



CSR Communication on Instagram before and during COVID-19

- Comparative document analysis of the four most followed town DMO's

in Finland

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<p>The purpose of this study was to understand the possible changes COVID-19 caused to CSR related content on the Instagram accounts of the four most followed town destinations of Finland and also if it affected to the frequency of the CSR communication.</p> <p>The theoretical framework of the study consists of CSR communication in tourism and destination marketing on social media. It is a literature review of previous research, published statistics, literature in the field, websites and to some extent also blog posts by expert organizations in the field. The empirical part of the study is a multiple case study. The cases were selected by the number of the followers on Instagram (My Helsinki, Visit Turku, Visit Tampere and Visit Rovaniemi). The research period was limited to 2018-2021. Qualitative data for the study was collected by gathering all the CSR related posts (documents) and was then analysed with content analysis, in which quantitative methods were as well used. Content analysis was based on theory-derived model of CSR communication.</p> <p>The results of the study show that COVID-19 changed not only the content of CSR communication on Instagram but also how often CSR was communicated. There was more communication about responsibility and the content of the Instagram posts changed so that after the outbreak of corona pandemic in spring 2020, almost all CSR communication content was related to COVID in one way or another. In 2021, however, the same growth in CSR communication was no longer seen, and the amount of CSR communication decreased, and its content changed to cover the same themes as before the pandemic, although the pandemic was still ongoing. The only exception to this was Visit Rovaniemi, where both the total number of posts and the volume of CSR communication continued to grow, and the posts continued to relate mainly to the corona pandemic. Generally, in the years before the pandemic, socio-cultural and environmental responsibility were the most visible themes of the CSR.</p> <p>The results of the study can be used to develop CSR communication on Instagram for destination marketing organizations as well as other tourism organizations and companies.</p>
<p>Keywords CSR communication, destination marketing, Instagram, COVID-19, social media, sustainability, responsible tourism</p>

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1 Introduction

1.1 Foreword

CSR communication has been a current issue in Finland for many years because responsibility is expected from almost all parties and there is a lot of discussion about it, but for some reason it is still difficult and sometimes scary to communicate about it. Communicating about responsibility has typically been about compiling various responsibility reports, and perhaps that is partly why it is perceived as more difficult to communicate than it actually is. Corporate Social Responsibility (CSR) communication is about acts of responsibility and communicating about them. Thus, there is no CSR communication without actions, but on the other hand, there is no responsibility for external stakeholders without communication. The main purpose of communication is to make actions visible and at the same time to be honest and transparent about what may be unfinished and what different steps need to be taken in order to achieve certain goals.

The corona pandemic changed the whole world in many ways. The tourism sector in particular has suffered and continues to suffer from the losses it has caused. Various restrictions and travel bans significantly reduced the number of tourists both in Finland and in other travel destinations, and this drove many to quit their businesses or look for alternative ways to earn an income. During crises such as a pandemic, the importance of communication between companies and other organizations is emphasized, and therefore CSR communication is becoming even more important.

The main function of destination marketing is to promote tourism in the tourist areas and thereby the industry and to bring income to the area. There are many destination marketing channels, and today digital ones have become the main means of communication not only because they are independent of time and place, but also because, for example, social media can reach a very wide range of potential travellers. As the name implies, social media is also interactive, which means that within it you have the opportunity to have a conversation and at the same time share important issues and learn collectively. Marketing there is also effective in the sense that followers can continue to share posts indefinitely, further increasing the reach. On the other hand, for the same reasons, the use of social media also involves risks and a lot to consider, such as the fact that the expectation is real-time, everything should be reacted to immediately.

1.2 Research scope and objectives

This section reviews the scope of the study and its objectives, as well as research questions. Section 1.2.3 presents what the theoretical framework of the study consists of and what kind of previous research has been done on the topic.

1.2.1 Scope and objectives

The aim of this study is to understand how responsibility is shown on the Instagram accounts of the most followed town destinations of Finland and to learn what kind of impacts COVID-19 pandemic has had to CSR communication on these accounts. The goal of this study is to find similarities as well as possible differences between the destinations and sort out what can be learned from the possible changes the pandemic has caused. The four urban destinations: Helsinki, Rovaniemi, Turku and Tampere, were selected because they were the most followed ones on Instagram. The research was limited to the posts appearing on the feed of Instagram accounts of these towns from 1 January 2018 to 31 December 2021.

1.2.2 Research questions

Q1: What kind of CSR communication there is on the Instagram accounts of the most followed town destinations of Finland?

Sub-questions for answering the first main research problem:

Sub-question 1: How often responsibility is shown on the Instagram feed?

Sub-question 2: What kind of content is used when CSR is communicated?

Q2: Has COVID-19 changed CSR communication on the Instagram accounts of the most followed town destinations of Finland?

Sub-questions for answering the second main research problem:

Sub-question 1: How often responsibility is shown on the Instagram feed before and during COVID-19?

Sub-question 2: What kind of changes there are in the CSR communication related content before and during the pandemic?

1.2.3 Theoretical framework

The theoretical framework of the research consists of literature in the field, previous research, published statistics, websites, and to some extent also blog posts by expert organizations in the field.

The theoretical part (Chapters 2-4) is divided into three main chapters, the first of which is about the context of the study, in general about tourism in Finland and the development of the corona pandemic in Finland and its effects on tourism. Chapter three is about CSR communication in tourism. It includes not only what is meant by Corporate Social Responsibility communication, but also how responsibility can be communicated effectively and efficiently. In connection with this, I also briefly review what responsibility and sustainability mean in tourism. The third section focuses on destination marketing on social media. In addition to the basics of destination marketing, this section includes social media as a marketing tool and Instagram as a communication channel. Finally, I will also go through the main points of visual communication because Instagram is above all a visual channel.

There has been a relatively large amount of research on responsibility and CSR communication, both in the field of communication and in the social sciences. The emphasis on the importance of corporate social responsibility communication is also reflected in the fact that it has been studied more in recent years. Social media has been studied a lot, both from the perspectives of organizations and consumer users. The effects of the corona pandemic on tourism, as in other sectors, have already been studied extensively, but there are few studies on its effects on corporate social responsibility communication. Communication related research has mainly focused on crises communication during pandemic.

1.3 Structure of the report

The research report is structured in such a way that current chapter is for introduction. After forewords this chapter demonstrates research scope and objectives, research questions and theoretical framework.

Chapter two is about the context of the research. This chapter looks at tourism in Finland and explains how COVID-19 developed in Finland and what kind of impacts it has had on tourism and in its social media. In the last subchapter it outlines the research subjects, Instagram accounts and the towns behind them.

Chapter three is about CSR communication in tourism. This includes the definition of the term and different aspects of responsibility, sustainability, and responsibility in tourism and how CSR communication is done in an effective way.

Chapter four focuses in destination marketing in social media. It introduces destination marketing as such but also concentrates in destination marketing in social media and especially Instagram as a communication channel. Finally, there is a brief review of visual communication.

Research process is explained in the chapter five, in which is stated the methodology of the study and methods for data collection as well as data analysis. The credibility of the study is also pondered in this chapter.

Chapter six presents the results as a whole and individually and final chapter seven is for discussion and conclusions.

2 Tourism and COVID-19 in Finland

This chapter introduces the context of the study: tourism in Finland, the development of the corona pandemic and its effects in Finland, especially what it meant and means for tourism as an industry. In this study, town DMO's have been selected based on Instagram follower numbers, which is why they are not the most visited town destinations. Research subjects are introduced in the subchapter 2.3.

2.1 Tourism in Finland

In recent years, the Finnish tourism industry has grown and internationalized faster than other industries. Tourism has become a nationally significant export industry and employer. Total demand for tourism in 2019 was over € 16 billion, and before the corona pandemic, it was estimated to grow to as much as € 20 billion by 2028. The development of Finnish tourism is guided by Finland's tourism strategy for 2019-2028. The strategy sets targets for the development of tourism until 2028 and measures for 2019–2023. The goal of the strategy is to make Finland the most sustainable travel destination in the Nordic countries. (Työ- ja elinkeinoministeriö 2022a.)

The tourism industry employed an estimated 154,000 people in 2019. The industry also has very significant multiplier effects on other industries, such as construction, transport, and trade. In 2017, an estimated 12 million hours of temporary work were performed in the hotel and restaurant sector, which corresponds to approximately 6,500 full-time equivalent jobs. In 2019, about 154,000 people, or 5.8 per cent of all employed people in Finland, worked in the tourism industry. More than 23 million overnight stays were recorded in Finnish accommodation establishments in 2019, of which about 16 million were overnight stays by domestic tourists and 7.1 million by foreign tourists. In 2019, overnight stays abroad reached a new record, 7.1 million. Overnight stays increased by 3 per cent compared to the previous year. Russians were the largest group of foreign tourists in Finnish accommodation establishments in 2019. The Germans had the second and third highest number of overnight stays had the British. (Työ- ja elinkeinoministeriö 2022b.)

Domestic tourism is a market that brings year-round and uniformity, for example, when the international political situation changes and the demand coming from international markets changes. The increased demand for domestic tourism during the corona pandemic supports the basic cash flow

of many travel companies. The development of domestic tourism and its marketing is a long-term task and as a whole requires more attention than before. (Työ- ja elinkeinoministeriö 2022c.)

“Together more - sustainable growth and renewal for Finnish tourism” is Finland's tourism strategy for 2019–2028. The strategy sets targets for the development of tourism until 2028 and measures for 2019–2023. As stated above, Finland's goal is to be the most sustainably growing tourist destination in the Nordic countries. Tourism is being developed as a responsible and growing service business sector that creates well-being and employment throughout Finland all year round. The four priorities identified in the strategy enable sustainable growth and renewal in the tourism sector: Those are: supporting sustainable operations, responding to digital change, developing accessibility considering the needs of the tourism sector, and ensuring an operating environment that supports competitiveness. (Työ- ja elinkeinoministeriö 2022d.) From this point of view, too, the topic of my research is current in tourism. The frame of reference for my research is responsibility and social media, which is part of the digitality in business, and two of these are also mentioned in Finland's new tourism strategy.

2.2 COVID-19 pandemic in Finland

The Finnish tourism strategy presented in the previous subsection was published just a few months before the COVID-19 epidemic escalated into a pandemic. The goals and measures of the strategy have therefore had to be adjusted due to an unexpected situation. Investments in the sustainability of tourism and the digitalisation of the sector are estimated to play a key role in promoting Finland's attractiveness as a travel destination even after the pandemic. Tourism demand is one of the key indicators of the tourism strategy. The effects of the corona pandemic on Finnish tourism demand have been examined in regularly updated development assessments of tourism demand. (Työ- ja elinkeinoministeriö 2022d.)

2.2.1 The development of the pandemic in Finland

In December 2019, cases of pneumonia were diagnosed in China as a result of a new, previously unknown coronavirus, SARS-CoV-2. The new coronavirus was named after its cognate virus, the SARS coronavirus. The disease caused by the new coronavirus is called COVID-19. (THL 2021.)

The first COVID-19 infection in Finland was detected in a Chinese tourist in Lapland at the end of January 2020 (Yle Uutiset 5 February 2020). Infections began to spread rapidly in March. In March 2020, it was estimated that the Finnish health care system would reach extreme limits. However, strict restrictions helped, and infections spread more slowly than expected. (Yle Uutiset 20 March 2020, Yle Uutiset 27 April 2020.) The Emergency Powers Act was in force in Finland from 17 March 2020 to 15 June 2020 (Yle Uutiset 15 June 2020). As a result, among other things, the maximum number of people allowed for public gatherings was limited and schools switched to distance education (Turun Sanomat 16 March 2020). The restrictive measures caused a number of disadvantages. The economic difficulties caused by the pandemic affected the tourism sector, for example, and the accommodation sector lost 95 per cent of its demand. (Helsingin Sanomat 7 May 2020.) The situation seemed to stabilize in April, when the number of intensive care units in Finland was forecast to be sufficient, and there were no signs of congestion in healthcare. (Yle Uutiset 17 April 2020.) In May-June 2020, several restrictive measures were lifted. There was a move to a hybrid strategy of testing, tracing, isolating, and treating. (Valtioneuvosto 22 April 2020.)

The second wave of the epidemic rose in September-October (Ilta-Sanomat 8 October 2020). The number of coronavirus cases was increasing, and the rapid spread of the disease was threatening (Yle Uutiset 19 November 2020). In November-December, the government and the regions imposed strict restrictions and recommendations. By Christmas, the number of corona infections in the HUS area was declining, but still high. (Helsingin Sanomat 21 December 2020.) New, faster-spreading variants of the coronavirus appeared in the world, which threatened to worsen the disease situation in Finland as well (Helsingin Sanomat 28 December 2020).

The third wave of coronavirus erupted in February 2021. The government initiated containment measures against the worst disease areas, and on March 24 the government prepared a mask compulsion and movement restrictions on the worst disease areas. (Helsingin Sanomat 24 March 2021.) The third wave peaked after mid-March. Restrictions began to be relaxed in stages and by region from the end of April, depending on the disease situation. In May 2021, THL reported that the epidemic situation is moving in the right direction. (THL 6 May 2021.)

In the summer of 2021, most of the infections worldwide and also in Finland were caused by the so-called delta variant. Delta variant also caused a symptomatic infection in vaccinees, although two doses of vaccine was effective against delta infection and those who had had two doses, had a

milder disease. (Terveyskirjasto 2022.) In October, restrictions were eased, the telework recommendation was phased out and meetings and gatherings were no longer restricted (Iltalehti 1 October 2021). Also, corona passport was brought into use (Valtioneuvosto 15 October 2021).

