 km of marked trekking routes, exciting Ruunaa rapids, canoeing and fishing in the Nurmijärvi area. During the winter season there are available activities of dogsled, snowmobile safaris and skiing. The city Lappeenranta is the capital of South Karelia and the largest inland port in Finland. Lappeenranta is the old spa and garrison town and a famous destination for the tourist specially for the Russians tourist who comes to buy some luxury products. There are many sights seen in Lappeenranta for the tourist such as; Linnoitus fortress which has been turned into an interesting museums, South Karelian museum, South Karelia Art museum, Wolkoff Home

museum, Lappee Church and cruises on Lake Saimaa and the Saimaa Canal. (VisitKarelia 2013.)

4 LAPLAND

Lapland is the attractive touristic, geographical and ethnic region that covers the northern parts of mainland Europe. It is the largest and northernmost of the regions in Finland which has the total land area 92665 km² and water area 6320 km². The municipalities in the province cooperate in a regional council. The region of North Ostrobothnia is the southern parts of its border. It borders to the Gulf of Bothnia, Norrbotten county in Sweden, Finn Mark County and Troms county in Norway and to Murmansk Oblast in Russia. The population of Lapland is 183748 out of which 3.4% of Finland's population and the density of inhabitants per km² is 2 whereas Finland inhabitants per km² is 17,5 and the biggest towns in Lapland are Rovaniemi, Kemi and Tornio. It is a magical land and famous for its bewildering natural phenomena, such as, the Northern Lights and the summer's ever-present midnight sun, an attractively pure, untouched landscape, home of the nomadic Sami people and their large herds of reindeer. It starts at the sea level in the west of Norwegian Fjords and climbs to the mountainous inlands of northern Norway and in between Sweden with glaciers and large valleys. It is also extended to the north part of the Arctic Circle. (Laplandnordicvisitor2011.)

Lapland has very rude weather and most of its area is located under the northern most part of the temperate zone where as a small part falls under the sub polar climate zones. The winter of Lapland is very long, dark and snowy, with heavy snowfalls and most of the time the sky is covered with solid gray clouds which bring plenty summer rain and thick snow in winter. In Lapland, November to late March is the time for snowing and the temperatures in winter are around -10 °C but sometimes temperatures drop to around -30 °C. The summer of Lapland is very short and passes very rapidly. The middle of June to middle of August is the best weather condition in Lapland and the temperatures of summer times are around 15 °C to 20 °C or more. In summer, the sun never sets above the Arctic Circle and nights are very bright. (Lapland TravelandTourismGuide2012.)

Lapland is surrounded by hilly or flat land and mountains reside only the western parts. The biggest part of this region is resided by taiga that covered by thick, wide and rich of life cone-bearing forests and some of these are cold-loving broadleaf trees. But the northern most parts of the region are located under the tundra which is crossed majorly by grasses with fluffy root system. Lapland is plenteous in water as many rivers and hundreds

of small and boastful lakes with crystal clear cold water flow through this region. The Lake Inari is the largest lake in the region which is located in northern Finland. The wild of Lapland is saved very carefully which is the greatest plume of local inhabitants. (Lapland TravelandTourismGuide2012.)

There are many attractions in Lapland and the snow hotel in the snow village in Lapland is one of the many attractions. Tourists are coming to visit Lapland during their holidays and enjoying the experiences to stay at night in a snow hotel. Traditional Sami culture, the spectacular Northern Lights or sled dogs mush experiences, are famous for Lapland and it is the perfect destination for these types of recreations. World famous Santa Clause also lives in this winter wonderland. The Santa Clause Village in Rovaniemi where the astonishing Arctic landscape, surprising Northern Lights, enchanting snow covered forests are located. Tourists are coming to see and meet Santa Claus and his elves. There are also a range of unique activities for all tastes and age levels including dog sledding tours, snowmobile driving, snow shoe hiking, skiing, adventures and relaxation in traditional Finnish sauna offered by Lapland. (Laplandnordicvisitor2011.)

There are some organizations who promote Lapland and Santa Clause but not sufficient. As a touristic destination Lapland should be one of the most important destinations in Finland where accommodation is available, such as, different levels of hotels, restaurant and bars, a good transportation systems from Helsinki to Lapland, available trained tourist guides, tourism organizations and other facilities for the tourist to visit and enjoy their holidays without any obstacles.

4.1 Tourism strategy for Lapland

Regional tourism development in 2003-2006 was the earlier tourism strategy for Lapland which constituted the main priorities for tourism project financing of long term development activities. As a result of this strategy, it is clearly seeable in 2007 that it has increased enhanced the number of tourists to Lapland in terms of overnight stays, trade internationalization, proficient organizations within the industry and fastest expansion upon major tourism centres. The tourism strategy has been revised in 2007 and it is valid until 2010 where the main objectives are to secure the future growth and gainfulness of the trade, to make better accessibility, and to enhance employment round the year and better

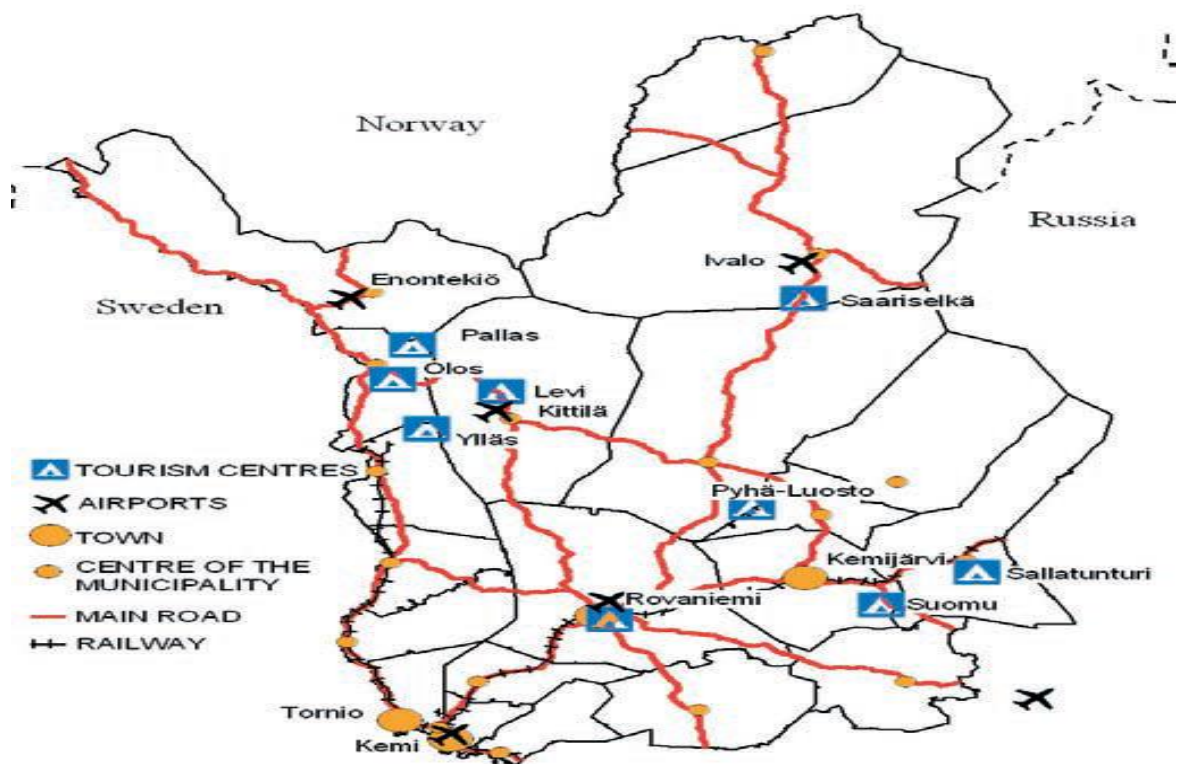
livelihood for the people of Lapland. The strategy which was followed earlier defined five major tourism regions in Lapland. But the new tourism strategy has categorized the regions into four classes such as; strong tourism areas (Levi, Ylläs, Olos and Pallastunturi, Saariselkä, Rovaniemi), medium-strong tourism areas (Pyhä-Luosto, Salla, and Meri-Lappi), developing areas (Suomi, Enontekiö-Kilpisjärvi) and other tourism areas where tourism development has recently been performed. The classification assists as an effective tool for directing public finance to the tourism industry where impotence will be put on developing medium strong areas to ensure the growth in mass tourism in Lapland. (LaplandVitalityforlife 2007.)