In December 2021, the delta variant was superseded by an omicron variant that is more susceptible to infection with previous virus strains, but appears to cause a somewhat less severe, hospital-requiring infection. Two vaccines are not able to prevent infection with the omicron variant, but three vaccines prevent serious illness and hospitalization. (Terveyskirjasto 2022.) On 22 December 2021, the Government issued a decision in principle on the introduction of a national emergency braking mechanism. The management of the corona epidemic shifted back to broad restrictions and recommendations. (Valtioneuvosto 22 December 2021.)

2.2.2 Impacts of the corona pandemic on tourism

The tourism sector is one of the sectors hardest hit by the effects of the corona pandemic. As a result of the virus, numerous tourist destinations and businesses were forced to close down. Lockdowns, travel bans, and cancellations were too much for many tour operators. For many countries, tourism is an essential source of income and an important component of economic recovery. This has put pressure on tourism businesses and marketers to resume tourist flows as soon as possible. (Kaefer 2020.)

The importance of responsible tourism has grown significantly during the corona pandemic. As a result of the state of emergency brought about by the pandemic, the popularity of short-distance and domestic tourism has grown. According to a study by Booking.com, as many as 61% of passengers feel that the pandemic has affected them so that they want to travel responsibly in the future. 49% of passengers also believe that the corona pandemic has changed the attitude and choices of their daily lives in a more responsible direction. (Booking.com 2021.)

When the pandemic broke out in Finland, the importance of nature tourism was emphasized. In 2020 there was seen an unprecedented rush, especially to nearby natural sites in big cities. As other hobbies closed, national parks were found by new visitors too. The pandemic affected how customers in protected areas spent money on tourism businesses. For example, the situation for

event and tour service entrepreneurs was generally very difficult due to the lack of foreign visitors. The hotel and restaurant industry also suffered. On the other hand, many companies providing cottage accommodation services had a record year, and, for example, grocery stores and fuel distribution points near nature sites gained a lot of new customers. (Metsähallitus 26 January 2021.)

At the time of this study, the corona pandemic and the resulting crisis in many sectors are not over. However, it has been predicted that short-distance tourism within Finland and within Europe will return to normal faster than long-distance tourism. According to Visit Finland, Finland must prepare for the fact that the level of 2019 will not be reached again until 2025. (Business Finland 5 October 2021.)

2.2.3 The effects of COVID-19 on tourism's social media

Studies show that crises such as the corona pandemic increase the commitment to social media posts at travel destinations and affect the textual content of social media. (Grohns, Pachucki & Scholl-Grissemann 2022.) The corona pandemic has clearly increased the use of social media services in Finland. During the epidemic spring 2020, an average of up to 9.5 hours a day was spent in social media. In addition, up to 36% of Finns used the social networking service several times a day. The most popular social media channels for Finns in 2021 are Facebook, WhatsApp and Instagram. (Tilastokeskus 2021.) Social media trends are constantly changing at a rapid pace and it is clear that the current global situation has affected and will continue to affect consumer behaviour on social media. People have significantly more time and are thus more active and aware on social media than ever before. (Folcan 2022.)

According to Folcan (2022), a digital marketing specialist company, the importance of nostalgia marketing during a pandemic has been emphasized. Appeal to nostalgia, even in the short term, is effective because, if implemented correctly, it reminds followers of feelings from times that have been important or significant to them. Nostalgic marketing was popular in the recession of 1920 and the Great Recession of the late 2000s and will continue to be relevant in social media trends in 2022. It is also desirable to remind communities of how valuable and even taken granted our world was before the emergency. Nostalgia marketing can be used to create fun campaigns that refer to the "good old days". Staying positive and hopeful is the best way to survive the pandemic, so nostalgia marketing hits this and hard. (Folcan 2022.)

2.3 Research subjects

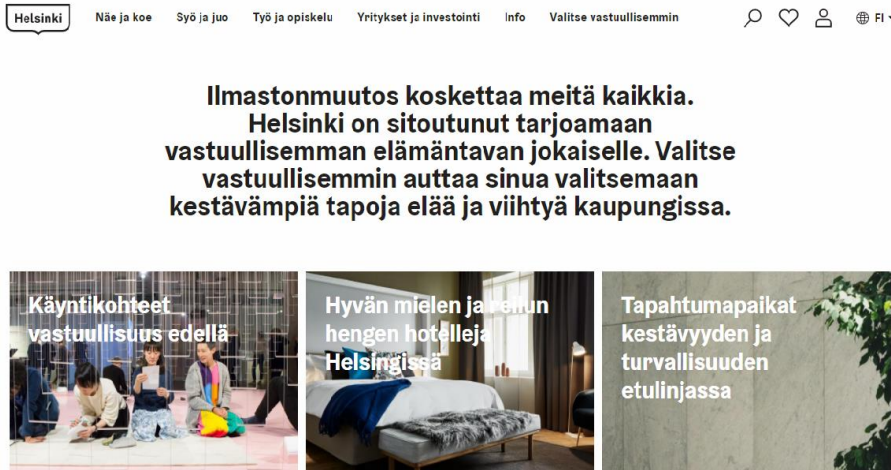
Instagram accounts were selected based on the number of followers of the town destinations. Chosen accounts were My Helsinki, Visit Rovaniemi, Visit Tampere and Visit Turku. Following sub-chapters introduce selected towns as destinations and overviews a basic information about their Instagram accounts. All the Instagram accounts are maintained by regional tourism organizations, which can as well be called as DMO's (destination marketing organisation.)

2.3.1 My Helsinki

My Helsinki is the official Instagram account of tourism of City of Helsinki. My Helsinki account has 193t. followers on Instagram. The account is introduced "The Official City of Helsinki account. Your local guide to Helsinki." (My Helsinki 2022a.) Helsinki is a capital city of Finland and the centre of the urban Helsinki region of about 1,5 million inhabitants (Helsingin kaupunki 2022.).

Helsinki is a diverse tourist destination with plenty to see in both urban culture and its marine environment. Helsinki's most famous sights are the Helsinki Cathedral and Suomenlinna Sea Fortress, old market halls, several squares, and beautiful churches as well as many interesting museums. In summer, different archipelago trips and cruises are popular. (My Helsinki 2022b.) In February 2022, 140,000 overnight stays were registered in Helsinki, of which 90,300 were domestic and 49,700 were made by foreigners. In total, overnight stays increased by 74 per cent from February last year. (Visitory 2022a.)

My Helsinki has raised responsibility to one of its prominent themes on its website. The "Choose More Responsibly" page not only teaches its readers how to make sustainable choices, but also lists sustainable services and products available in the area. Environmental responsibility is most evident on the website's responsibility themes. (My Helsinki 2022c.)



Picture 1 My Helsinki Choose more responsibly (My Helsinki 2022)

2.3.2 Visit Turku

Kiss my Turku is the official tourism website of the city of Turku and Instagram was previously under the same name. Now the name of the Instagram account is Visit Turku, and it has 33t. followers on Instagram. The introduction of the account is “Take a look why you should travel to Turku, Finland. Share your photos with #visitturku #kissmyturku & tag us for a chance to be featured.” (Visit Turku 2022a.)

Turku is the oldest city of Finland and the former capital of the country. Turku and its surrounding municipalities are a vibrant growth centre in the Baltic Sea region. The diverse economic structure, dynamic companies, high-quality educational, cultural, and service supply, and the beautiful archipelago form an attractive combination of Turku. Turku has a population of about 195,000 and is growing by about 1,000 a year. (Info Finland 2022.)

In February 2022, 45,100 overnight stays were recorded in Turku, of which 41,900 were domestic and 3,200 were made by foreigners. In total, overnight stays increased by 68 per cent from February 2021. (Visitory 2022b.)

There is no information on responsibility on the Kiss My Turku website. Instead, responsibility is only visible by navigating to the administrator's Visit Turku website. Of the responsibility issues,

environmental and economical responsibility is most evident by favouring local services and products. (Kiss My Turku 2022, Visit Turku 2022b.)

Visit Turku panostaa vastuullisiin ja paikallisesti tuotettuihin palveluihin

Vastuullisen matkailun edistäminen Turun seudulla on yksi Visit Turun avaintehtävistä. Yksi tärkeä näkökulma vastuullisuuteen on nostaa esille paikallisia tuotteita ja yrittäjiä ja innostaa matkailijat käyttämään heidän palvelujaan ja ostamaan heidän tuotteitaan.



Picture 2 Visit Turku Sustainability (Visit Turku 2022c)

2.3.3 Visit Tampere

Visit Tampere is the official account of tourism of City of Tampere. Tampere is the third largest city in Finland, with a population of 241,009 (at the end of 2020). The town is located on an isthmus between two lakes, Näsijärvi in the north and Lake Pyhäjärvi in the south. (Tampereen kaupunki 2022.) In February 2022, 60,600 registered overnight stays were recorded at Tampere, of which 55,300 were domestic and 5,400 were foreign. Total overnight stays increased by 50 percent from February last year. (Visitory 2022c.)

Visit Tampere has 34t. followers on Instagram. The introduction of the account is “Discover Tampere, Finn’s favourite city. Use #VisitTampere #HungryForTampere or #SaunaCapital to allow us to repost on our Instagram.” (Visit Tampere 2022a.) The story of Tampere is told: “Tampere is an

attitude. It lives in all of us and is deeply rooted in the ridge landscape. Here, on the banks of the rapids, ideas have always been born. They have become jobs - even entire communities. Once the machines have fallen silent, new ideas have soon filled the space. Fabric packs have changed into code snippets and memorable experiences. The promise of the future has been planted in the rusty brick walls, the rows of windows climbing higher and higher. Even though the skyline of the city is changing, the atmosphere in Tampere is always familiar. This is home.” (Visit Tampere 2022b.) Through the storytelling that has become popular in branding and marketing in recent years, the history and brand of Tampere becomes clear, and the same themes also appear on the Instagram account.

Tampere calls itself a favourite city of Finns and brings responsibility to the forefront of Visit Tampere's homepage. Of the CSR themes, environmental responsibility is clearly the most evident. Like My Helsinki, Visit Tampere also uses the Choose more responsibly service. (Visit Tampere 2022c.)



Picture 3 Visit Tampere Choose more responsibly. (Visit Tampere 2022c)

2.3.4 Visit Rovaniemi

Visit Rovaniemi is the official account of tourism of city of Rovaniemi. Visit Rovaniemi has 78.9t. followers on Instagram. The account is introduced “The Official Hometown of Santa Claus is an urban outpost amidst pure nature on the Arctic Circle in Finnish Lapland. #visitrovaniemi to get reposted!” (Visit Rovaniemi 2022a.)

Rovaniemi is the largest city in Europe in terms of area and has the 16th largest population in Finland (approx. 63,500) (Rovaniemi 2022a). Visit Rovaniemi calls itself, according to its brand: "Rovaniemi is a bold and creative Arctic capital, an Arctic hometown, a home of northern magic and Arctic know-how." (Rovaniemi 2022b). This brand is reflected in the tourist destinations and themes highlighted by the city of Rovaniemi, which are well visible on both the website and the Instagram account. Themes include Santa Claus, northern lights, camouflage, midnight sun, autumn colours, four seasons, Arctic Circle, snow and ice, local food, architecture, genuine northern. (Visit Rovaniemi 2021). In February 2022, 76,300 registered overnight stays were recorded in Rovaniemi, of which 19,400 were domestic and 56,800 were made by foreigners. Total overnight stays increased 240 percent from February 2021. (Visitory 2022d.)

CSR has not been raised to a prominent theme on the website. The corona pandemic, on the other hand, is visible and an entire sub-site has been created for the topic (picture 4).

Rovaniemi
THE OFFICIAL HOMETOWN OF SANTA CLAUS

IHASTU - SUUNNITTELE - MAJOITU - NÄE & KOE - IDEAT - COVID-19

Ammattilaiset - Suomi

COVID-19

MATKUSTA ALUEELLA TURVALLISESTI JA LUE VIIMEISIMMÄT COVID-19 OHJEET

Hyvä matkustaja - Terve matkustaja
Välitämme viimeisimmän terveysturvallisuutta koskevan tiedon yhteistyössä alueen terveysviranomaisten kanssa, jotta matkasi olisi turvallinen.
(Viimeisin päivitys 14.3.2022)

- Seuraa tilannetta**
koronaturvallinenlappi.fi
- Hakeudu testiin**
koronaturvallinenlappi.fi
- Käytä kasvomaskia**
koronaturvallinenlappi.fi
- Yski oikein**
koronaturvallinenlappi.fi

Koronaturvallinenlappi.fi on Lapin sairaanhoitopiirin, Länsi-Pohjan sairaanhoitopiirin ja House of Laplandin toteuttama sivusto jolla jaetaan tietoa alueen koronatilanteesta ja siihen liittyvistä asioista.

Picture 4 Visit Rovaniemi COVID-19. (Visit Rovaniemi 2022b)

3 CSR communication in tourism

Expectations about the responsibility of companies and other actors in society are constantly growing. There is already a mainstream understanding that responsible business and high responsibility goals are a competitive advantage over customers, employees, job seekers and investors. More and more of us want to commit to an organization that has thoroughly considered the purpose of the activity and its wider significance for the individual and society, both locally and globally. (Marjamäki & Vuorio 2021, 122.)

In this chapter, I discuss CSR communication in tourism. The first subsection introduces responsibility and sustainability in Tourism. After that, the concept of Corporate Social Responsibility communication and the different aspects of responsibility itself. I do not think that responsibility communication can be understood without first understanding what responsibility means. In this work, I mainly use the term CSR (corporate social responsibility) communication for responsibility communication. The next subsection reviews how effective and efficient CSR communication is done, what issues should be taken into account in communication, and what should be avoided. On my opinion, CSR communication in tourism is first and foremost a communication about responsible tourism, and responsible tourism, in turn, aims at sustainable tourism.