The main objectives of the new strategy and the objectives of the earlier strategy are not only similar but they also cover the new challenges of the industry, such as; improved accessibility, enhanced tourism marketing proficiency, sustainable development, safety and quality issues of tourism. But the strategy has been revised in order to collaborate with the tourism entrepreneurs, regional organizations and other tourism actors which matches into the national guidelines that have been set in Finland's Tourism Strategy 2020 and it includes the priorities of: Firstly, tourism centre development and Secondly, the product group and service development which includes snow and winter packages, water related products, wellness products and events. The Finland Tourism Strategy 2020 is also merged with the 2007-2010 Regional Development Program of Lapland which is an overall development instruction on the county level. Lapland tourism will be seeking growth in international markets as well as enhancing all year round demand of the tourism product of Lapland. (LaplandVitalityforlife 2007.)

4.2 Lapland's transportation system

Lapland is excellently harmonized into Finland's air networks, roads and railway. In addition to having 8,000 kilometers of public road, Lapland has plenty of small private roads and forestry. There are two ports in Lapland which are located in Kemi and Tornio and operating 10% of total exports of Finland and the main goods are paper, pulp, sawn timber and Kraft liner. Both the ports are opened during the whole year due to having sufficient ice breaking facilities. There are five airports in Lapland serving to the many airports to the south, which makes it easy to communicate also with different parts both inside and outside of Finland. (County of Lapland, Finland2012.)

As Lapland is not a populated area, it is difficult to get around in some areas of Lapland if anybody does not go by car. Public transport facilities are not available in some areas and also comparatively there are few only a tour operators in Lapland that assist tourists to get to the destinations. The most usual transport facilities in Lapland are plane, bus and train. Tourist can travel by plane between airports in Lapland such as; there are regular flights from main airports in Lapland to Kemi, Rovaniemi, Ivalo, Kittilä and Enontekiö and Finnair offers daily flights between several destinations within Lapland. There are many private and public bus companies all around Lapland and some of them are arranging return trips and there are also many who serve tourists to go to the different parts of Lapland such as; Matkahuolto travel services. If tourists bring car with them, they can visit any new place in Lapland but they have to follow the rules of safe driving in Lapland. There is also good train communication in Lapland which is provided by VR. But the train connection is available only in Kemi, Tornio, Rovaniemi, Kemijärvi and Kolari to different parts of Finland. (Laplandtravelinfo2012). Next follows the map of Lapland which indicates the Lapland transport system (GRAPH 7) and a map of Finland which indicates the network of the main road, railway and airports in whole country (GRAPH 8).



GRAPH 7. Map of Lapland (adapted from Regional Council of Lapland, Finland 2010)



GRAPH 8. Details map of Finland with all cities, roads, railways and airports (adapted from Vidiani maps of the world2013)

4.3 Attractive tourist destinations in Lapland

Lapland is unique and peaceful area in Finland. Tourists from all over the country usually visit Lapland for its natural attractions, Ski trails, Polar night, Midnight sun, Sami culture, Santa Clause and many reindeers. Tourists enjoy different activities in summer and winter season in many destinations in Lapland.(Laplandtravelinfo2012).The most attractive destinations in Lapland are Rovaniemi, Levi, Äkäslompolo, Ruka, Saariselkä, Ylläs and some other small destinations which are presented in the following subchapters.

4.3.1 Rovaniemi

The capital of Finnish Lapland is Rovaniemi which is located on the Northern Arctic Circle. Rovaniemi is the hometown of Santa Claus, a town of the wonders of Lapland. The availability of attractive nature and many recreational chances make Rovaniemi a good tourist destination in Lapland. The communication system of Rovaniemi is also very good where tourists can access easily by air, train and car. VR provides in daytime and overnights direct passenger train services from Rovaniemi Station to Oulu, Tampere, Helsinki and Turku. VR also provides train services from Rovaniemi to Kemijärvi. There is an airport in Rovaniemi situated about 10 kilometers north of the Rovaniemi city centre which tourists can reach by air from different parts of Finland . (Lapland2012.)

Rovaniemi is surely a various combination of exhilarating safaris and natural adventures for the tourists for passing their holidays. Availabilities of recreational events and sightseeing are attractive to the tourists visiting Rovaniemi, such as; the Santa Claus Village and Ounasvaara skiing Centre which is situated very near to the city centre, national park in Pyhä , zoo in Ranua , the amount of day light, temperature and natural phenomena. Tourist can also do shopping and enjoy cultural and night life during their holidays. (Heart of Lapland2012). In the beginning of May, tourists are tempted to Rovaniemi by the Midnight Sun, different summer events and natural experiences from river boat safaris to white water rafting and in the frosty twilight time tourist can ride snowmobiles through snow-clad forests or on the frigid rivers. Though Christmas only comes once a year, whenever tourists go to Rovaniemi they can enjoy the Charismas every day of the year and can meet at the Arctic Circle on every day of the year. (Lapland2012). The next graph shows a picture of Santa Claus village (GRAPH 9).



GRAPH 9. Santa Claus Hometown (Adapted from Visitrovaniemi2012)

As Rovaniemi is located at the northern Arctic Circle, it has become a forward looking town with its own unparalleled features. The Arctic Circle brands the southern appendage of the glacial day, it has 24 hours of sunlit days which are often called the midnight sun and glacial nights, 24 hours of sunless nights. Once a year in between June and December the sun is above the horizon for 24 hours in the north of the Arctic Circle which makes Rovaniemi an attractive tourist destination in Finland. Many tourists come to enjoy the midnight sun and its own features. (Rovaniemi-The official hometown of Santa Clause2012.)

Rovaniemi has good accommodation which suits many tastes and meet the incoming tourist's demand. A significant number of hotels, restaurants, night clubs, bars and other recreation centres exist in Rovaniemi which attract tourist very much and motivate the tourist to stay longer in Rovaniemi. Rovaniemi also provides the best conference services in Lapland .As an organizer of congresses and incentive trips, Rovaniemi is highlighted as a leading destination in Lapland. (Rovaniemi-The official hometown of Santa Clause2012.)

4.3.2 Levi

Levi is situated 170 km north of the Arctic Circle and 15 km from Kittilä airport .It is the most attractive ski area for both alpine and cross-country skiing in Finland .Levi stands 531 meters above the sea level and it has 48 skiing slopes and among these 15 are floodlit and 26 have skiing lifts. Levi has separate slopes for the beginners and intermediates along with the four black slopes for experts. It has the longest and highest slope with a length of 2500 meters and height of 325 meters. It also has the longest ski lift which is about 1,636 meters long and beside these 10 children's slopes, seven slope restaurants, one super pipe, one half pipe and one Snow Park open for the visitors. The slopes are covered with excellent snow which ensures skiing from November to May in Lapland. Levi has also 230 kilometers of cross-country skiing tracks and 750 kilometers of snowmobiling tracks which offers visitors a great opportunity to do cross country skiing and snowmobiling .(EconomicImpactofmajorsportEvent2007.)

Levi is the host of FIS Alpine Ski World Cup for 2004, 2006, and 2008 and according to the confirmation of International Ski Federation (ISF), Levi will be carrying on hosting a ski World Cup at least for the season 2012-2013. There were four Alpine Ski Euro Cups between 2000-2003 which were held in Levi. All the Alpine Ski Euro Cups were arranged by Levi and as a result Levi has been chosen to be the host of Alpin Ski World Cup until 2013. There are sufficient accommodation facilities in Levi with a significant number of high quality hotels and apartments and also many restaurants, bars and night clubs which offers many recreational opportunities to the visitors. (EconomicImpactofmajorsportEvent2007). The next graph shows a picture of Levi Ski Resort (GRAPH 10).



GRAPH 10. Levi Ski Resort (adapted from Levi Ski Resort2012).

The summer season is also attractive to tourists visiting Levi and the summer season is started from mid June until mid August. As Levi is situated within the Arctic Circle, it has short warm summers and long cold winters which require taking care of visitor's dress and different needs concerning the winter cold. Levi is comparatively warm in the summer time and usually has a temperature of 10°C to 25°C in the summer months which is perfect for downhill mountain biking, roller blading, hiking, Nordic walking, motor biking, horse riding, canoeing and rafting and the 20th July is normally the warmest day in the summer. Tourists can enjoy summer holidays with their families in Levi. (Lapland2012). During the winter without skiing, Northern Lights can also be enjoyed by the tourists and its scientific name is Aurora Borealis and the specialty of this is changes of color which mostly is bright green and besides the bright greens, blues oranges and pinks can also be seen in the Northern Lights in Levi. (Lapland Holidays-Levi2012). The next graph shows a picture of Aurora Borealis in Levi (GRAPH 11).



GRAPH 11. A picture of Aurora Borealis in Levi (Adapted from Levi-Lapland2012)

4.3.3 Äkäslompolo

Äkäslompolo is a small village near Ylläs fells which is located about 150 km from the Arctic Circle to the north. There are approximately 400 people living around this lake. There are also many attractions and activities which can be done around this place, such as, famous Ice Hotel, snowmobile, husky and reindeer safaris, ice-fishing, Northern lights, Lappish night, Icelandic horse riding and a visit to meet Santa Clause. (Lapland Holidays-Akaslompolo2012).Ylläs and the ski centre are very near to this village. The skiing tradition has started here since 1930's. The ski season usually starts in October and lasts until May. During the winter season especially until late January, temperatures can be as low as -40° C but there is sufficient daylight which is good for skiing. (LaplandHolidays 2012.)

4.3.4 Ruka

Ruka is situated just below the Arctic Circle and very close to the Russian border. It is one of Finland's top ski resorts with excellent snow covering place for skiing during the whole winter .There is also pristine arctic wilderness of frozen lakes and snow –sculpted forests which attract tourists very much. The excellent winter weather of Ruka is suitable to try

husky or snowmobile safaris, reindeer and the chance to meet Santa Claus. There is also available recreational facility, such as; bars, restaurants, tropical spa and Lappish evening at Russian border wilderness lodge etc. Many tourist are coming every year and enjoying themselves at Ruka resort in Lapland. (LaplandHolidaysRuka2012.)

4.3.5 Saariselkä

Saariselkä is situated right at the top of Lapland in the municipality of Inari which is just two hours from the Arctic Ocean. It is covered by ice almost the whole winter which is perfect for skiing and as it is being so far north, there is a good opportunity to see the Northern Lights. Saariselkä resorts are close by the Ivalo Airport which is the northernmost airport of Finland. There is a good transportation system existing between Saariselkä resorts and Ivalo Airport which attract tourists to visit Saariselkä very often and as a result of this thousands of tourist are coming to Saariselkä in all seasons.(LaplandSaariselkä2013.)

Saariselkä is deep in Saami country, the Saami being the native people of Lapland .There are many resort attractions, such as; lively Apres ski, the famous Gold Panners bar, Panimo, Guksi Pub and many good choices of restaurants in Tunturi hotel and Panorama restaurant Hippu. Swimming pool and Spa etc. Besides these Saariselkä offers many excursions for the tourists, such as; husky and snowmobile safaris, ice driving training, excursion to the Gold Panning area on the river Ivalo at Tankavaara, excursion to the Arctic Ocean and reindeer sleigh rides etc. (LaplandHolidaysSaariselka2012.)

Saariselkä is also making an offer to the tourist with a munificence of brand marked cross-country skiing and hiking trails. The cross-country ski trail network has its starting line from one part of the Urho Kekkonen National Park and it is connected with Saariselkä fell resort and Kiilopää fell resort. It caters for Finland's best scenic trails with the service networks and also the downhill skiing slopes of the two fells Iisakkipää and Kaunispää which are suitable for all levels of downhill skiers. Every year many tourist are also coming to visit the second largest national park of Finland that is the Urho Kekkonen National Park which incorporates the fell regions of Saariselkä and the forest regions of northern sections of Savukoski and Salla municipalities and also Siida which is the home of Sami Museum and the Nature Centre for Northern Lapland. It has been organizing

cultural and natural exhibitions and meetings since it is started. The natural advantage and multi-colored history introduced Saariselkä a renowned tourist destination. (LaplandSaariselkä 2013.)

4.3.6 Ylläs

In all seasons Ylläs is a very attractive and beautiful place in the Lapland region for both domestic and incoming tourists. It is encircled by the Pallas-Yllästunturi National Park and it is also located on the opposite side of the Lappish village of Ylläsjärvi and Äkäslompolo. It provides travelers with its own products as well as villagers cultural, sports and recreational events with multinational atmosphere. Many tourists also visit the third largest national park in Finland that is Pallas-Yllästunturi National Park. There are many resort attractions for the tourist, such as ; ice –fishing, snowmobile driving, husky and reindeer safaris, Iceland horse riding , Lappish night , Northern Lights and a visit to meet Santa Clause. There are also a few bars, cabins, shops and supermarket all around Ylläs. Many tourists are coming to visit Ylläs in all seasons and are enjoying its nature and beauty during their holidays. (LaplandYlläs2013.)

4.3.7 Others destinations in Lapland

There are some other destinations in Lapland which should be mentioned such as; Tornionlaakso, Pallas-Olos,Pyhä-Luosto, Salla and Suomu . Tornio Valley is an important meeting centre of cultures in western Lapland. All around of Tornio River Valley is very attractive with many lakes and grand hills and Aavasaksa is the most attractive and well organized populated hill among all the hills in Tornio. Every year the people of Tornio arrange the Aavasaksa Midsummer Festival which is recognized a very ancient event for the people of Tornio and the visitors. (LaplandTornionlaakso2013). People from all over the world are coming to visit this place and enjoy the beauty of Aavasaksa and its Midsummer Festival event. Pallas-Olos are renowned for the native Sami culture and beside the Sami Culture , it provides all the needful services for the tourist , such as; cross-country skiing trails, snowmobiles routes, husky and reindeer safaris, a plenty of bird and fishing waters, restaurants serving delicious food and sufficient accommodation services, bars and nightclubs. (LaplandTunturi-Lappi2013.)

Pyhä-Luosto is a medium-strong tourism areas located only a ninety minutes' drive from Rovaniemi and the Arctic Circle where tourists can enjoy sightseeing and specially the nature of the national park of Finland's southernmost fell range, cross country and downhill skiing. The Amethyst Mine is also located in circle of the Luosto fell resort which is one of the biggest mine in Europe and the Lampivaara Amethyst Mine is the only gemstone mine in the world and it is very attractive to the tourist. (LaplandPyhä-Luosto2013.)

Salla is encircled by Europe's largest wilderness region having its own life for many thousand years .Tourist are curious to visit the different battle fields of the Second World War and seeing the trenches , bunkers , other war-related sights and landmarks. Salla is very famous for skiing to the visitors. The oldest ski in the world which is over 5000 years old was found in Salla and the countryside of Salla is the birth place of Finnish cross-country skiing . Salla offers the best services in all seasons with restaurant , bars , shops, spa , nightclubs and activities provided. Professional and skilled guides are available to assist tourist to enjoy the adventure of the wilderness by snowmobiles, huskies, reindeer, snowshoes and canoes. (LaplandSalla2013). Suomu is renowned for Santa's official ski resort which provides top label slopes in the centre of beautiful forests with safety. Besides this tourists can visit Kemijärvi waterway, Räisälä Chapel and ferry bridge, Riutukka Log Floating Museum, Salla Reindeer Park and Oulanka National Park. (LaplandSuomu2013.)

5 RESEARCH METHODS

Research can be defined as the creation of new cognition and the use of subsisting knowledge in a modern and originative way to yield fresh construct, methodological analysis and apprehensions. In most cases research should be concerned with the processes of finding new cognition instead of result of the research work. The research questions, issues, problems, methods might be rated from rational questions which need vital, historical and theoretical investigation and for practical issues or problems which need procedures, such as; experiment, evaluation. The result of the research should be included, such as; monographs, electronic data, exhibitions. (Art&HumanitiesResearchCouncil, 2009). But mostly quantitative and qualitative research methods are followed by the researcher which will be discussed in this chapter. Researcher tried to find out the result of the research through observation which consisted of keen looking, sighting and feedback from the field. Tourism development in Finland as well as Lapland and its socio economic impact on the host community, these two issues are considered in this research.

5.1 Research method

Research work can be performed for having different types of result, such as; ‘descriptive research’ to find out and describe the nature of things which are mostly used in the leisure and tourism area, ‘explanatory’ research to seek to explain rules and courses of the observation and the ‘evaluation research’ to evaluate policies and programs which are most effective in some fields of public policy, for example education but not effectively used in the leisure and tourism sector. Research can be categorized in different ways, such as; scientific research which can be carried on within the principles and patterns of science and it is mostly used in physical or natural sciences and the social science can be performed using the methods and traditions of social science which handles with people and their social behavior. (Veal 2006, 3.)

Research work is conducted based on the data which is collected through various procedures including the qualitative research method, quantitative research method and statistical research method. Researches are being conducted mostly in tourism sector by collecting, analyzing and presenting statistical data. But often data is quantitative, such as;

the number of visitor in the destination places all around the year or in specific season, the amount of money spent in a destination or the average income from tourism employment. Often data is qualitative in nature which can be presented in the form of quantitative, such as; score calculated by taking interview to know the levels of satisfaction with different services with score rating from 5, meaning 'very satisfied', to 1, meaning 'very dissatisfied'. (Veal 2006, 40.)