3.1 Responsibility and sustainability in tourism

The tourism sector is an interesting context for studying responsibility, as climate issues and emissions from tourism are so much on the agenda in the general debate. Tourism is such a big industry in the world that it is important to minimize the negative phenomena associated with it and, on the other hand, to increase its good consequences.

The World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. (United Nations 2020.)

According to Capetown Declaration (2002) responsible tourism is tourism that minimizes negative social, environmental, cultural, and economic impacts. It produces economic benefits to locals and

contributes the well-being of the area. It involves local people in the decision making when it comes to the topics that have affect in their lives. It provides access for physically challenged people. It helps to maintain the nature and cultural heritage and their diversity. It increases understanding of local culture and environment by offering local experiences and it is culturally sensitive it builds respect between hosts and visitors and increases local pride and confidence. (Responsible Tourism 2014.)

Tourists and cooperation partners increasingly appreciate companies that take sustainability into account in their operational planning and act responsibly. Many international tour operators have made cooperation conditional on corporate responsibility. (Business Finland 2021c, 15.)

The success of a company is based on financial success, but companies need to show responsibility as well for other aspects of sustainable development. Economic, environmental, and socio-cultural sustainability, complemented by ethical and with safe operation form a mutually supportive foundation for successful business. Tourists and partners make choices based on values and will challenge tourism service providers in the future yet more prominently to talk about the values behind the company. A responsible company that can communicate its activities and values the way customers want is the future success. Acting in a sustainable way usually also means financial savings and stabilization. Most companies work responsibly, but they haven't communicated it. Responsible tourism is not a form of tourism, but a way of acting and is a matter for all companies and organizations. (Business Finland 2021c, 2.)

Tourism as a sector has grown strongly in recent years worldwide, and it affects travel destinations in many ways in larger areas. Tourism has social, economic, environmental, and cultural implications. Tourism has positive effects, but it also causes many negative, unsustainable, side effects at all regional levels, from local to global. Tourism is a major contributor to climate change, especially due to increased air traffic. In recent years, more attention has also been paid to the impact of tourism on local cultures and local vitality, such as the region's traditions, quality of life, use of local services and products, and how locals perceive their own place to live. At its best, tourism has been able to support local vitality, but especially in mass tourism destinations, locality has often fallen short of the profit motive of transnational corporations. Travel marketing has sought to increase tourism and has therefore been seen as an activity that increases consumption and even depletes resources. (Konu, Pesonen, Reijonen & Alakoski 2020.) Alongside sustainable and

responsible tourism, new terms and phenomena have emerged. The focus has shifted more from minimizing the negative effects of tourism to maximizing good effects, creating something new, and even a whole new way of thinking about tourism and the tourism industry. Renewable tourism is changing people, destinations, local communities, and society. From the tourist's point of view, regenerative tourism could be briefly defined as tourism in which the tourist, when visiting the destination, leaves the destination in a better place than before his visit. (Reilun matkailun yhdistys 2021.)

According to an article by Laitinen and Meristö (4 February 2021), the importance of responsible tourism is growing, and recycling issues are also emphasized in tourism. An online survey on the future of tourism mentioned ecotourism, as well as tourism in silence without traffic noise. However, some respondents stated that in difficult times, environmental issues may be relegated to the background when there are acute problems to be solved. On the other hand, the pandemic, and the poor air quality in many large cities, may further emphasize the importance of environmental issues in tourism.

In Finland, Visit Finland has launched the Sustainable Travel Finland program in 2019, which provides a seven-step development path, and after completing the path companies are able to use the Sustainable Travel Finland label. As part of the development path, companies are also familiar with CSR communications. (Visit Finland 2022.) Dozens of different certifications, programs, and systems for the development of responsible tourism are available to tourism companies in Finland. Travel companies also take full advantage of the tools offered by certifications; many certificates provide initial status surveys, a continuous improvement model, communication support, and guidance for making an action plan. Some schemes and programs cover all aspects of sustainable tourism, others emphasize minimizing environmental impact. Almost a thousand tourism companies in Finland are already involved in a sustainable development program and are thus committed to operating responsibly. (Business Finland 2022.)

3.2 What is CSR communication?

When in the Finnish literature and in the media is talked about responsibility "*vastuullisuus*", the term is understandably broader than the English equivalent CSR, which comes from the words Corporate Social Responsibility and thus mainly describes corporate responsibility, although the

abbreviation is now used more broadly than when talking “only” about corporate social responsibility. The Finnish term “*vastuullisuusviestintä*” in the same way therefore sounds like a broader whole, but instead of talking about “responsible communication” in the literature, CSR communication has become a general term for responsibility communication, and that is why I use this expression in this work as well.

3.2.1 Responsibility

To open up the concept of responsibility communication, I will first present how responsibility itself is understood and what definitions have been given to it over time.

Responsibility means different things to different people. For some it may mean paying attention to the environment, for another caring for people and for a third social issues. Others do not think responsibly at all, and for some it is an obvious matter that guides all choices and actions. According to Confederation of Finnish Industries responsibility in business means good business for the future. Responsible companies operate in the most sustainable way possible and take into account the interests and expectations of stakeholders, while aiming for profitable business. At its best, responsibility is at the heart of a company's competitive advantage and strategy. (Elinkeinoelämän keskusliitto 2022.)

The European Union's Commission has defined CSR as “the responsibility of enterprises for their impact on society” and that is why according to Commission CSR should be led by companies. Companies can become socially responsible by integrating social, environmental, ethical, consumer, and human rights concerns into their business strategy and operations and by following the law. (European Commission 2022.)

CSR communication is often understood as a process that anticipates stakeholder expectations by providing truthful and transparent information on economic, social, and environmental concerns. Traditionally, its channels have been corporate websites, corporate responsibility reports and public publications. Today, channels have increased, and digitalisation (ICT) offers a wide range of communication opportunities. Social media as a channel not only brings a new kind of opportunity for communicating about responsibility, but it also provides an opportunity for dialogue and the

involvement of stakeholders together to create responsibility and CSR communication. (Lindegreen, Maon, Mardon & Vanhamme 2017, 3.)

Responsibility is actions ecologically, culturally, socially, and economically. Companies can identify issues related to responsibility, for example, through their values, strategies, and everyday implementations of these. Companies should have policies that guide responsibility and the ability to focus on relevant responsibility issues. (Ahonen, Holopainen & Tunkkari-Eskelinen 2021, 10.) Organizations emphasize social responsibility, environmental responsibility and economic responsibility differently depending on what is most relevant to their core business. In the manufacturing industry, environmental responsibility is a major focus, while in the labour-intensive service sectors and in the clothing industry, for example, the perspective of social responsibility is stronger. In many organizations, responsibility is viewed primarily through economical responsibility. In practice, the different aspects of responsibility intersect and intertwine. (Marjamäki & Vuorio 2021, 123-124.)

3.2.2 Environmental responsibility

Environmental responsibility is probably the best known of the areas of responsibility. Environmental responsibility refers to the knowledge and management of an organisation's environmental impacts, such as energy use, material procurement, production processes, waste management and chemical safety. All products and services have an environmental impact. (Marjamäki & Vuorio 2021, 123-124.) According to a recent study, favouring local food and cooperating with local actors became the most interesting responsibility factors to get more information on social media. (Lappeteläinen 2022, 28)

At its best, tourism enhances nature appreciation and direct resources to an important issue: environmental protection. Ecologically the goal of sustainable activity is to produce minimum harm to the environment, bring benefits to the region as well as ensure the adequacy of natural resources for the future and future generations. (Business Finland 2021a, 3.)

Tourism companies have an impact on the ecological sustainability by making long-lasting energy production solutions. Travel destinations and areas can use so called load rating, which is to calculate how much consumption the area takes and for how large number of tourists can it be built.

Here for example is considered whether there is enough clean water, whether there is waste management, how energy is produced, is the land suitable for the construction and building and are the nature and ecosystems disturbed. An effective way to limit the number of visitors is to keep the accommodation capacity reasonable. (Business Finland 2021a, 7.)

3.2.3 Socio-cultural responsibility

The organisation's social responsibility includes, among other things, responsibility for the occupational health and safety of its personnel, as well as taking care of training and equality. As supply chains expand, it is also increasingly important to consider the realization of working life rights at the beginning of subcontracting chains, such as workers' human rights, freedom of association, the use of child and forced labour, and adequate living wages. (Marjamäki & Vuorio 2021, 123-124.)

Socio-cultural sustainability in tourism means that the relationship between tourists and the destination community is based on mutual respect and does not, for example, exploit the local population or damage the culture of the destination area, but instead seeks to protect it. Socially sustainable tourism is also one in which the local community is involved in tourism not only in business but also in decision-making and planning. (Reilun matkailun yhdistys 2021.)

The goal of socio-cultural sustainability in tourism is to preserve the potential for cultural diversity and development from one generation to the next, maintain equal opportunities to live a balanced life and enable the well-being and realization of fundamental rights for all. In Finland fair and equal working conditions are being taken care of. (Business Finland 2021a, 9.) In tourism, inclusiveness, i.e., services accessible to all, plays an important role and is becoming increasingly important globally. Inclusiveness is about equality, which is all about considering the physical characteristics of tourists in the development of mental values and attitudes so that each tourist is encountered at the destination as his or her own. The diversity of people should be reflected in the communication and marketing of inclusive tourism, both in text and images. (Ahonen & al. 2021, 14–15.)

3.2.4 Economical responsibility

Economical responsibility refers to the economic impact of an organisation's core business on the finances of its stakeholders and the company's key impact on society. Financial reporting increases the transparency of a company's operations. Economical responsibility is, in principle, a high priority for higher management. In practice, economical responsibility includes, for example, the distribution of financial added value between the company and stakeholders, the tax footprint, and the share of local purchases. The company's economic activities have far-reaching effects, for example, on maintaining jobs and contributing to the creation of social well-being. Due to its statutory nature, financial reporting is a traditional way of communicating the activities of an organization. (Marjamäki & Vuorio 2021, 123–124.)

With economic sustainability, human activity is adapted into natural conditions so that economic development is not stopped, but tourism contributes to raise living standards in the region. Tourism operators benefit the area financially by offering jobs to locals and ensuring that tax revenues remain in the area. Responsible company plans its operations so that it operates in the area for a long period of time and chooses environmentally important investments instead of rapid economic benefits. A financially sustainable company does not make one-off purchases but invests products and resources that have a long service life. (Business Finland 2021a, 7.)

The tourism industry has significant role in the Finnish economy, and it is the fastest growing employer comparable to the export industry. Finnish tourism has begun creating a success story that the main characters are people, and the main operating environment is genuine nature. Success requires in support of financial stability, education and supporting entrepreneurship. Finland's strategic decision is that it is not seeking for mass tourism, but success by specializing. International private equity is expected to attract interest from Finland due to specialization and increased profitability, which will contribute to reducing debt-driven investment needs. In accordance with principles of economical sustainability, investment activities are carried out prudently, other sustainability taking into account in the areas. (Business Finland 2021a, 7.)

3.2.5 Digital responsibility

In their book, *Viestinnän johtaminen* (2021), Marjamäki and Vuorio introduce digital responsibility as the fourth area of responsibility, which I think is a very important addition given the change in communication responsibility and communication channels. The book describes digital responsibility as a responsibility that understands the challenges and opportunities that digitalisation and digitalisation bring, as well as the related ethical issues and the rights of service users, for example, to the protection of privacy (Marjamäki & Vuorio 2021, 124).

The change in the operating environment of communications, the Internet and social media have enabled new ways of influencing people and communities through communication. With a lot of information, anyone can publish anything, and profound technology makes it possible to make increasingly convincing scams on behalf of others. Thus, it is increasingly difficult, if not impossible, to distinguish reliable information from false information. Media and technology literacy is becoming an increasingly critical skill for communication professionals and all people. To resolve this conflict, the communications industry has created professional ethical guidelines, and government communications are guided by a values-based communication recommendation. Ethical guidelines reiterate openness and interactivity, honesty, and reliability. Ethical communication is transparent, truthful and reliable, and respectful of all parties to the dialogue, i.e., responsible. (Marjamäki & Vuorio 2021, 128–129.) Cyber security balances the benefits of digitalization with the risks posed by cyber threats. Well implemented, cybersecurity can secure a company's operations while reaping the benefits of new technologies. (Ahonen & al. 2021, 89.)

3.3 How to make effective CSR communication?

My perception of CSR communication is that it is talked about and educated a lot, but in practice it is still unfamiliar to many actors. CSR communication is still often perceived as merely reporting on responsibility, and its importance is not seen in all communication, and even if it was seen, many are afraid of communicating it. As “CSR communication” is referred to as corporate social responsibility communication, most of the literature on it is specifically about corporate social responsibility and communication about it. In this work, however, responsibility communication is examined as communication produced by public administration. In my opinion, effective responsibility communication applies to the communication of any actor, regardless of whether the actor is a company or another party. Therefore, in this context, it is neither meaningful nor necessary to distinguish between actors.

3.3.1 The importance of communication

Tourism operators have had to pay more attention to the supply of responsible tourism products and, in turn, tourists to their own travel activities. One way to increase awareness is to increase responsibility communication. Through more effective CSR communication, tourism operators can highlight the actions they have taken to increase responsibility, so that they would attract the interest of the widest possible group of consumers and encourage them to make more responsible tourism consumption choices. (Konu & al. 2020.)

CSR communication raises the awareness of customers and other stakeholders about the various aspects of responsibility and brings content to the business. Communication can be used to clarify actions for both staff and customers. Communicating things that are important to the organization increases openness and interaction. (Ahonen & al. 2021, 10.) Not only is responsibility communication useful, but its lack can be detrimental. Today, responsibility is already taken for granted to some extent, so failure to communicate it can be fatal to a company's success. The importance of communication cannot be overemphasised, as if poorly implemented it could mislead consumers or other stakeholders about the company, even if the company / other organization is in fact a truly responsible actor. In other words, in order for a company to succeed, it is not enough for an organization to act responsibly, unless it knows how to show its own responsibility sufficiently. There is no responsibility communication without responsibility, but on the other hand, there is no responsibility for external observers without responsibility communication.