5.2 Quantitative research method

Statistical analysis is being used in the quantitative research method .It is dependable on numerical evidence to draw conclusions or to test hypotheses. It confirms for the reliability of the results which should be based on study of large number of people and computers are being used to analyze the data. Data can be collected from the questionnaire surveys from the observation or from the secondary sources. Actually there are two approaches being used in quantitative research method which are referred to as statistical method and tests and the other one based on numerical data. (Veal 2006, 40).The quantitative research method is followed some attributes, such as; testing hypothesis are being used in deductive approach which establishes the nature of the truth. Causal relationships are established with an ontological view. An objective epistemology relationship between the participants and the researcher, structured, systematic and replicable research design should be made, variables are being identified and tested by the researcher. Random sampling method are used, numerically presentation of data, statistical tables and graphic representations are providing representation of the findings of the research. The findings from the sample might be generalized to the larger study population and the researcher can be observed as an outsider by study participants. (Jennings 2001, 131.)

5.3 Qualitative research method

The qualitative research method is usually not pertained with numbers but engage for collecting mass information about a smaller number of populations instead of collecting limited information about a large number of populations. The collected data are not presented in numerical figure in this research method. There are different types of method used for collecting qualitative data which includes observation, informal and in-depth

interview, case study and text analysis. Interviews can be taken as unstructured interviews, structured interviews and semi-structured interviews. (Veal 2006, 40.)

Qualitative methods usually demand a more compromising approach to overall research design and action than other procedures. In most cases it engages changeable relationship among different components of the research, such as; hypothesis formation, collecting data, analysis of data, evaluation of writing and on-going process (Veal 2006, 196). Qualitative research methods will be used also for logical reasons where quantitative research is not perfect or not applicable and having opportunity to apply such method due to sufficient theoretical background. It is usually depended on the trust of the people personally engaged in a certain situation which is perfect to describe and explain their comments in their own way without any intercessor of researcher. (Veal 2006, 40.)

Since the last decades this method has been vastly recognized and is no more used as an exceptional situation. According to Kelly (1980) qualitative research has many amenity over quantitative research ,such as; method related to the natural feature are considered by qualitative research , statistically ignorant people can understand easily if the result is coming through qualitative research method, quantitative methods are somewhat followed at current activities which related to the social ,economic and environmental conditions and influenced by people's behavior which is usually presented by qualitative research method, the presentation techniques of qualitative research method are easily understandable and acceptable.(Veal 2006, 195.)

It should be mentioned that the qualitative research method is the most suitable method for this research work where researcher is able to find out the base of the study and for this reason the researcher will be able to investigate perfectly and can prepare an authentic report which will be as per people's requirement and easily understandable.

5.4 Analysis

The research interview was conducted with two tourism experts, two visitors and two residents from the destinations where the average age of the interviewees ranged from 25-48 years. In this research work, it is not sufficient with only six interviews to find out the result of the study work. In this situation observation performs a significant role to draw a logical conclusion of this research work which is generally acceptable to the readers. In

this research work, interviews with six people and a detailed observation was performed by the researcher by following the guideline of qualitative research method. The visitors, residents and tourism experts are the three types of people who are enough to expose the tourism development and the socio-economic impact of tourism development in the Lapland area. The feedback from the visitors and the residents are not detailed and positive regarding the development in the destinations and the social and economic life of the host community whereas the tourism experts provide details of the concerned issues.

5.4.1 Analysis of the expert interview

Theme 1 was about the tourism development in Finland which was meant to evaluate the overall tourism development in Finland. The interviewees informed about the overall tourism development in Finland as well as Lapland. Interviewee B was not able to inform the researcher about the tourism development in Finland in details but the Interviewee A informed the researcher in details:

Finland is developing in tourism business and we have already made several strategies for tourism development in Finland where the latest one is Finland's Tourism Strategy to 2020. We have done quite long strategically work for tourism development in Finland and I think that it has been successful for whole Finland. As a result the number of overnight stay is improving year by year. Finnish government has not taking proper steps for tourism development in Finland. Of course we have the national tourism strategy and Finnish Tourism Board who is marketing Finland as a tourism destination but I think the government could or should do more because the significance of tourism is growing all the time, it's a business that employs lot of people and economic significance is very good and rising for example in Lapland estimated tourism income per year is about 600 million euros and employment effect is about 5000 full time equivalent per year. So , it's quite significance field of business. Basically what government is doing right now that they are of course making this strategy and giving some money to the Finnish Tourism Board and even the marketing resources that the Finnish Tourism Board getting a year is very small if you compare the

money and what they do in Norway and Sweden . I think that Finland should put more emphasis on tourism field. (Interviewee A.)

Finland is developing in tourism business year by year especially in Lapland area. I think that Finnish government is taking proper steps to develop tourism business in Finland and I don't see any problem with that. I think that most attractive destination places in Finland is Helsinki right now because of all over the year it is the most popular destination in Finland and after that coming Rovaniemi and Lapland's ski resorts as Levi, Ullas and Saariselka and for summer season lake areas are quite nice. In overall, definitely we can say Helsinki, Lapland, Tampere, Turku and Åland Island are the most attractive destination places in Finland. (Interviewee B.)

While both the tourism experts agreed that tourism is developing in Finland year by year but in case of government's initiative to develop tourism business in Finland the interviewee B supported the government but the other one expert Interviewee A disagreed with the government initiative to develop tourism business in Finland and moreover she advised that government should give more emphasis on tourism development in Finland by providing sufficient fund and marketing resources. She tried to explain the importance of tourism business in Finland in terms of generating huge employment and earning currency from the experience of past over ten years. It has been proved from the past over ten years that Finland is developing tourism business but the government is not taking proper steps to explore the tourism business in Finland in compare to Norway and Sweden.

The interviewees were also asked by the researcher about the most attractive destinations in Finland and they both agreed that most attractive destinations in Finland are Helsinki, Lapland, Tampere, Turku and Åland Island region. Both agreed that Finland has sufficient supported elements ;such as, infrastructural facilities , communication systems, accommodation facilities, transportation facilities , social security and safety, entertainment facilities, natural attractions and legal facilities to develop tourism in Finland. The interviewee A answered properly the question of researcher about the strength and weakness factors of Finland to develop tourism business.

If you think of whole Finland, I think that our strength is, we are high developed country. We have good infrastructure, lot of airports, so I think accessibility is quite good. We are safe country .We still have pure nature

and of course nature is one of our main attractions. We have nice facilities for tourism .we have attractive activities available in both summer and winter times. But I think our weaknesses if you think of tourism is that we don't put enough resources to international marketing and we also need to put resources tourism development nationally more because our neighboring countries doing that and of course we are competing with them as we have same attractions. If we don't put more money to marketing and developing tourism now, soon we will loose in competitions. We also have very small number of Tourism Company and I think that we need bigger company for tourism development in Finland.

Both the experts reacted positively to develop tourism in Finland but between them one who is Interviewee A tried to explain in depth reason behind the tourism development in last over ten years. Tourism has been developed in Finland year by year because of having good infrastructure, good communication systems, good accommodation systems and pure natural attractions; ensure social security and safety and many different activities all over the year. But it could be developed more if Finland would provide sufficient resources to international marketing and invest more funds to develop national tourism development.

Theme 2 was about the tourism development in Lapland. The experts were asked by the researcher directly about the tourism development in Lapland. Both the experts answered very nicely. They highlighted the issue of development in Lapland area. Government has taken couple of strategy for tourism development in Lapland and these were quite successful. Tourist are increasing year by year in Lapland which has been started since last one decade, was mentioned by the interviewee A, On the other hand interviewee B explained about the tourism development in Lapland in a different way. She tried to explain to the researcher that tourism developed in Lapland by itself and government has not been taking proper steps for tourism development in Lapland. The experts tried to explain the tourism development in Lapland on the basis of their valuable ideas from their practical job experience in the tourism field.

We also made strategy for tourism development in Lapland where I think that this is the third strategy for tourism development in Lapland. I think that we have done quite long strategically work in tourism and it has been quite successful if you think how tourism developed in whole Finland and

Lapland too. We had 2.3 million registered overnight in Lapland in last year which is improving year by year. It has been started improving since beginning of 2000 and the growth in registered overnight stays has been about 5% per year almost during the whole 2000 to 2010 but there was a little down shake in 2009 and 2010 because of economic recession otherwise it has been quite static growth. (Interviewee A.)

I am sure here is been lot of development in Lapland area but it is difficult to say right now but what I have seen many Russian tourist are coming and people are learning Russian language for providing customer service. We have all types of supporting elements here in Lapland such as ; infrastructure development , communication systems , entertainment, natural attraction and so on .We have sufficient accommodation facilities such as; hotels , motels , bread & breakfast, restaurant , bars and so on. But sometimes people has generated new idea for developing the tourism industry in Lapland area and then they go to Rovaniemi local office but they say only we are thinking and in this way passing many years. (Interviewee B.)