At the same time as communication about the responsibility of organizations has increased, understanding of the subject has often remained narrow. It has been thought that CSR communication mainly means corporate responsibility reporting and, on the other hand, marketing communication, which at worst is a misleading word, if not outright lies. Especially in negative cases, CSR communication has often been accused of distorting greenery or greenwashing. In any case, in the light of research, communication appears to be an essential part not only in understanding responsibility but including responsibility activities in involving the organization and stakeholders in the definition of responsibility. (Eräranta & Penttilä 2021, 14.)

According to a study by Niskanen (2021), the content of effective CSR communication is recommended to talk about concrete responsible activities, certifications and commitment to sustainable tourism programs and goals. Niskanen also calls for concrete tips on responsible tourism. Telling about the destination's responsible services and activities makes it easier for the traveller to make more responsible choices. The destination's CSR communication should be informative, credible, and engaging. The text can be supported by images and videos that appeal to the emotions and concretize the content. It is also important to monitor, measure and evaluate corporate social responsibility communication and its results. (Niskanen 2021, 34-37.). Similarly, according to a study produced by the University of Applied Sciences of South-East Finland (2020), responsibility-related messages which appeal to Finnish tourists tell about how responsibility improves their experiences. Also, more diverse, and in-depth information about corporate responsibility in addition to emotional content appeal. According to the study, CSR communication must combine credible factual information with written and visual content that affects ideas and emotions.

3.3.2 Responsible, planned and interactive

As stated, effective CSR communication is still an untapped opportunity for many companies. Active dialogue helps listeners to understand changing expectations and at the same time provides information about the company's responsibility, so that it creates a competitive advantage for the company. In order to communicate responsibility effectively, a company must first identify its own stakeholders, such as customers, employees, funders, and partners. The company must also consider whose actions they are intended to influence, and which different parties interact with the company. (Meltwater 8 January 2021.)

Responsibility requirements have increased in all organizations and CSR communication cannot be seen as a separate issue, but responsibility is part of all communication. This is emphasized in all the relevant literature. Responsibility is action, but so is communication, which is also action. In other words, we not only interpret but also produce reality. The company's responsibility is constantly measured through communication, its clarity, honesty, and transparency. (Laajalahti 7 February 2020.) Communication must be genuinely linked to the organisation's strategy, which must also include responsibility. This also means that the communication skills requirements of the leaders of the organization have increased. Management must keep accountability high on its own agenda and be prepared to communicate about it. (PWC 2019.) In the context of leadership, it is important to consider what all this means for us as an organization. What opportunities do we see

and what risks do we identify? With what kind of activities and expertise do we meet these challenges. Rapid and open organizations that are ready to interact succeed in the change of communication. Strategic management of communications will become key. (Marjamäki & Vuorio 2021, 26.)

3.3.3 Transparency, honesty and concreteness

According to the blog of the Finnish communications agency Ground (Patrikainen 2021), there are five rules for making successful CSR communication. First, people should not “make CSR communication”, but do responsible actions and communicate them. There is no message of responsibility without concrete action. Marjamäki & Vuorio (2021, 124-125) also emphasized the responsibility of the company's core business and the fact that it is intended to become more responsible. Second, the company or other actor should not cheer after one successful act and communication. One thing doesn't make anyone sustainable yet, but the work and actions must be part of a bigger goal that can and should be communicated at every stage. The third is about the same thing, avoiding “generosity”. When an actor has a bigger goal, he or she needs to communicate specifically about what and when has been done toward that goal. It is again a matter of concreteness. The fourth point is to remember that responsibility is much more than just climate action. Responsibility is a much bigger whole than being green. It is also about economic and social responsibility. The last rule requires the operator to be honest, even about things that are still unfinished and require work. The CSR communication glued on becomes very easily invisible in the flood of responsibility information and may even annoy its readers. There is no need to constantly underline responsibility communication, but genuine and transparent communication creates a real competitive advantage. (Patrikainen 2021; Koskituuri 22 August 2019.)

In Finland, attention has been paid to increasing and improving CSR communication in the tourism sector in recent years, and the importance of this is also shown by the fact that Business Finland has published two guides for developing responsibility and communication in tourism areas and companies. In 2018, the guides *“Työkaluja vastuullisuuteen ja viestintään”* and *“Vinkkejä vastuullisuusviestintään”* were published. Like Patrikainen (2021), Business Finland (2021b) also emphasizes concrete actions in CSR communication and communicating them honestly. (Business Finland 2021b.)

The University of Helsinki's Education and Development Services HY + digital morning webinar "Miksi vastuullisuusviestintä on vaikeaa" (Ihalainen-Rokio 15.4.2021) stated that CSR communication is never detached from substance matters, the more it detaches from substance, the more likely it is to have difficulties. To facilitate communication situations, you can ask yourself the following questions:

- How does responsibility contribute to the realization of the company's strategic goals?
- What are the main themes, goals, and indicators of CSR?
- What is being sought and how is effectiveness being measured?
- How are responsibility goals and metrics implemented in the value chain? Are they included in the contracts?
- Are business partners measured on a responsible basis and with clear criteria?
- What kind of anomalies are being addressed?
- What exceeds the intervention threshold? (Ihalainen-Rokio 15 April 2021.)

3.3.4 Active dialogue and right timing

Digital CSR communication is an effective and easy way to reach consumers. A company can communicate its responsibility through a variety of channels, including websites, social media, other media (e.g., television and radio), brochures, and booking systems. It must also be understood that different messages work for different markets, just as a slightly different message works for a traveller interested in sustainability than a regular traveller. (Konu & al. 2020.) In this study, I focus on CSR communication on social media, especially Instagram. When it comes to effective CSR communication in social media it must include audiences' expectations, needs and interests, in order to foster engagement and awareness. One form of interactive communication especially in social media is stakeholder engagement and dialogue. This kind of interactive communication helps build and maintain relationships that are based on truth and understanding. (Lindegreen et al 2017, 191–195.)

Thus, transparency and concrete actions and communication about them have been in many contexts identified as the most important factors in making CSR communication. However, corporate social media must also take into account the fact that it operates around the clock. More and more people need to submit comments to the news immediately or in the next few hours, as it may be too late at the end of the day. The public regularly sees crisis situations that could have been

reassured by fast and open discussion. Likewise, one often sees important openings for discussion that many organizations would have a lot to offer, but it takes too much time to get started. Opportunities need to be seized quickly.

4 Destination marketing in social media

In this chapter, I discuss destination marketing in general and destination marketing on social media. Changes in the operating environment affect all organizations, regardless of industry. A better understanding of communicative change in society will help anticipate challenges and opportunities in the context of communication management. Social media has really changed communication and its potential. As a communication channel, social media not only provides a communication way independent of time and place, but it also offers the possibility of continuous interaction. Increased interaction and dialogue are both a great opportunity and a huge challenge that requires both careful planning and continuous monitoring. The first subsection reviews the concept and fundamentals of destination marketing. In the following subchapter, we will delve deeper into the potential of social media as a tool for destination marketing. In the third subchapter, I present the application under study, Instagram, and consider it especially from the perspective of the communication channel. The last subsection briefly reviews the basics of visual communication.

4.1 What is destination marketing?

Destination marketing refers to a marketing approach in the tourism industry that focuses on promoting the tourism of a location and generating its benefits, rather than marketing the services or products produced by the company. The location can be a country, a city, or a village, or, for example, a resort or attraction. The purpose of destination marketing is to increase customers' knowledge of a destination so that they begin planning a visit to the destination or helping customers to remember the location when they are booking a trip. Destination marketing is also often used in tourism promotion projects and areas where more visitors are wanted to increase the local economy and to create a desired holiday destination. (WTM Global Hub 2021.)

One of the main benefits of destination marketing is that it tends to affect the feelings of potential customers (WTM Global Hub 2021). Researchers have found out that tourism companies use more passive communication of facts, as well as societal benefits, instead of relying on emotions to communicate sustainable tourism. However, according to the research results, emotional and image-based communication in sustainable tourism would be the most effective. An effective message for sustainable tourism is active and connects the attractiveness of a product or service to the beliefs and norms of the traveller. (Konu & al. 2020.) The purpose of destination marketing is to sell experiences and the benefits of location by showing the customer what their travel experience

would look like if they visited the destination. Techniques used for this include video content, providing exclusive guides and recommendations, and sharing customer experiences. This makes the site more humane and builds the trust of the audience (potential customers). Another benefit of destination marketing is that it focuses on offering the destination instead of vacation packages or travel service products. By producing marketing material that does not focus on branding the product, the target audience relies on the recommendations and advice given and seen by the marketer as an expert in the destination of the travel destination, rather than a company trying to sell vacation trips. Destination marketing also enhances the region's reputation and increases its attractiveness as a location that offers a tourism experience, this increases the region's tourism and local economy, which in turn generates more revenue for businesses. (WTM Global Hub 2021.)

4.2 Social media as a destination marketing tool

Needless to say, communication changes in recent years have been huge. Communication has become more diverse and interactive, detached of time and place. Not only is information available endlessly, but it also travels with us. The use of information, services and media is not tied to time or place, but to the smartphone, which we grab first in the morning and put away last in the evening. We read the news from the device, watch a video clip on the side of the news, search the search engine for more related information, give hints to a group of closest friends, play a podcast about the theme, and start a series of documentaries in the evening to complete our views. We can discuss the news on the social media channels we use. Social media and delivered media also feed each other. It is possible to follow the news through social media, and many use the content shared by their friends as well as the news feed generated by the channel's algorithms. Those who do not use social media services, on the other hand, are able to follow various social media phenomena through the news provided by the media. (Marjamäki & Vuorio 2021, 18–22.)

The most popular social media channels in Finland are Facebook, WhatsApp, and Instagram. According to the Population Use of Information and Communication Technologies survey, the most monitored social media service in Finland was Facebook's Facebook community service, which was used by 58 per cent of 16–89-year-olds. The second most commonly used was WhatsApp instant messaging application from the same company (50%) and the third most frequently used Instagram image sharing service (39%). (Tilastokeskus 2021.)

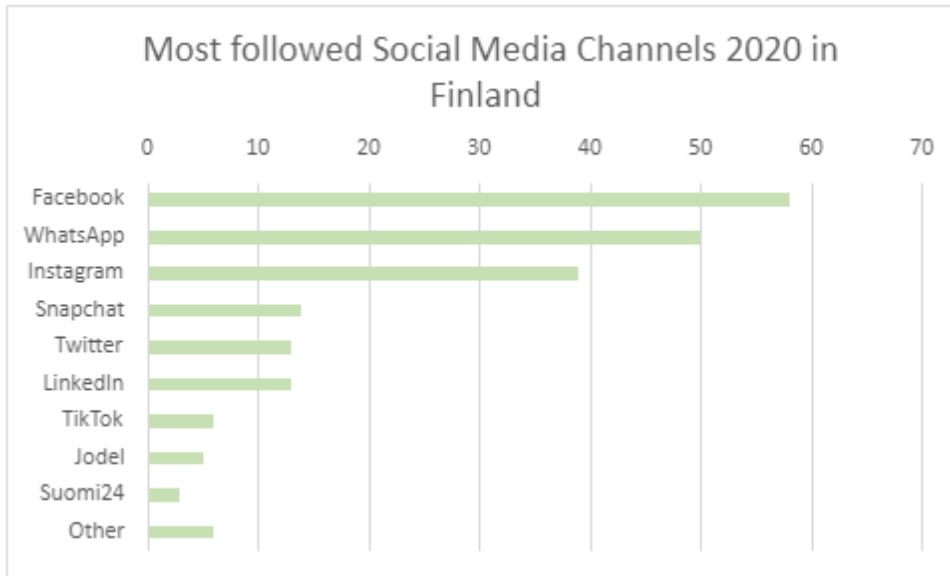


Figure 1. Most followed Social Media Channels in Finland in 2020 (Tilastokeskus 2021)

While information is extremely easily available, publishing new information is also easy and inexpensive, often free. Creating your own media is basically possible for everyone. If publishing required technical know-how and effort in the early days of the Internet, current social media services are easy to use. Anyone can publish almost anything. Positive and critical feedback is always just a few clicks away, visible, and open to everyone. Identifying the right information and reliable sources is a necessary civic skill in the digital age. Lawmakers around the world are eagerly investigating how to remove illegal or offensive content from social media services. On the other hand, they are wondering how to support people who have been subjected to unreasonable and inappropriate pressure, i.e., doxing, online. (Marjamäki & Vuorio 2021, 19–20.)

Today, digital channels are the most important information channels for travellers as they seek inspiration and decide on a destination. Thus, those working in the tourism industry need to be able to communicate effectively and inspiringly through digital channels such as websites and social media. Digital channels are seen as having the potential to steer consumer choices in a more sustainable and responsible direction, for example by influencing people's views and knowledge about responsible tourism. Sharing information and presenting responsible alternatives is fast and efficient on social media. Consumers are under social pressure to make more sustainable choices, or at least not to make the most harmful choices. Examples of responsible tourism encourage new tourists to commit to more sustainable tourism practices. On the other hand, social media is also a

channel for reinforcing an individual's social status, which can lead to glorification of a consuming habit. (UEF 2017.)

4.3 Instagram as a communication channel

According to a review of social media (4/2021), the use of Instagram has increased the fastest in Finland compared to other social media channels. There are now about 2.4 million users / month over the age of 13. The largest age group of users is 20-29 years old. 39% of all Finns aged 16-89 use Instagram, 33% of men and 45% of women. (Innowise 2021.)

Instagram is a free image and video sharing application for iPhone and Android. Users can upload photos and videos and share them with their followers or a group of their choice. They can also browse, comment, and like posts from their friends or public accounts on Instagram. People 13 years of age or older can create a user account by registering an email account and creating a username. (Facebook 2021.) Over the years, Instagram has added a variety of features to its app that have increased interaction and discussion between users. Today, the functions are Reels, Stories, Messenger, Video, Shopping and Search & Explore (Instagram 2021). This research focuses on a feed that includes images, videos, and reels. Feed means the "main page" of a user's account.

According to a study by Facebook (2019), there are clear consumer usage trends on Facebook and Instagram. Consumers place more emphasis on green values, responsibility, and sustainable development. There is a genuine interest in the origin of products, production processes and the content of products, and information is sought on these. Healthy lifestyles and fitness have steadily grown in popularity, and this is reflected in the consumption of social media content. In Europe, such as Finland, various vegan meat substitutes are trending. Vegan products have also become an important factor in other sectors, such as the beauty industry. People want to protect their environment and take responsibility for their own buying behaviour. This is also reflected in the fact that the clothing and fashion industries also support companies that reduce the use of plastics and fossil fuel emissions or that sell second-hand products. (Facebook 2019.)

For today's social media consumers, values like education, mental health, economics, and equality are very important, and social media provides a great opportunity to make their voices heard. So, it is a good idea to think about one's company's values and take a stand in line with the company's values. Companies that take side for example to the above themes, receive high public confidence and support. This raises awareness of these important themes and at the same time promotes business. What needs to be noted here is that companies should also really act in accordance with the values on which they stand. The superficiality in these themes and the exploitation of values in marketing are noticed very quickly. (Folcan 2022.)

Photo, text, and hashtags

There are many benefits of using Instagram in destination marketing. When you follow experts, journalists, and business leaders in your field, you get the latest information at the same time. In addition, you will be able to compare the views of different parties and form your own. You also get a lot of feedback on social media. It enables you to develop your presentations, videos, and blog posts to meet the needs of your readers and followers. (Kortesuo 2018, 23.)

According to a travel marketing expert (Laaksonen 15 July 2019), the user should update the introductory text of the bio profile. It is important that your account presentation is accurate and up to date. It should include contact information and location information so that the account can be found not only by hashtags but also by location. Facebook and Instagram should also be connected so that followers can find both channels. Second, the user should define the visual look of their account and produce content that matches it. Third, being present on Instagram is important. The algorithm likes that the account is active. It is important to chat, like, write private messages, and share content shared with other users. Laaksonen (15 July 2019) mentions the effective use of hashtags as the fourth issue. Hashtags are keywords used in almost all social media channels. They help people find topics that interest them. According to Kortesuo (2019, 11), a lot of hashtags should be added to the Instagram caption because they help new followers find an account. If not all hashtags fit in the text, the user can also add them immediately by commenting on the post after it is published. This must be done immediately after the image is published. If the comment is made five minutes later, the hashtags added to the comment will no longer increase the visibility of the image. Up to 30 hashtags can be added to one update. Because Instagram is a visual search engine and travellers search for information through hashtags, it is important to choose a unique, hashtag for your organization and consider whether the content shared with that tag fits into the

organization's image. The most common hashtag is the name of the company, but it can also be a descriptive thematic hashtag, such as #feelfinnair at Finnair or #stayfeellivebetter on Scandic hotel chains. (Laaksonen 15 July 2019.)

When writing text to an Instagram post, it is important to understand that the focus on Instagram is on the picture, the language is easy and understandable to the international audience, and that the caption is not political or attitudinal because it is likely to reduce the number of likes. The text should be understandable and not pop up so that the image gets its deserved attention. Usually, a person does not like a picture unless they understand what they are reading or can sign it. For this reason, on Instagram, the text itself is usually empty of content and gives the image the space it deserves. (Kortesuo 2019, 47.)

According to a recent study by Lappeteläinen (2022, 26-29), Facebook and Instagram became clearly the most popular channels for sustainability publications. When asked what style of social media publishing captures the defendant's attention, a significant proportion responded the images. Videos, stories, and raffles also work as posts. The visuality of the images came up on several occasions in the responses. Customers want to see quality, aesthetic, and authentic content. Nature and locality in the pictures were also mentioned in the same context. Colours, contrasts, suitability for the theme and season, and similarity also came to the fore. Social media posts are not needed to be too long narrative. Content is desired to be brief but informative. The title of the post draws attention. The main points of the text could also be emphasized in various ways.

4.4 Visual communication

Visualisation has been one of the communication trends in the past years. In the European Communication Monitor study (2017) visualisation rose to number one trend in strategic communication. Visual communication is a large entity as a subject, it includes many aspects, photographs, graphics, infographics, information visualization, videos, illustrations, drawings, fonts, visual branding and so on. The focus of this study is on the photos and videos, which can be shared on Instagram feed.

The construction of visual meanings is the sum of many aspects. By understanding the language of images and nonverbal symbolism, they can be used to build and maintain images and messages that support the values of the organization. As images become more widely used, the importance of image language control and image reading skills increases. (Oksanen 22 March 2018.)

The meanings of the images and their interpretation vary from country to country and culture to culture. In Finland and the west, people interpret images and their messages differently than in Asia or Africa, for example in terms of body language and colours. Picture messages are most easily understood in the context of one's own culture. In addition to culture, the viewer's personal interpretation is also influenced by, among other things, the person's age, gender, information, emotions, personality, and experience history. If you are afraid of heights, the picture will look different to you than to a person who enjoys mountaineering. The illustration should still evoke emotions, they leave a trace of the message. (Oksanen 22 March 2018.)

The interpretation of colours varies as well, although there are some similarities between cultures. In all corners of the world, colours evoke emotions, and the psychology of colours is used especially in marketing and product branding. In Western countries, green is perceived as the colour of growth and renewal, blue as the colour of reason, security and longing, and red is associated with, among other things, love, passion, and cosiness. (Oksanen 22 March 2018.)

Body language is observed and interpreted in all encounters daily. It is said that most communication between people is non-verbal. People recognize a foreign body language even in small nuances, even within the Nordic countries. The more the viewer engages with the message, the better he or she can identify with the image. In international communications, a neutral or universal body language works best, alternatively it is safest to select images by country. The elements selected in the image are always in some relation to each other. Power relations can arise through positioning, size, role, or body language. For example, if one person is physically superior to the other, appears larger in size, or is more dominant in body language, he or she is interpreted as being in a dominant position over the other person. When using a photo, it is important to pay special attention to this if there are people of different ages, genders, or minorities in the pictures. (Oksanen 22 March 2018.)

In addition to the obvious content, the meanings built into the images, and the personal interpretations, the viewer's interpretations and means of influencing the images are also influenced by the choices made by the photographer, such as image cropping (what has been taken in the image and what has been left out?), angle of view (is the subject photographed from the bottom or top corner, for example?), moment of shooting (for example, the look of the model), processing of the image (have the colours of the image been enhanced, the contrast increased or were some visual elements relevant to the narrative removed?) The choices made have all contributed to the outcome of the image and its message. (Oksanen 22 March 2018.)

The combination of visual elements creates meanings. By selecting images that support organization's communications and values, the impact of the message is strengthened. If the images and text conflict, the effect is the opposite. It is very important to include visual communication in the organization's communication planning and make sure both go together towards the same goal. (Oksanen 22 March 2018.)

5 Research process

The research process proceeded from the definition and delimitation of the research topic to the preparation of research questions, after which I chose the research methodology and research methods for both data collection and data analysis. After that, I started to compile a theoretical frame of reference, during which I constantly considered the functionality of the methods for carrying out the research. The Instagram material for the study was collected in February 2022. Once the study itself had been conducted, I began to analyse the results and use them to draw conclusions from the theory. This chapter discusses the research methodology and data collection methods and explains how the data was processed and analysed. At the end I ponder and discuss the reliability of the study.

5.1 Research methodology

A multiple case study has been used as a strategy for this study. Both qualitative and quantitative research methods can be used in a case study. The data collected of this study is qualitative, but quantitative methods have been used in its analysis in order to answer the research questions more accurately.

A case study is a research strategy in which the purpose is to study only one or a few objects or phenomena in depth. The case under study can be very diverse. Often a case is understood to be somehow limited to its own whole or unit. It aims to provide detailed and intensive information on the selected case. The purpose is therefore to study intensively a specific, usually some social object, for example, individuals, groups, institutions or communities. The subject of the research may be, for example, their background factors, current status and situation, environmental factors, internal or external factors, but since there are usually many factors that work together, the aim is to get the most comprehensive, detailed and accurate description possible. Thus, case study analysis does not seek generalizability by means such as survey research, but in seeking to deeply understand and interpret individual cases in their specific context. (Jyväskylän yliopisto 2015; Anttila P.)

Document analysis has been used as the data collection method. Qualitative research aims to provide rich and detailed information on the desired phenomenon, it is used in practice to ask what this phenomenon is about (Juuti & Puusa 2020; Kananen 2017, 32).

The qualitative research method was chosen mainly because solely a quantitative method based on describing and interpreting the subject by statistics and numbers would not be able to provide an in-depth analysis given the nature of the research topic. Qualitative research is a methodological trend in scientific research that seeks to understand the quality, features, and meanings of an object holistically (Jyväskylän yliopisto 2021).

Qualitative research can be carried out in different ways. There are many different methods for data collection as well as data processing and analysis (Juuti & Puusa 2020). Qualitative research is often descriptive. The researcher is interested in the processes, meanings, and understanding of the phenomenon through words, texts, and images. The research methods affect the results obtained. (Kananen 2017, 35.) As a common feature in these methods, aspects related to the environment and background of the object, the purpose and meaning of the object, expression and language are emphasized. Quantitative research is considered to be a pair of qualitative research. The difference between a qualitative and a quantitative methodological trend is often emphasized, although both trends can also be used in the same study and both trends can explain, albeit in different ways, the same research subjects. (Jyväskylän yliopisto 2021.)

The role of the researcher in qualitative research varies from a completely external one to a modifier in the phenomenon. Traditional research starts from the fact that the phenomenon under study and the researcher must be kept separate. The researcher must not influence the research subject, because the research is intended to obtain reliable information about a real phenomenon in the real environment. Research is being formulated as a problem. The solution of the research problem is facilitated by the research questions derived from the problem, by answering which the problem can be solved. (Kananen 2017, 42.)

In connection with qualitative research, is talked about inductance, data orientation. This means that the research uses the concepts and words and phrases in the material that have been used by the interviewees or observers. Characteristic for qualitative research is also a dialogue between theory and data in the planning of data collection, analysis, and interpretation of data, however, so that theory is not a starting point but an aid to different stages. (Juuti & Puusa 2020.)

In this study, document analysis has been used in data collection and content analysis in the analysis of the data. When using document analysis, data is not really collected by the researcher, but it is more about using documents that have been gathered from the existing data. These methods and their implementation will be discussed more in the following subchapters.

5.2 Instagram data

Research data means all the material used in the research and self-produced on which the research is based. The analysis of research data is the basis of the research results, but the creation of the data itself can also be a significant result of the research. Typical materials include various surveys and interviews, official documents, recordings of customer or transaction situations, archival materials, media materials, websites, laboratory samples, medical imaging, and modelling, simulations, and experiments. Research questions determine what or what type of (quantitative, qualitative) data is used. (Jyväskylän yliopisto 2020.)

Information about society, culture, and people's lives can be obtained from a wide variety of images and texts that we call documents and records. Documents can be divided into personal and institutional as well as public and non-public. Institutions produce a lot of public documents such as plans, reports, studies, and strategies. Institutional documents, in turn, are created in the day-to-day work of an institution or organization. Sometimes documents can be compiled from the websites of organizations. Updates to web pages can cause problems, which can make documents inaccessible. Therefore, researcher should save online documents. (Kallinen & Kinnunen 2021.)

The research data of this study consists of the CSR communication parts of Instagram feed posts of the four Finnish town DMO's most followed on Instagram. These consist the documents of the analysis. The criterion for selecting town destinations was the number of Instagram followers.

I selected the four most followed (= largest number of followers) town destination accounts on Instagram. These are My Helsinki, Visit Turku, Visit Tampere and Visit Rovaniemi. All Instagram feed posts published on these accounts between 1 January 2018 and 31 December 2021 were included

in the data. This provided a sufficient follow-up period both before and during the COVID-19 pandemic. The data was reviewed by viewing the image and text with the hashtags of each post. Each CSR communication related post was saved in a separate file and in addition to their number, the total number of annual posts was calculated. A table was created in the file, which summarized the date of the post, the photo and text content, and the hashtags used in the post.

5.3 Data processing and content analysis

The aim of qualitative research is to describe, understand and interpret the phenomenon under study. It seeks an in-depth understanding of the phenomenon. The research process of qualitative research, like quantitative research, is not a straightforward process, but the step of analysing the data is a cyclical process that lacks strict rules of interpretation. Analysis is not the final stage of qualitative research, but an activity involved in the various stages of the whole research process, which in itself guides the research process and data collection. (Kananen 2017, 34.)

The analysis of the Instagram data was carried out with a theory-based content analysis, which enables the objective and systematic analysis of documents, in this case the content of Instagram posts. The research data describes the phenomenon under study and the purpose of the analysis is to create a clear and verbal description of the phenomenon. Content analysis aims to organize the data in a clear and concise format without losing the information it contains. In content analysis, the data is broken down into parts that are irrelevant to the research questions, the data is condensed and conceptualized, and reassembled into a logical whole in a new way. The grouping of the new entity is done according to what is being searched for in the research data. The grouping can take place, for example, according to the features or perceptions found in the unit of analysis to be analysed. The unit of analysis can be a word or a sentence. Each group is then named with the top concept that best describes the content of the group. (Sarajärvi & Tuomi 2018; Vilkkä 2021.)