While tourism expert Interviewee A emphasized to make strategy to develop tourism in Lapland area on behalf of the government, other interviewee B was not agreed that government has not been properly taking care of the issues of tourism development in Lapland. But interviewee B provided the information of availability of good transport, accommodation and entertainment facilities in terms of bus connection from Rovaniemi to different rural routes in Lapland, hotels, motels, restaurants, bars, nightclubs and different types of sports events. But there is still a need for a more flexible bus connection and train connection to the north of Lapland. Rovaniemi is the place of Lapland area especially Santa Clause village is the main attraction for tourists from all over the world.

Theme 3 was about the future expectations of tourist attraction in Lapland area. The interviewees were asked by the researcher about the future expectations of tourist attraction in Lapland area that are indicated to reinforce the future of tourism development in Lapland area. Interviewees expressed their thought about the next couple of year's future strategies and developments in Lapland area. Interviewee B shared her mind in favor of expansion of accommodation system in terms of increasing number of hotels, motels and

restaurant and expansion of transportation systems in terms of increasing number of new bus routes and trains services to the north of Lapland which will be attractive to the tourist from all over the world and even for local tourist.

The Rovaniemi town is quite well for tourism business. There are coming new restaurants, hotels but sometimes Rovaniemi town is trying to keep holding to make new things, they don't want to make new things around the town. Sometimes some people are trying to make new things but Rovaniemi town say no no or we are thinking about this and like this way it goes ten years. We need more accommodation facilities here in Lapland but due to insufficient tourist in summer season we are not be able to create new accommodation facilities. (Interviewee B.)

Finnish government has not taking proper steps to develop tourism in Lapland area. Of course we have National Tourism Strategy and Finnish Tourist Board who is doing marketing for Finland as well as Lapland as a tourism destination. But I think that government could or should take some more steps because the significance of tourism is growing all the times and it's a business that employment affect about five thousand full time equivalent per year. So, it's quite significance field of business. Basically what government is doing right now, they are making this strategy and giving some money to Finnish Tourism Board but even though the marketing resources that FTB is getting per year, is very small if we compare that money with Norway and Sweden what normally they are doing. I think that Finland should put more emphasis on tourism as a business field. (Interviewee A.)

The experts explained about the insufficient marketing resources what FTB is getting per year from the government whereas the neighboring countries Sweden, Norway are giving more emphasis on marketing resource by investing a huge amount money. By investing a sufficient amount of money in marketing resources, Finland can make Lapland into an attractive destination. Availability of natural attraction, good infrastructure, developed communication system, sufficient transportation and accommodation facilities, secured social systems and having various types of entertainment facilities makes Lapland in future as the most attractive tourist destination to people all over the world.

Theme 4 was about the socio-economic factors by which host community and tourist are affected in Lapland area. This question was asked by the researcher to develop the view of interviewees how host community and tourist are affected by the socio-economic point of view. It has been recognized that there are many opportunities and facilities created for the tourism activities in Lapland area and host community are directly benefited from this. The interviewee B was agreed that local residence appreciated the tourist in Lapland area because of having advantages in terms of creating new jobs and infrastructural development. Interviewee A also agreed that host community is getting many advantages in terms of creating new jobs, developing living style, developing communication systems and enhancing the entertainment elements. She explained that:

I think that local people are benefited very strongly from tourism industry, if we think about Lapland, if we didn't have those tourism resources; people didn't have jobs or wouldn't have services for the whole rural area. So, tourism is very important, it gives us job opportunity. People can actually stay at home in their own municipality and raise their children and tourism resource have all kinds of services such as; shops, restaurant, healthcare .Mining industry is also growing there. Actually mining industry and tourism industry are working well together. Mining industries create jobs for mans and tourism industries create jobs for woman.

She also tried to express that there are many cultural activities in the rural area but not in the village , they are concentrated on resorts and bigger cities and local people are not affected by the tourist culture and customs but she was not sure about the tourist ,if they are affected by the local people or not. But in Lapland they have enough strategies and values that they are trying to follow and one of the values is sustainable development which is based on an ecological, cultural and social perspective. They usually have the resorts organization to implement the strategies and all the tourist resorts and companies are the member of this organization and together they decide how they would like to develop the whole places. She explained that though tourism business has some negative impacts on the society but positive impacts are much and they are trying to control the negative impact all the times. Interviewee B explained about the socio economic impact in shortly. She explained to the researcher that local people are benefited by getting their

earning sources but sometimes some local people do not want tourists in the Lapland area. But nowadays people are changing their mind and they want more tourists here in Lapland as they understood that they are benefited much from the tourism business in Lapland. In practically , tourism business in Lapland has much positive effect on the host community in terms of creating income from jobs and various business relating to tourism and serve as a recreational place for both local residents and incoming tourist from anywhere in the world.

5.4.2 Analysis of the resident and tourist interview

Theme 1 discussed about the tourism development in Finland. The residents expressed their views about the tourism development in Finland. But the tourists were not able to state their views about the tourism development in Finland. But interviewee E who was the tourist from Japan expressed about the promotional activities to develop tourism in Finland through different internet advertisement and Finn air advertisement. Interviewee C who was a resident of Lapland informed the researcher that tourism has been much developed in Finland if compared with last ten years. But the other interviewee F who was a resident of Lapland informed the researcher that Finland has been the same for many years regarding the tourism development. But she informed the researcher that she had seen many promotional activities to highlight the destinations in Finland and its recreational activities. Interviewee D who had come from Japan as a tourist was not able to inform the researcher about the tourism development in Finland but she claimed that she had seen many tourists from different countries especially from Japan.

From the resident's point of view, it has been proved that tourism has been developing much in Finland since last decade and as per the statement from one of the tourist's interviewee , it has been proved that Finland has been performing some promotional activities all over the world through different media and tourism companies and if the government will be able to continue such types of promotional activities and needful assistance to the tourism industry , Finland may be the most developed tourism country in Europe as well as in whole world.

Theme 2 discussed about the tourism development in the Lapland area. The residents expressed their views about the tourism development in Lapland. But the tourist failed to inform the researcher about the tourism development in Lapland area but they had in general remarks that Lapland has very much natural attraction which assist Lapland to be developed destination. Interviewee E who was the tourist from Japan expressed that he had seen some promotional activities in Japan to highlight Lapland as a tourist destination through some media and Finn air advertisement. Interviewee C who was a resident of Lapland informed the researcher that tourism has been developed much in Lapland since the last ten years. But the other interviewee F who was the residents of Lapland informed the researcher that Lapland has been the same for many years and she did not see any development in this region. But she informed the researcher that she had seen many promotional activities to highlight Lapland as a tourist destination especially for having many ski resorts:

People usually speak about the places and then more and more people are coming to Lapland for skiing. We have seen many promotional activities to highlight the ski resorts. Lapland has grate transportation facilities .You can get anywhere in Lapland. Lapland trains and buses are nutshell; you can switch train to bus and can get all the way to Lapland. (Interviewee F.)

She claimed that the transportation costs are reasonable for the incoming tourist and the services of buses and trains are appreciated. But the easiest way to arrive in Lapland is by airplane. She also expressed that ski resorts are full of entertainment elements such as; available restaurants, small shops, bars and night clubs. Interviewee D and E who were tourist from Japan also appreciated the transportation systems in Lapland and claimed that they got full recreational feeling during their visit in Lapland. From the resident's point of view and as per the satisfaction of tourist, it is stated that Lapland has been developing in tourism business and soon it will be a fastest growing business in Lapland.

Theme 3 discussed about the socio-economic impacts on the Lapland area. The residents expressed that people from Lapland region are benefited much by getting job opportunity, creating new small business and at the same time they got Lapland as a recreational place through the tourism development. Interviewee C informed the researcher about the cultural issues of Lapland which is not affected by tourist moreover she stated that people from

Lapland area are continuing their traditional cultural program and they are ready to accept different nationality of people:

All residents of Lapland know, tourist bring money for them and that is why they have to be open minded. Of course there are some exceptions but now it is globalized. Now a day it's normal to have lots of nationalities and we have Rovaniemi University, there are many exchange students from different nationality, so you can see them also every day and people are used to it. Of course you can see the difference if you go to the rural village for example to the high north you can see some people, may be they are more narrow minded but now days it's not like that .

She also claimed that Levi and Rovaniemi are growing very fast in terms of generating more jobs opportunity and earning more money from business like restaurant, nightclubs and bar especially in Christmas time but in summer time Lapland has test drive which also good number of business. But the interviewee F was not able to inform the researcher about the effect of tourism development; she just revealed the situation of Lapland for incoming tourist. From the resident's points of view, it has been recognized that host communities are mostly positively affected by tourist from different countries in terms of generating jobs for host communities and revenue for the small business enterprises as well as for the governments.