I divided the analysis into three phases: reduction, grouping and concept creation. Reduction only leaves material that can be used to answer a research question. The Instagram material answers both research questions of the study “What kind of CSR communication there is on the Instagram accounts of the most followed town destinations in Finland?” and “Has COVID-19 changed CSR communication on the Instagram accounts of the most followed town destinations?”

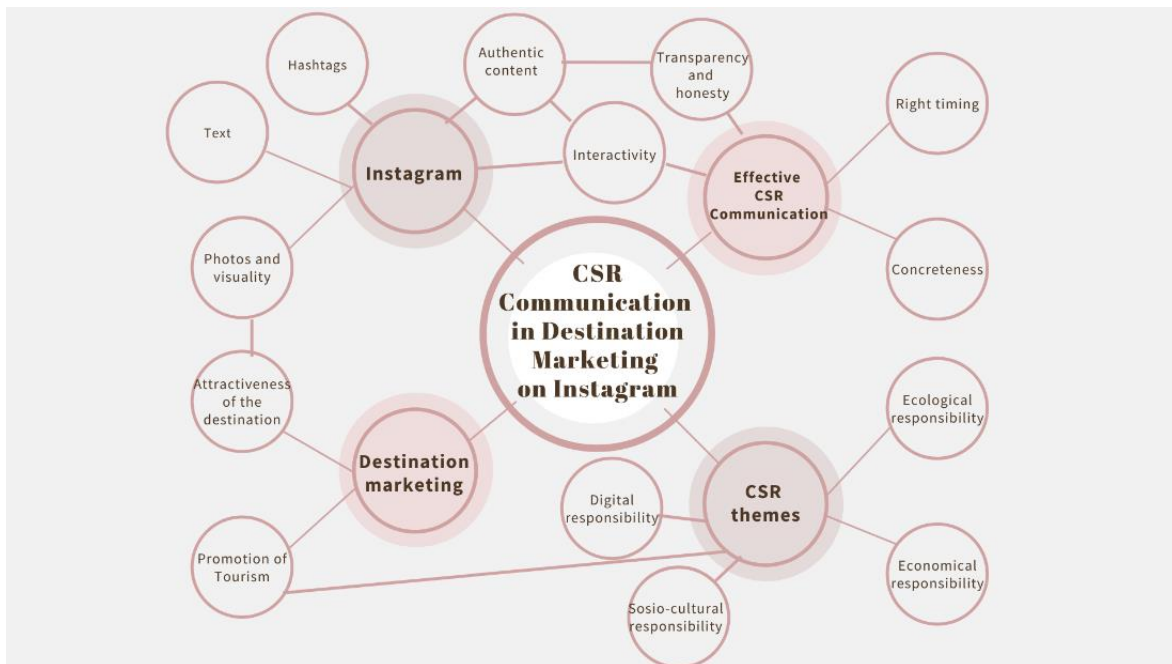


Figure 2. Analysis model

The theory-based model of CSR communication in tourism was used as the framework for the analysis. All the Instagram posts of all the accounts were read from 2018-2021, looking for expressions of responsibility in the post text, images, or hashtags. In the reduction phase every Instagram account year by year were reviewed. First the total number of posts was calculated after which responsibility related posts for each year were searched. These posts were collected in a separate file, which pre-specified the contents of the post and the hashtags used. Each town and each year were saved separately.

Then the posts were grouped by according to the CSR areas that each post epitomized. As a basis for grouping was used the theory-based division of responsibility areas, economical responsibility, socio-cultural responsibility, and ecological responsibility. Some of the posts included in several CSR categories. The analysis focused on the sections on “CSR themes” and “effective responsibility communication” in the theory-based model of CSR communication (figure 2). The definitions of destination marketing and Instagram communications were excluded from the analysis because they do not answer the research questions, although they are part of the theoretical basis. In addition, digital responsibility was excluded because it did not appear in any of the CSR related posts.

5.4 Credibility of the study

In a qualitative research, credibility is assessed within the framework provided by the study and according to the qualitative methods used in the study. Credibility cannot therefore be expressed in terms of an assessment of any objective and / or quantitative measure. The research report should convince the reader of the relevance of the interpretations described in it, which is also related to the credibility of the research results. In general, the nature of qualitative research is that research can be read by understanding the underlying solutions of the researcher and the nature of the pursuit of truth, and by being convinced of the researcher's sincerity in obtaining information and interpretations. (Juuti & Puusa 2020.)

Adequate documentation is a key to assessing the reliability of everything. It can be used to examine the researcher's choices and solutions, which are good to justify. The reasoning increases the credibility of the author. The research design must be in order, the problem must be defined correctly, the research methods must be chosen appropriately, and the research process must be carried out according to the rules of science. (Kananen 2017, 176.)

Validity and reliability are key concepts in assessing the credibility of a study. The concepts are better suited for evaluating quantitative research, but they can also be applied to evaluating the credibility of qualitative research. The validity of a study means how well the study measures what it is intended to measure (Vilkkä 2021).

The accuracy of the study (reliability) means the accuracy of the results, i.e., the ability of the measurement to give non-random results and the reproducibility of the measurement results. In other words, when repeating a measurement for the same person, the exact same measurement result is obtained regardless of the researcher. (Vilkkä 2021.) In addition to these concepts the credibility of the study is evaluated by using the evaluability criteria presented by Kananen (2017, 176).

Validity

To ensure validity, the research method was chosen by thoroughly examining the nature of the research topic. The research questions were carefully considered so that the auxiliary questions to the research questions would help answer the research questions and thus help to solve the problem. The results respond well to the research questions, so the study can be considered valid, it measures what it was meant to measure.

Reliability

The observational results made from the Instagram data are very reproducible. In Instagram, the user is able to delete posts they have made in the past, and as a result, the survey result could be different if the survey were run at a different time and the user had modified their feed. If the data had remained the same, the study would probably yield very similar results if similar criteria were used to express CSR. The measurement results are non-random and reproducible. The reliability of the study is well realized.

Evaluability

The documentation of the study is adequate, and all research solutions are justified. All original research data has been preserved, so that the reliability of the results and the authenticity of the data can be verified.

6 Results

In this chapter, the results of the study are presented. In the first subsection, the results are reviewed in general of all towns, and in the other subsections, the results are examined in more detail by the town destination. The results are presented both by answering the research questions and based on the model presented in the chapter 5.4.

6.1 Overview

Instagram accounts in general

Photos and posts from all accounts reflected the destination based on their chosen themes. You can already tell from the general appearance of the accounts what the “trump cards” of these tourist areas are. My Helsinki account consists of colourful city photos and marine images. It is easy for a follower to notice with a quick overview that Helsinki is architecturally beautiful, and it is easy to get to nature, regardless of the fact that it is the country's largest city and capital. Visit Turku's account highlights the city's historical sites, riverbank, and archipelago, while Visit Rovaniemi highlights the Arctic, Santa, northern lights, and various activities. The Visit Tampere account creates an image of a Finnish community-based city in the middle of a lake sceneries.

Quantitative development of the posts

Instagram Account	2018	2019	2020	2021
Visit Turku	214	205	174	147
My Helsinki	392	394	344	337
Visit Tampere	217	176	168	163
Visit Rovaniemi	293	270	163	303
Number of all the posts	1116	1045	849	950

Table 1. Number of all the posts on Instagram feed

Table 1 shows the evolution of post volumes over the years studied. The volume curve is declining in all cities except Visit Rovaniemi, where the total number of posts increased significantly in 2021 compared to the previous year.

Instagram Account	2018	2019	2020	2021
Visit Turku	2	5	8	2
My Helsinki	7	6	41	9
Visit Tampere	4	1	18	10
Visit Rovaniemi	5	2	12	19
Number of CSR related posts	18	14	79	40

Table 2. Number of all CSR related posts on Instagram feed

Table 2 lists all the content related to CSR communication. In all accounts, the amount of CSR communications increased in the first pandemic year 2020, but decreased again in the following year, with the exception of Visit Rovaniemi, where CSR communication related posts increased even more in 2021.

Next, the results will be presented by answering research questions for all the accounts. My research questions were as follows:

Q1: What kind of CSR communication there is on the Instagram accounts of the most followed town destinations of Finland?

Sub-questions for answering the first main research problem:

Sub-question 1: How often responsibility is shown on the Instagram feed?

Sub-question 2: What kind of content is used when CSR is communicated?

Q2: Has COVID-19 changed CSR communication on the Instagram accounts of the most followed town destinations of Finland?

Sub-questions for answering the second main research problem:

Sub-question 1: How often responsibility is shown on the Instagram feed before and during COVID-19?

Sub-question 2: What kind of changes there are in the CSR communication related content before and during the pandemic?

How often was CSR reflected in the Instagram accounts of these organizations before and during the corona pandemic?

In general, there was very little CSR communication in the posts. Relatively, CSR communications in all accounts accounted for 1.6% of all posts in 2018, 1.3% in 2019, and in 2020 its volume clearly increased to 9.3% of all posts. In 2021, the volume of CSR communication from all posts decreased compared to the previous year but remained higher than in the years before the pandemic (4.2%).

What kind of content was used before and during the pandemic when CSR was communicated?

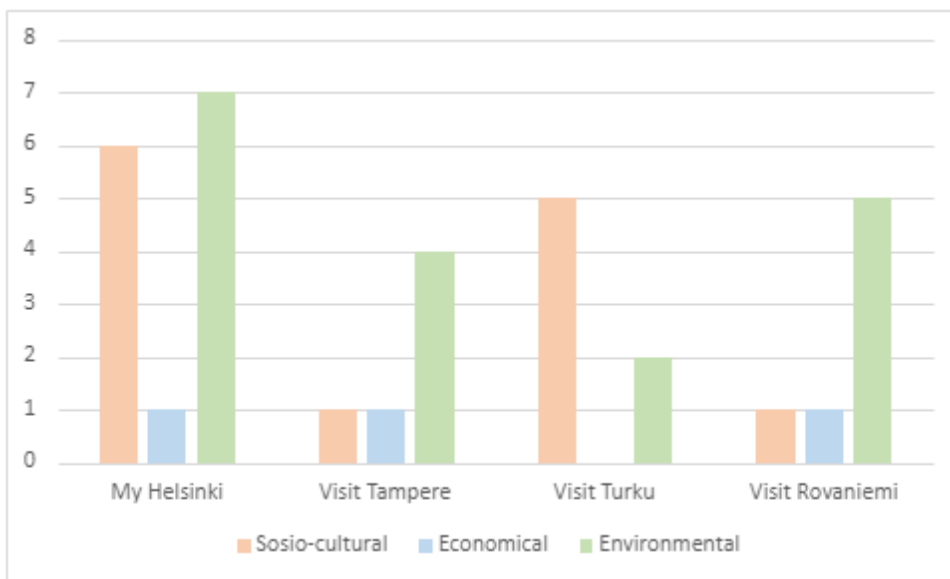


Figure 3 The CSR themes of the Instagram accounts in years 2018-2019

In the pre-pandemic years 2018-2019, socio-cultural and environmental responsibility were the most visible of the responsibility themes. There was little economical responsibility. In the following subsections, I will go into more detail on a town-by-town basis on what kind of responsibility issues were highlighted within these themes.

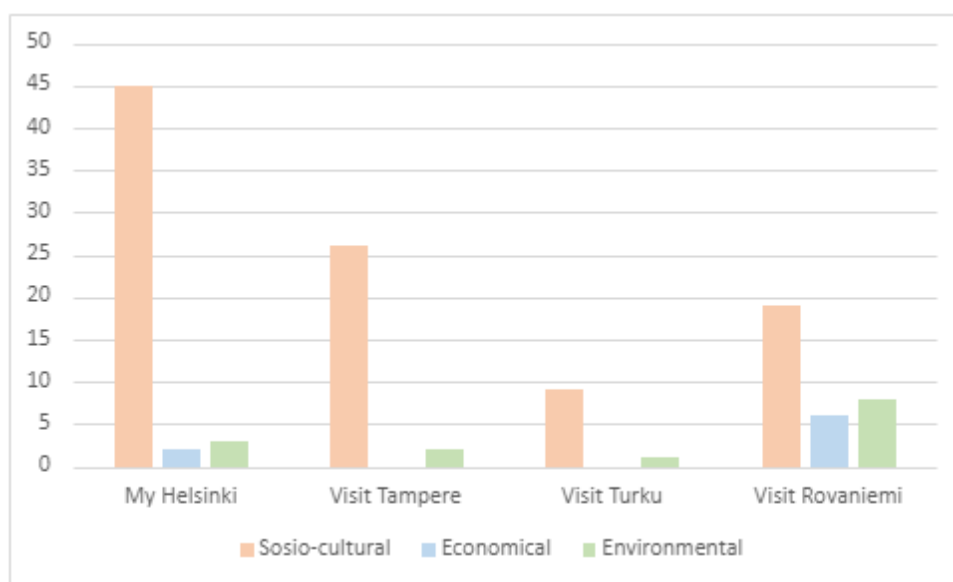


Figure 4 The CSR themes of the Instagram accounts in years 2020-2021

As can be seen in figure 4, after the outbreak of the pandemic in spring 2020, socio-cultural responsibility became a more important theme in CSR communication. Responsibility communications focused primarily on communicating safety and health related to the corona.

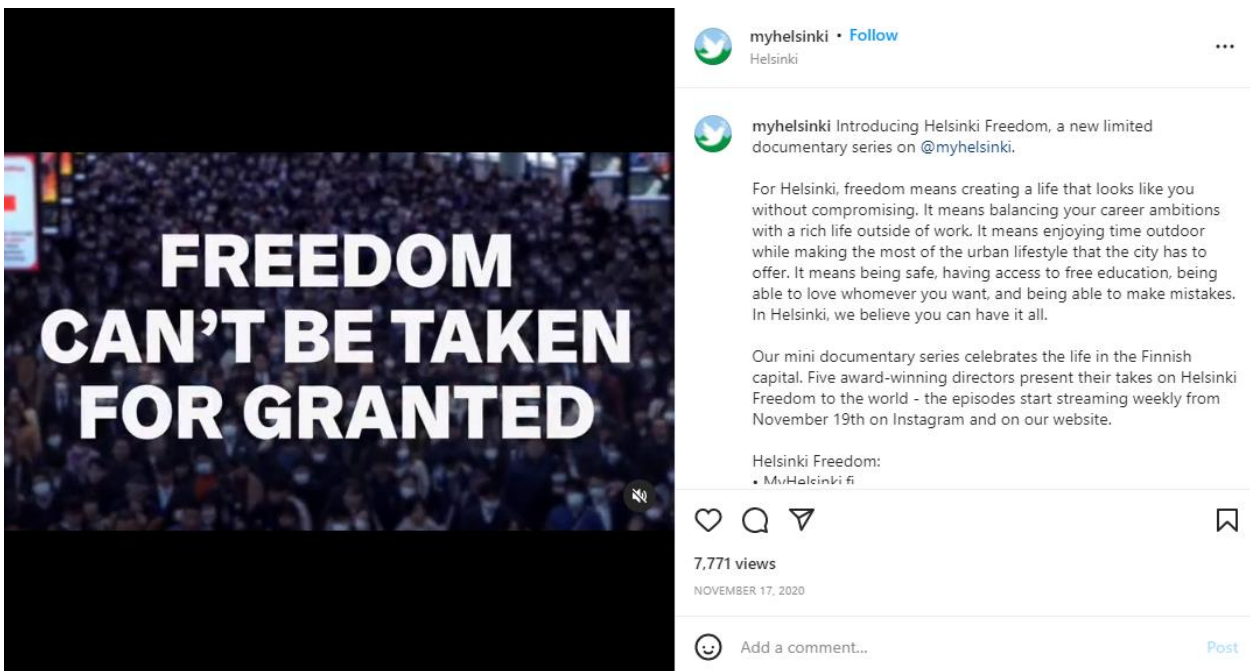
Has COVID-19 changed CSR communication on the Instagram of Finland's most followed town travel destinations?

The COVID-19 pandemic clearly changed CSR communication in 2020. At that time, there was more communication about responsibility and the content of the CSR communication became almost exclusively COVID related. In 2021, however, the same growth in CSR communication was no longer seen, and the amount of CSR communication decreased, and its content changed to cover the same themes as before the pandemic, although the pandemic was still ongoing. The only exception to this was Visit Rovaniemi, where both the total number of posts and the volume of



Figure 6 My Helsinki, the words used to reflect CSR communication in the posts 2020–2021

In 2020, several posts featured the Helsinki Freedom documentary series, which is a clear campaign highlighting socio-cultural responsibility for how in different aspects you can be yourself in Helsinki. The campaign was clearly, informatively, and spectacularly implemented. As an example of a document, picture 5.



Picture 5 My Helsinki Instagram Post 17 November 2020

Effectiveness of CSR communication

In line with the theory-based model of CSR communication, effective responsibility communication should be timely, open, and honest, concrete, and interactive.

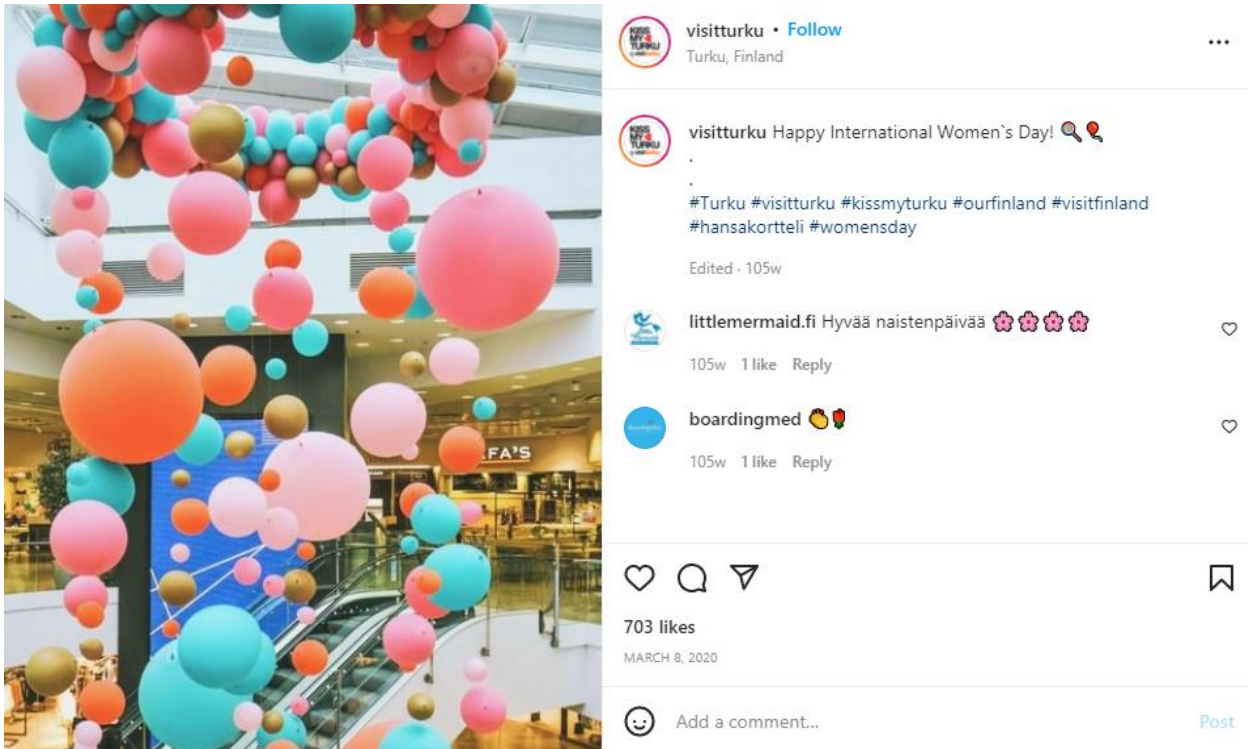
Before the pandemic, My Helsinki communicated quite evenly, albeit little, about both environmental and socio-cultural responsibility. Communication was timely so that holidays or events were communicated when they were and were also concrete, directing followers to read more by providing a link to more information. My Helsinki also clearly seeks to interact with its followers with questioning sentences, but hardly, for example, by answering to comments in pictures.

My Helsinki responded to the corona news immediately in March 2020, when the general message was clearly instructed to avoid unnecessary travel. The message was clear and timely. Communicating about the pandemic continued at regular intervals, asking to stay away from other people and using a lot of encouraging “stay safe” and “take care” type expressions, and emphasizing community and how to deal the difficult situation together.



Picture 6 My Helsinki Instagram Post 17 March 2020.

Turku account, however, CSR communication was so limited that it was about only scattered occasional posts.



Picture 8 Visit Turku Instagram post 8 March 2020

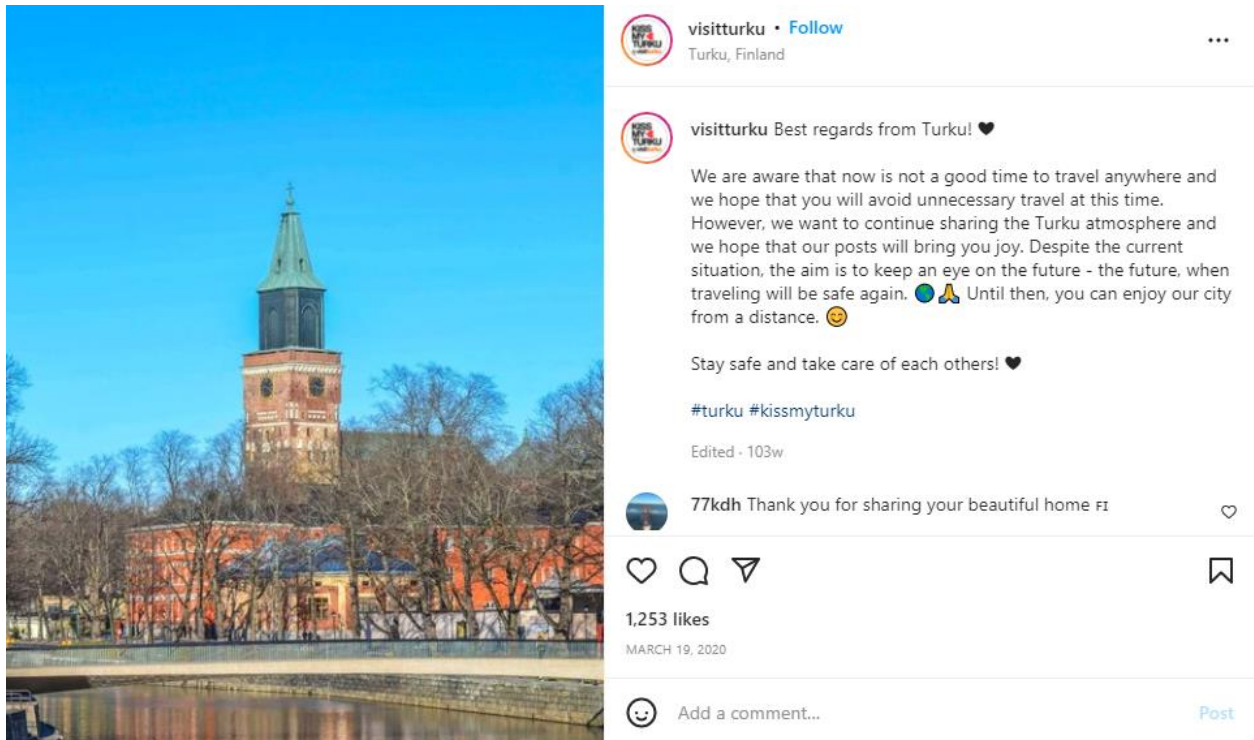
Effectiveness of CSR communication

In the following, the results will also be reviewed on the basis of an analysis model for effective responsibility communication.



Figure 9 Effective CSR Communication (part of the analysis model)

On the Visit Turku Instagram account, it was noteworthy that although the CSR communication was limited, it was relatively concrete when it appeared. The posts not only told us what day to celebrate, but also why and how. The same goes for COVID related posts. The first post (picture 9) was seen in March 2020, when infection rates in Finland rose. This post, too, set out openly and honestly what the situation is and how the account will be treated. Communication was also in time, albeit limited, as noted. The interaction with the Visit Turku account, on the other hand, went well. Followers' comments were answered, allowing the discussion and dialogue to continue.



Picture 9 Visit Turku Instagram post 19 March 2020

6.4 Visit Tampere

Changes in CSR communication quantitatively and thematically

In the Visit Tampere Instagram account, the total number of posts decreased year by year, while the number of posts containing CSR communications varied. The amount of CSR communication was highest in 2020, but declined again in 2021, staying still more than in the pre-pandemic period. (See figures 3 and 4.) In Visit Tampere, only 1.8% of all posts were on CSR communications in 2018. The following year, the relative volume decreased further (0.6%). During the corona pandemic, the number clearly increased and in 2020 was as high as 10.7% of all posts, while the following year their share decreased again (6.1%).

In Visit Tampere's Instagram posts before the pandemic environmental responsibility was clearly the most visible theme. After the pandemic broke out in Finland in 2020, CSR communications focused almost exclusively on communicating about the corona pandemic and health and safety issues. Corona-themed posts have been placed under socio-cultural responsibility in thematic design of the study. In 2021, socio-cultural issues referring to human rights were also the most prominent topics, although the pandemic was hardly mentioned in the posts. The figures below illustrate

the clear change in themes in 2018-2019 before the pandemic compared to the time after the start of the pandemic 2020-2021.