5.5 Observations

Observation is one of the important ways of conducting qualitative research .It plays a significant role in the qualitative research method which involves looking, sighting and listening very carefully all around the subject issue . It can take a numerous forms, such as; structured observation which is followed by written rules about how often and what should be observed and the result of the observation is recorded and analyzed quantitatively, unstructured observation developed explanations and understanding about the subject issues without any written rules, contrived observation which intervenes by the researcher to change the environment and observe the fact keenly, participant observation performed by the researcher. (Veal 2006, 173.)

In this research, the researcher is not directly conducted through observation but is depending on the documentary sources, organizational records and data, it is carried out the observation worth fully. The motive of performing an observation in this research work

is to study tourism development in Finland especially in Lapland area and the socio-economic impact of tourism development on the Lapland area without affecting the attitude of host community. The data from observation is very authentic and reliable in this study which is more understandable than any other forms of qualitative research method such as interviews. In this research work , observation is made based on tourism development in Finland especially in Lapland area and the socio-economic impact on the host community.

5.5.1 Tourism development in the Lapland area

It was observed that there have been many substantial developments in the Lapland area since last two decades. Tourism strategy has been formulated in different period of times for developing tourism in nationally and regionally. The strategy has given the priority on overall prospect of tourism industry and acted for long term and sustainable tourism development in Finland as well as Lapland area. The strategy has fixed the guideline for the destination, tourism organizations , hotels , motels ,bars , restaurants , night clubs and recreations centers and executed properly for developing tourism in regional area like Lapland.

It should be mentioned that the communication system is now much more developed than in the last couple of years. Finland as a developed country has already been improved to use high technology in communication systems, such as; availability of internet facilities in each corner of Finland and telecommunication systems. Infrastructural development in Lapland has been improved a lot in terms of making modern buildings, roads networks and transport facilities but depending on the consideration of many different possibilities, such as ; the interest of tourism, forestry, agricultural activities, mining, reindeer husbandry and many others.

As Lapland is not a densely populated area, the roads are developed only which are adjoined with the highway. Some small roads are developed by private organizations and private persons. Government has already taken on the project of making trunk road 4 at Rovaniemi , trunk road 4 between Oulu and Kemi , trunk road 21 between Palojoensuu and Kilpisjärvi and improving the service standard of railway connection between Senäjoki and Oulu . High speed train services exist in Lapland which is connected to the different

parts of Finland. Available bus services are owned by private companies or public companies, such as; Matkahuolto Services and car rental services assists tourist to reach each corner in Lapland. The air traffic connection is well established from the centre of Lapland Rovaniemi to anywhere in Finland and from Rovaniemi to Lapland others regional airports Kemi, Ivalo, Kittilä and Enontekiö. Finn air offers daily flights between Rovaniemi and several other airports within Lapland to help tourist to reach the destination.

There are mentionable developments in terms of establishing of tourism business, such as; tourism organizations, hotel, motels, resorts, guest houses, bed and breakfast, restaurants, bars and night clubs in different places of Lapland. The ski resorts are more or less developed every year in Lapland by extending ski areas and providing facilities to the visitors. All the tourism organizations and its associated organizations are providing the maximum services to the visitors by providing innovative tour packages, downhill skiing, snowboarding, cross –country skiing, snowshoe trekking, snowmobiling, husky sled ride, reindeer sleigh ride, ice fishing, Northern lights, hiking, nature watching, canoeing , Nordic walking and golf playing facilities in different seasons in all the year round.

It was also observed that during the Christmas time and on holidays, all the places in Lapland are very busy because of visitors from Finland and from all over the world which seems that all the facilities are insufficient to meet the demand of visitors . Tourism organizations are taking steps in terms of renovating and developing new accommodation systems, recreation centers to face the demand of visitors in Lapland. It was also noticeable that many promotional activities have been going on since last couple of years to promote Lapland as an attractive destination for the passing of holidays of all types of travelers. As a result, the number of the visitors in Lapland increasing day by day and at the same times establishing new hotels ,guest houses ,restaurants, bars, shopping malls and night clubs to meet the additional visitors.

5.5.2 Socio-economic impact on the Lapland area

The impact of tourism development on the Lapland area is highly emphasized. It was observed from the socio-economic point of view that the present situation of Lapland area has positive effect on the local people. From the very beginning the people were mainly

engaged with the paper industry to meet their daily expenses of life but later on this industry moved to China and as a result many people were unemployed. The potentiality of tourism development in Lapland area made them hopeful to get employment opportunities for living their daily and social life. There have been many tourism enterprises establishing in Lapland area since last two decades such as hotels, motels, hostels, guest houses, ski resorts, cottages, restaurants and bars which created unlimited job opportunities for the host communities of Lapland area. It was also observed that the people from the Lapland area involved in farming, fishing and mining industries to maintain their daily and social life. Mining and tourism industries are the growing industries in Lapland area which brings high rate of earnings for the local people and makes their life comfortable and brings happiness.

It was observed that tourism has been developing rapidly in Lapland area since last two decades and it has kept on developing every year. The development of any places, it impact on the residents of that area which might be positive and negative both. It was observed and cleared that tourism development in Lapland area the impact mostly positive on a socio-economic point of view in terms of creating new job, infrastructural improvement, and development of transportation systems, more implementation of information technology, improvement of logistic supports, improvement of living styles of local people and their social life. The negative impact of tourism development in Lapland area is minor about the cultural issues on local people. Sometimes tourist are trying to follow their own culture and customs in the destination which might be mixed with the local cultures and customs and local people also affected with this, in that sense local people sometimes lost their own cultural thoughts and views. But it was observed that tourism development in Lapland area is positively impacted from a socio-economic point of view but the development should be sustainable so that the effect on the local people's daily and social life is positively sustainable.

5.6 Findings

The study examined the tourism development and its socio-economic impact on the Lapland area. Tourism is rapidly developing since last two decades and it has a great socio-economic effect on the residents of the Lapland area. Many different findings mentioned in the following paragraphs are based on the analysis of interviews and observations.

The research disclosed the result that most of the people living in the Lapland area engaged earlier in paper industry, agricultural projects and fishing to maintain their daily life where most of the people were engaged in paper industry. But after moving paper industry from Lapland to China many people were unemployed and they were not getting anything to do for maintaining their daily life. Tourism as a growing industry in Lapland area gave them a way to live their daily life.

The research also disclosed the result that the tourism development in Lapland area made its locality more active and improved business opportunities. Tourism development in Lapland area in terms of establishing hotels, motels, restaurants, night clubs, bars and other recreations Center gave employment opportunities to the host communities. Many of host communities got chances to be entrepreneur of small business. As a result of this, host communities got relief from unemployment and made their living style more sophisticated.

Tourism development in Lapland area made host communities more comfortable for buying foods and other necessities as there are establishing many restaurants and shopping malls in the locality. Availability of having many restaurants and shopping malls make people's life easier and finding the way of earning extra money.

The research also disclosed the result that Christmas time is the peak season for tourism business in Lapland as many tourists are coming to see the land of Santa Clause at that time. As a result of this, all the hotels and restaurants are over booked and usually the rent of hotels and the food prices are little bit higher than the other seasons during the Christmas Occasion and for this people have a chance to make some extra income.

The research also showed that Lapland is facing insufficient accommodation facilities during the Christmas season. As a result the renting price of accommodation is higher than during other seasons and many tourists cannot stay longer time even if they want. The local government authorities and the private owners are not being able to enhance the accommodation facilities because of insufficient tourist in other seasons like in summer. If they want to enhance accommodation facilities, they have to do some promotional activities to promote Lapland for summer seasons.

The research indicated that tourism development in Lapland area has a great effect on infrastructural development in municipalities and even rural areas. Many roads and highways have been developed since last two decades and as a result of this, host

communities are highly benefited in terms of gaining lands value and generating new income sources through the incoming tourist to Lapland.

The research also disclosed the result that a good transportation system provides easy accessibility to the Lapland area. The air transport facilities are provided from the centre of Lapland Rovaniemi to anywhere in Finland and from Rovaniemi to Lapland others regional airports Kemi, Ivalo , Kittilä and Enontekiö. There are available train services from Lapland to anywhere in Finland and also existing bus services and car rental car facilities which assist tourist to reach each corner of Lapland from Rovaniemi.

The above mentioned all findings are based on qualitative research where mainly performed analysis of interviews with tourism experts, tourist and host communities and self-observations in Lapland area. After having all the analysis and observations, it is noticed that the socio-economic impact in Lapland area has positive effect to the local residents but it should be sustainable by continuing the development of the tourism aspect in the Lapland area.

5.7 Reliability and validity

It is mandatory to evaluate the reliability and validity for carrying out any research job whether it has used the quantitative or qualitative method. The importance will be given on the research when the research work is proved to be both reliable and valid. It is not commonly used in qualitative research method but recently the researcher have started to use it for their research work and it is well recognized by the readers and assist researcher to make an effective research work.

Reliability is the tools of carrying out research work by any other researcher and using a different set of samples but result would be the same as before. According to the concept of reliability, the researcher can be used with any other set of samples or any methods in same research work but the outcome would be the same, as the research conditions are controlled in a reliable research. The use of reliability as comprehensively in quantitative research method but nowadays researchers are also using reliability in qualitative research method. In quantitative research method, reliability is proved by using quality data at research work whereas deserving trust and confidence, believability and soundness is significant to prove reliable research for qualitative research method. (Veal 2006. 41.)

In this research work, researcher used qualitative research methods where thorough and un-biased interviews were taken with the interviewees who have a vast knowledge about the interview issues and many years working experiences in same field which ensured the feedbacks from interviewees were trustable and sound. Moreover, the researcher was cautious during the period of interview to make conclusion of the result of the different interviews. In that sense, this research work proved the reliability of the research. The researcher also used the raw information from direct personal observation which reflected the accurate result of the case study and proved the reliabilities of research work.

Validity is the way of identifying the information collected and analyzed by the researcher accurately that concluded a desired outcome of the research work. It is the test measure of collecting information which used in research work .If information used in the research work which is not valid, the outcome of the research would be different and will loose the acceptability of valid research work. It is difficult to measure the validity of tourism research work because of depending on people's opinion in the form of interviews. Validity is measured to check the acceptability and balance of outcome through the research works and proved as valid. (Veal 2006, 41.)

The general acceptability of the research work is based on the reliability and validity of information qualitatively collected and analyzed the outcome of the interviews. In this research work, six interviews were taken by the researcher where he was cautious to make the generalized outcome by the interviews and researcher was confident about the result of the research. Researcher also acted direct observation personally in this research works and it was thoroughly proved that he was very positive about the result of the research. The validity of the research work is trusted and accepted as the researcher conducted the number of interviews with caution and personal observation with direct contact.

In this research work, it was proved that the research was conducted by researcher completely well-presented and analyzed that qualified the reliability and validity and made an effective outcome recognized by the readers. As result of this, the researcher would be able to draw the recommendations and conclusions for this research work.

6 RECOMMENDATIONS AND CONCLUSION

It is very significant to suggest and recommend some workable solutions after carrying out critical analysis of experts, host communities and tourist's interviews, direct contact of researcher's personal observation and declaring the findings of the interviews. The sets of suggestion and recommendation can be used to improve of tourism development in the Lapland area for having a sustainable positive impact on the host community.

6.1 Recommendations

The government should allocate a sufficient amount of investment for promoting tourism in Finland to all over the world. The government of Sweden, Norway and Denmark are investing huge amount money to promote them as a tourist destination to all over the world. Whereas Finland is not investing sufficient amount of money to promote tourism business in Finland and tourist from different parts of the world are not aware of the natural attractions of Finland. The government should assist Finnish Tourist Board's (FTB) properly by investing sufficient amount of money and by formulating needful rules and regulations so that FTB can proceed with their operation effectively in the case of strengthening the marketing tools and proper coordination among the tourism organizations.

Finnish government has no relation with many other countries in the world and even they might not know about Finland and its natural attraction. They have certain percentage of people who are used to travel a lot and might be seeking attractive destination but due to have no relation with those countries , Finnish government are missing those certain percentage of foreign earnings through the tourism business. Hence, it is now highly recommended to start at least one consulate office from Finland all over the world by which Finland can market itself in those countries and even can operate all other possible businesses.

The living style of Finnish people is higher than other European countries hence cost of living reasonably higher than others which means that the cost of Finnish tourism services are high. The reasons behind high cost of Finnish tourism services are high taxes and

labour cost. Finnish government should take some strategies to reduce the taxes and keep it at a reasonable level in comparison with other European countries and also electricity tax should be reduced for the service industries to make the competitive price for tourism services.

The Government should take some needful steps to introduce some new routes of air transportation and ground transportation to reach the destination for the tourist such as; government can make strategy to enhance the flow of railway traffic by improving Tikkurila and Helsinki railway stations in order to assist passenger to and from Helsinki-Vantaa Airport and other parts of Finland, enhancing railway network from Kemiervi to Levi and Ylläs, providing sufficient subsidies to enhance the number of charter flights , domestic flights as well as enhancing some new flight routes to reduce the air transportation cost for the tourist which impact on overall tourism prices. There are five airports in Lapland and they have regular flights from main airport in Lapland to others airports that are provided by the Finn air but in absence of other airlines companies, the flight cost are not competitive which enforce government to take care of the issue for perfect competition in air industries to provide reasonable flight cost to the tourist.

Finland summer holidays and winter holidays are not in same time with the rest of Europe. Finnish government should take the strategy to postpone the summer holiday by two weeks and spread the winter holidays in February to March, during weeks 7-11 for the schools and other educational institutions because of having insufficient international tourist during the summer time which is not profitable for tourism organization. But if government raise the winter holidays tourism organization will get sufficient international tourist to make their business profitable which will have grate effect on tourism business in Finland as well as generating job opportunities for the host community and earning more revenue for the government which indicate a betterment in their socio-economic contentment.

Finland is a country of lakes and sea beaches which proved its natural attraction. Finnish government can take some steps to develop more lakes and sea beaches as a new tourist destination all over in Finland. From this point of view, there are many lakes in Lapland region which can be developed as a new destination and during summer times this can be the main attractions for the tourist in Lapland if tourism organization creates some recreational event for the tourist such as; boating competition, fishing and some others.

The whole of Finland as well as Lapland is mostly highlighted as tourist destination in winter season and that is why, Lapland is getting a good number of tourists from all over the world and even visitor from inside Finland. But the sufficient number of tourists are not coming in summer season in Lapland to make their business profitable. Even the hotel and restaurants sometimes fail to operate their business. Government can take some steps to assist tourism companies for establishing amusement parks in Lapland to invite tourist in summer time also. Government can provide some financial assistance to the small tourism organization to enhance their operation in comprehensive way in Lapland which will create new job opportunities for the local people and revenue for the government.

Finnish government should put more attention in promotional activities. The natural beauty of Finland is very attractive but Finland has to let it know to other parts of the world. Government can do some promotional activities through FTB to highlight the destination p to all over the world by advertising in international media, creating attractive website with complete information about the destination, participating in different trade fairs in any parts of the world, participating in different aid program in anywhere of the world using the banner of destination and so on. Lapland is the brand for Santa Clause village, northern light and prominent Sami culture which should be informed to the tourist all over the world by promotional activities on behalf of the governments directly or indirectly by FTB. The ski resorts in Lapland area are also prominent for the tourist of European countries which should be more extendable to other parts of the world including the continent of Asia, Australia and America. From this point of view, perfect and proficient promotional strategy has to be implemented and operated to get the good number of tourists in Finland as well as Lapland area.

Improving infrastructural development is recommended in destination in Finland as well as in Lapland. There are many remote area in Lapland region where tourist are interested to visit but due to insufficient transport connections, improper sanitary system, inadequate energy resources , undeveloped road and recreational areas tourist is not able to visit those destination. It is also advisable to maintain properly all ski and snowmobile routes which have major significance in Lapland tourism business.

Sustainable development is highly recommended in Lapland area. The authority of development in Lapland area should be engaged in any development project with caution to make it more sustainable ecologically, economically and socially. All types of tourism

enterprises and organization should be well understood and following the rules and regulation about the development or extension of their business operation. Employer and employee of any organization should be properly trained up about the awareness of waste management, organizational behavior and cultural systems.

Properly educated and professionally trained up work force are highly needed to develop tourism industry in Finland as well as in Lapland. Hence government should be taking care of the issue, how efficient and trained up work force can be created for facing upcoming demand of work force in tourism industry. It is also advisable that tourism study can be included in secondary education to meet the need of upcoming workforce and can invite also trained workforce from outside of Finland, such as immigrants. Frequently training for the staffs of the tourism organization are well appreciated which makes organization more profitable and assists to achieve its goal. Finnish government should also assist to the growth –oriented or networked companies which are directly or indirectly related to the tourism sectors to make successful tourism business.

Conclusively, all needful recommendations for developing tourism industry in Finland as well as in Lapland should be maintained by the Finnish government and its associated organizations. It is also very significant to put more attention in developing Lapland region as an attractive tourist destination to all the world which generates new job opportunity for host community as well as revenue for the Finnish government.

6.2 Conclusions

Even though Finland has the availability of tourism product and services, it still needs to have sufficient promotional activities for the destinations. The attraction of tourism in Finland needs to be highlighted as a promotional activity so that Finland can expect a large number of tourists from all over the world. The combination of proper planning and the marketing strategy stimulates the development of tourism in Finland. But it is good that the Ministry of Employment and the Economy has tourism strategy to 2020 and if the government will take proper steps to implement this strategy, Finland may be introduced to as a good tourism country all over the world. The regional council of Lapland has also tourism strategy for Lapland to develop Lapland as an attractive tourist destination all over the world.

On the basis of the research findings, it can be concluded that tourism development in Finland as well as in Lapland has many advantages which can assist the host community of Lapland region economically, socially and culturally in terms of generating new job opportunities, improving living style and exchanging the cultural views with the tourist. Government and its associated organizations should take care of the strategy implementation in sustainable development in Lapland region which should be ecologically, economically and socially maintained. This research study has also shown that the Finnish government should invest sufficient amount of money for promotional activities and brighten up the tourism clusters and networks, infrastructural development of destination places and helping the tourism organization for growth and development. From this point of view, if government takes care of all responsibilities by providing needful supports to the tourism industry in Finland and especially in Lapland region, soon Finland will be the number one tourism country in Europe and Lapland will be one of the most important tourist destinations in the world.

REFERENCES

Accommodation statistics.2013. Available:

<http://stat.fi/til/matk/index.html> Accessed 15 December 2013.

Art & Humanities Research Council.2012. Available:

<http://www.ahrc.ac.uk/About/PeerReview/Documents/Definition%20of%20Research2.pdf>

Accessed 18 May 2012.

Cooper, C., Fletcher, J. Fyall, A., Gilbert, D. & Wahill, S.2008.Tourism Principal and Practice.(4th ed.)Essex: Pearson Education Limited.

County of Lapland (Finland) 2012. Available:

<http://www.beac.st/in-English/Barents-Euro-Arctic-Council/Introduction/Facts-and-maps/Barents-Region/Lapland> Accessed 19 December, 2012.

Economic Impact of Major Sports Events 2007.2012.Available:

<http://gih.diva-portal.org/smash/get/diva2:133248/FULLTEXT01> Accessed 29 November 2012.

Finland's Tourism Strategy to 2020. 2011. Available:

http://www.tem.fi/files/28018/Finlands_Tourism_Strategy_to_2020.pdf Accessed 23 October, 2011

Tourism-marketing .2011. Available:

http://www.ehow.com/about_6683884_definition-tourism-marketing.html Accessed 23 October, 2011

Godfrey, K. &Clarke, J.2000. Tourism Development Handbook. (1st ed.)London: Continuum Ltd.

George,E.W.,Mair,H. & Raid, D.G.2009.Rural Tourism Development Localism and Cultural Change.(17th ed.)Great Britain: MPG Books Ltd.

Heart of Lapland.2012. Available:

http://www.laplandfinland.com/In_English/Planning_a_trip/Tourist_Regions/Rovaniemi.iw3 Accessed 13 May 2012.

History of the Åland Islands.2012.Available:

http://www.scantours.com/history_of_aland.htm Accessed 26 February 2012.

Jennings Gayle, 2001, Tourism Research. Australia: John Wiley & Sons.

Kelly, J.R.1980, Leisure and quality: beyond the qualitative barrier in research. New York: Norton.

Lapland.2012.Available:

http://www.lapland.fi/en/lapland/visit/getting_here Accessed 25 November 2012.

Lapland Holidays .2012.Available:

<http://laplandholidays.com/> Accessed 25 November 2012.

Lapland Holidays-Akaslompolo.2012.Available:

<http://laplandholidays.com/resorts/Akaslompolo.php/> Accessed 29 January 2012.

Lapland Holidays-Levi.2012.Available:

<http://laplandholidays.com/resorts/Levi.php> Accessed 29 January 2012

Lapland Holidays-Ruka.2012.Available:

<http://www.laplandholidays.com/resorts/Ruka.php> Accessed 25 November 2012.

Lapland Nordic visitor.2011.Available:

<http://lapland.nordicvisitor.com/travel-deals/lapland-tours/> Accessed 23 October 2011.

Lapland Pyhä-Luosto.2013.Available:

<http://www.lapland.fi/travel/pyha-luosto> Accessed 22 February 2013

Lapland Saariselkä.2013.Available:

<http://www.lapland.fi/travel/saariselka-inari> Accessed 20 February 2013.

Lapland Salla.2013.Available :

<http://www.lapland.fi/travel/salla> Accessed 22 February 2013.

Lapland Suomu.2013.Available :

<http://www.lapland.fi/travel/suomu> Accessed 23 February 2013.

Lapland-Travel-Info.2012.Available:

<http://www.lapland-travel-info.com/Getting-Around.html> Accessed 13 May 2012.

Lapland Travel and Tourism Guide.2012.Available:

<http://www.tourismaker.com/scandinavia/lapland/> Accessed 27 March 2012.

Lapland Tornionlaakso.2013.Available:

<http://www.lapland.fi/travel/tornionlaakso> Accessed 21 February 2013

Lapland Tunturi-Lappi.2013.Available:

<http://www.lapland.fi/travel/muonio-olos-pallas> Accessed 21 February 2013.

Lapland-Vitality for Life.2013.Available:

http://www.lapinliitto.fi/c/document_library/get_file?folderId=21330&name=DLFE-677.pdf Accessed 13 May 2012.

Lapland Ylläs.2013.Available:

<http://www.lapland.fi/travel/yllas> Accessed 21 February 2013.

Levi Ski Resort.2012.Available:

<http://www.levi-lapland.com/levi-ski-resort> Accessed 17May 2012.

Ministry of Employment and the Economy in 2007. Available:

https://www.tem.fi/en/regional_development/regional_and_structural_policy_of_the_eu/structural_fund_programmes_2007-2013 Accessed 15 February 2013.

National Board of Antiquities.2012.Available:

http://www.nba.fi/en/museums/turku_castle Accessed 26 February 2012.

Näsinneula Observation Tower .2012.Available:

<http://www.visittampere.fi/place/481> Accessed 26 February 2012.

OECD.2001.Available:

<http://www.oecd.org/cfe/tourism/2755218.pdf> Accessed 23 October 2011.

Olavinlinna Castle.2012.Available:

<http://www.muuka.com/finnishpumpkin/castles/olavinlinna/olavinlinna.html> Accessed 26 February 2012.

Petajavesi Old Church.2012.Available:

<http://whc.unesco.org/en/list/584> Accessed 26 February 2012.

Regional Council of Lapland.2012.Available:

http://www.lappi.fi/lapinliitto/c/document_library/get_file?folderId=589540&name=DLFE-11422.pdf Accessed 25 May 2013

Rovaniemi –The official hometown of Santa Claus.2012.Available:

<http://www.visitrovaniemi.fi/In-English/Good-to-Know/Arctic-Circle> Accessed 16 May 2012.

Statistics Finland.2012.Available:

http://www.stat.fi/index_en.html Accessed 25 May 2012.

Suomenlinna World Heritage Site.2012.Available:

http://www.suomenlinna.fi/en/fortress/world_heritage_site Accessed 26 February 2012.

Temppeli aukio Kirkko (Rock Church), Helsinki.2012.Available :

<http://www.sacred-destinations.com/finland/helsinki-rock-church-temppeli aukio> Accessed 26 February 2012.

Veal, A., J, 2006, Research methods for leisure and tourism. Essex: Pearson Prentice Hall.

Vidiani Maps of the World.2013.Available:

<http://www.vidiani.com/?p=15592> Accessed 17 February 2013.

Visit Karelia.2013.Available:

<http://www.visitkarelia.fi/en/Explore/North-Karelia/Facts-for-visitors> Accessed 26 November 2013.

World Tourism Organization UNWTO .2010.Available:

<http://www2.unwto.org/publication/unwto-annual-report-2010> Accessed 15 March 2012.

APPENDIX 1

Interview themes for tourism experts in Finland

Research: Tourism development in Finland. Case study of Tourism development in Lapland and its socio-economic impacts.

Type of Interview: semi-structured interview

- Theme 1: tourism development in Finland
- Theme 2: tourism development in Lapland area
- Theme 3: future expectations of tourist attraction in Lapland area
- Theme 4: Host community and the tourists are affected by the socio-economic factors of the Lapland region

Interview themes for the residents and visitors of Lapland area

Research: Tourism development in Finland. Case study of Tourism development in Lapland and its socio-economic impacts.

Type of Interview: semi-structured interview

- Theme 1: the status of tourism in Finland
- Theme 2: tourism development in Lapland area
- Theme 3: socio-economic factors of Lapland area