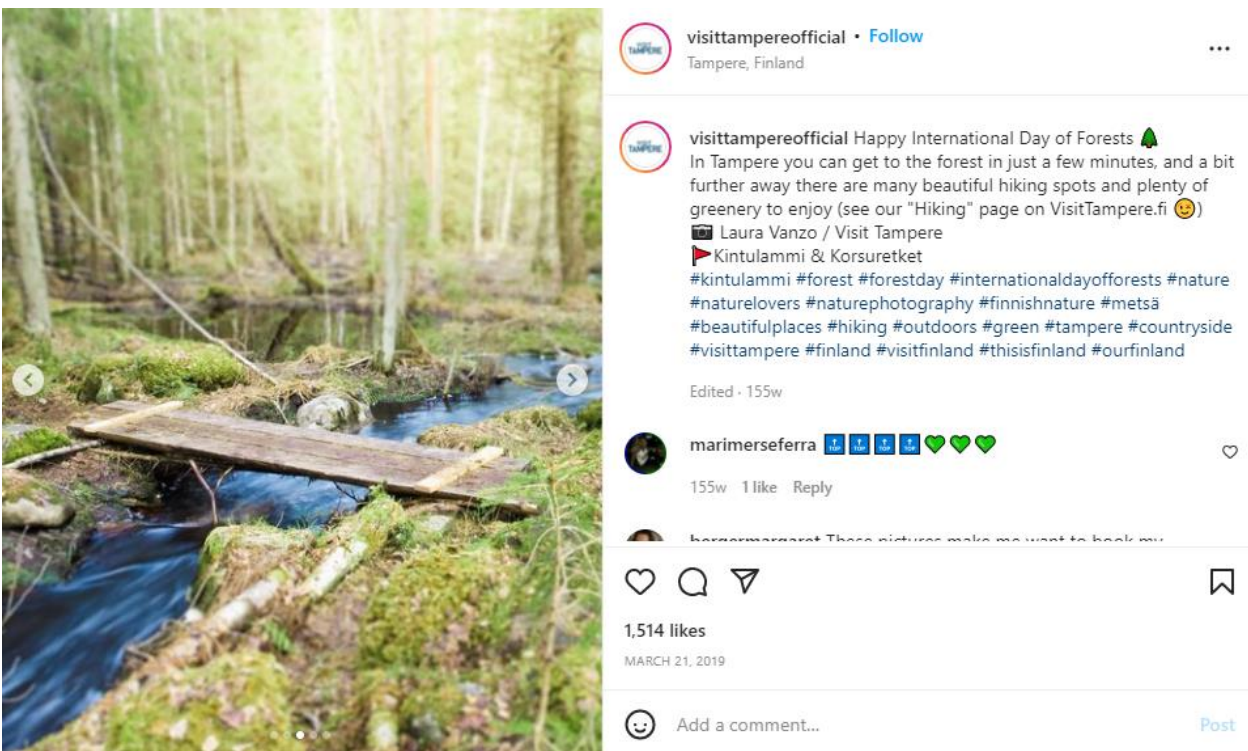


Figure 10 Visit Tampere, the words used to reflect CSR communication in the posts 2018–2019

Figure 10 shows that environmental responsibility came to the fore most clearly, communicating nature and greenery and celebrating International Forest Day. Issues related to human rights, mainly sexual and gender equality, were second most prominent. Examples of such posts are the following pictures (10 and 11).



Picture 10 Visit Tampere Instagram post 8 March 2018



Picture 11 Visit Tampere Instagram post 21 March 2019.

Interactivity is one of the best aspects of social media and that is why communication there is mostly interactive just because followers have the opportunity to comment and like the posts. The interaction can be further enhanced by the fact that the comments are not only liked, but also commented on by the administrator, which makes it possible to continue the discussion. There is very little such activity in Visit Tampere's account.

Communication itself is open and honest, but it could be more concrete. For example, the update below on June 28, 2021, says, "In Tampere, you can be yourself, but the job isn't done yet." The post is part of Pride Week. The post could be more concrete about what working for equality means for Visit Tampere and how equality has been and will be fostered in the future.



Picture 12 Visit Tampere Instagram post 28 June 2021.

A similar example is the post of 13 August 2021 on the same equality theme. One of the commentators highlights what "we speak gay" really means. Here, too, could have been more concrete and tell what the slogan means, as some followers/other readers of the posts have not heard of that phrase. Concreteness thus not only communicates more clearly, but it also tackles possible

misunderstandings and at the same time teaches readers more deeply about responsibility.



Picture 13 Visit Tampere Instagram post 13 August 2021.

6.5 Visit Rovaniemi

Changes in CSR communication quantitatively and thematically

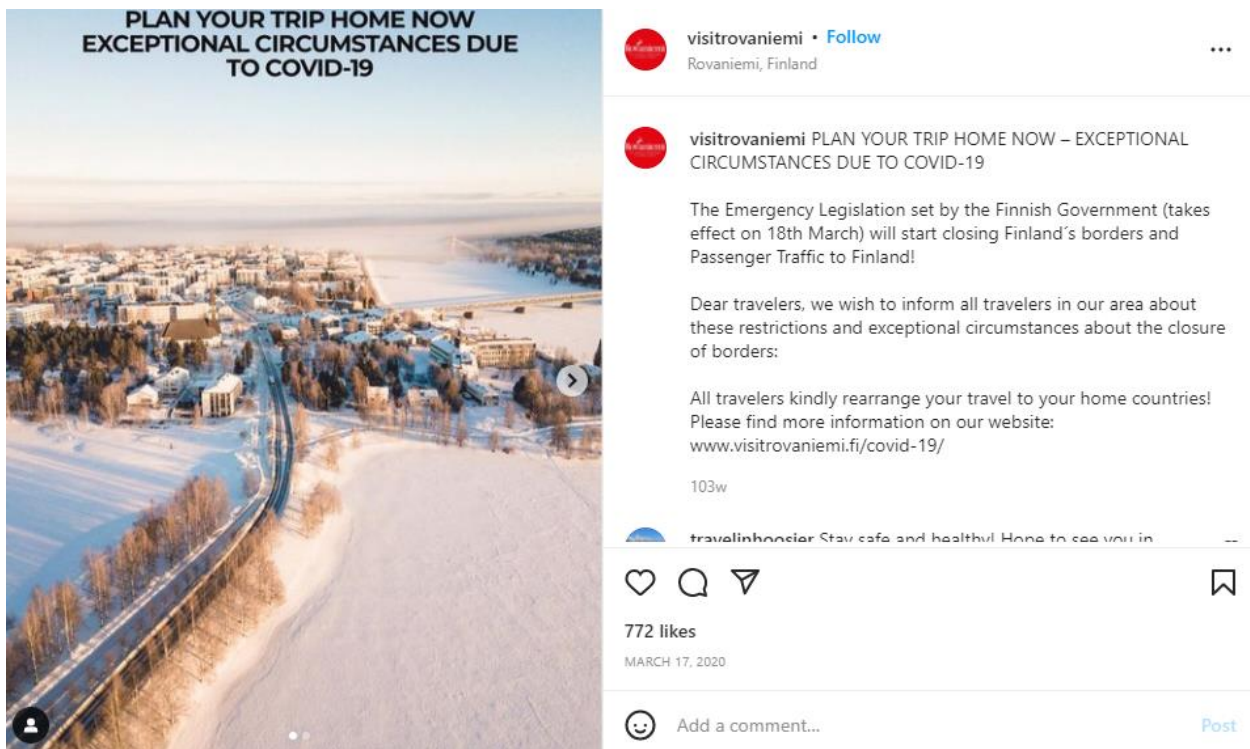
In Visit Rovaniemi's Instagram account, the total number of posts decreased year by year until 2020, till in 2021 the number of posts clearly increased. The number of posts containing CSR communication was really small before the pandemic, but it increased after the pandemic started and increased further in 2021. In Visit Rovaniemi, only 1.7% of all posts were CSR communications in 2018. The following year the relative number decreased further (0.7%). During the corona pandemic, the number clearly increased and in 2020 was 7.4% of all posts, while the following year their share decreased again (6.3%).

Visit Rovaniemi's Instagram posts before the pandemic showed environmental responsibility the most clearly. The communications showed particularly environmentally friendly electric sleds, which were reflected in many posts. The issue, which had clearly been invested in, was therefore also communicated. After the outbreak of the pandemic in Finland in 2020, alongside

Effectiveness of CSR communication

Next, the results of Visit Rovaniemi will be reviewed in accordance with the criteria for CSR communication described above, examining its timeliness, concreteness, openness, honesty, and interactivity.

Visit Rovaniemi communicated about the corona pandemic most of all accounts. Communication on the pandemic did not end until 2020, but CSR communication in this area was continued regularly in 2021. Timeliness was also achieved not only by responding to restrictions and other government measures in a timely manner, but also by continuing to communicate. Responsibility communication was also concrete and transparent. Below is an example of the first COVID-19 post. It is not only clearly responsible but also very informative.



Picture 14 Visit Rovaniemi Instagram post 17 March 2020.

Visit Rovaniemi sought to increase interactivity by encouraging its followers to share their experiences and thoughts using the #visitrovaniemi hashtag. On the other hand, there was little commentary on the comments and that the updates would ask followers for something they could answer.

7 Discussion and conclusions

Changes in CSR communication caused by the corona pandemic

As stated in Chapter 3.5.2, crises such as the corona pandemic increase the use of social media and the commitment to travel destination posts, and affect the textual content of social media, the results of the study also show that this is the case. In the DMO's accounts studied, CSR communication had increased in 2020, but in 2021, responsibility communication decreased again in all but Visit Rovaniemi. The crisis clearly affected the content of the posts, so that after the corona pandemic broke out in the spring of 2020, almost all the content related to CSR communication was related to the pandemic in one way or another.

It was noteworthy that Visit Rovaniemi and My Helsinki were still reporting the pandemic in 2021, while Visit Turku and Visit Tampere had seemed to forget about the entire coronavirus, even though the epidemic was still ongoing. It is interesting to consider the reasons for this, and further research could see whether this was, for example, a strategic decision to reduce communication about unpleasant matter and focus on bringing joy, which is naturally also important in a crisis situation.

On March 13, 2020, Visit Tampere account stated that "we will post to social media a bit less than before". This was peculiar because it is during the crisis that the importance of both CSR communication and destination marketing is emphasized. When a pandemic starts, people specifically need "dream traveling" and reveries of the future, as well as a reminder that in the midst of a crisis, we are one and we take care of each other. This post was also correct, as the number of posts in 2020 and 2021 did decrease from previous years.

Most of the communications related to the pandemic were "take care", "stay safe" and "keep distance" type messages, which communicate that this applies to all of us, and we are together here. To my surprise, the nostalgia posts were hardly visible, even though they would work well in a crisis, bringing both joy and hope.

Instagram, destination marketing and CSR communication

Destination marketing as such is certainly a success for all accounts, as the layouts of the accounts with their images are really beautiful and attractive. In all of them, Finland's four different seasons came to the fore in a nice way. All the seasons were described in such a way that there is a feeling that Finland is an interesting travel destination regardless of the season and the weather. The images were authentic, visually beautiful, topical, and mostly suited to the themes. The biographies of accounts, or introductory texts, were up-to-date and clear. The language in the posts was easy and understandable, the texts were short but informative.

In Instagram communication, however, the lack of use of hashtags at times was conspicuous. Hashtags help users find images and posts on topics of interest to them and therefore increase both account visibility and likely followers, but for some reason the use of hashtags was not regular and was not quantified as much as possible.

Instagram is first and foremost a visual channel and that is where the message of the picture is the first thing to look out for. In all cities, the images were charming and beautiful and therefore also eye-catching, but not always in the connection to the text. Especially in CSR communication, the image could serve as an element that enhances the message. In this connection, it was surprising that in neither of the corona years 2020 nor 2021 did the pictures show people who wore masks, although there was a strong recommendation for their use in Finland. In any case, the corona, or the protection against it did not appear in the pictures, although the text posts mainly concerned it.

Effectiveness of CSR communication

The concreteness of CSR communication, or rather its lack, was conspicuous. For example, Visit Rovaniemi account reported a lot about husky rides and reindeer. In these posts, it would be easy to increase CSR communication by talking about the responsibility in animal care. Visit Turku's account had a lot of posts encouraging walking and cycling, but they did not show responsibility in any way. Highlighting the environmental values and improving health in these posts would be a simple way to increase CSR communication. In general, the value of the environment and nature was clearly demonstrated in all the accounts, but very little was said about how the environment could be used in a responsible and sustainable way. All accounts featured some local products

and / or services. These posts could well provide more information on the benefits of using local services and products, so that the aspect of economical responsibility could be highlighted in the accounts.

Another thing worth considering is that certain holidays were not celebrated every year. Such days included, for example, International Women's Day to celebrate gender equality or Pride Week, which was not featured in all accounts every year. When drawing up a corporate social responsibility communication plan, it would be a good idea to use a year clock so that the themes that are considered important appear in the same way every year. Of course, these issues can and should be communicated on other days too than when they are raised nationally / internationally.

Interactivity is essential for both Instagram and CSR communication. It could easily be added to all accounts, for example, by asking followers in a responsibility thematic post what the issues in question mean to them or what kind of responsibility acts they are doing in each case. This would increase not only the discussion that is important for learning and awareness, but also the visibility of the posts. Another common and recommended way to increase the discussion on Instagram is to respond to the comments of the followers, it is not enough to just like them, but it would also be good to comment on them so that the dialogue can continue.

All in all, it was surprising that responsibility appeared so little in the Instagram accounts of these towns, even when there was the highest volume of CSR communication. It made me ask myself whether communicating about responsibility is at all necessary in the social media of regional tourism organizations. The purpose of these accounts is to promote tourism in the cities and surrounding areas through destination marketing. Studies in recent years have clearly shown that today tourists are very aware and for some, the destination can even be determined by the responsibility of the destination. I would see DMO's playing an important role in promoting responsibility and thereby also in raising the awareness of tourists and local residents. This is also supported by the fact that responsibility was clearly highlighted on the websites of these cities and some cities had raised it as a separate section on their websites. Because of this, I wonder a lot about why a similar message is not conveyed on Instagram then. Therefore, it would be interesting to study the communication strategies and channels of cities and to compare how consistent communication is in different channels.

Summary of development proposals

- Keep in mind the consistency of CSR communication across all social media channels
- Remember nostalgia communication's efficiency during crises
- Use hashtags in every post and ask your followers to use yours
- Respond to comments, increase discussion and dialogue
- Ask questions and opinions, learn together!
- Make sure the photo and the text speak same language, especially when it comes to an important issue that responsibility always is
- Tell more! "What, why, how and what after this?" are good questions to yourself when you want to communicate CSR
- Increase the volume of CSR communication. Remember that there is no CSR without communication about it

Research as a learning experience

I found the topic of the research very current in terms of both the corona pandemic and the study of CSR communication. At the end of the study, the COVID-19 is still not over, but communication about it in the various media has been left out of other crisis communication due to the situation in Ukraine. CSR communication was an interesting topic and somewhat new to me. So, I learned quite a lot about both what is meant by responsibility and how responsibility should be communicated. I found the content analysis method to be laborious but functional. It got a lot of different things out of the posts, and it also made the data easier to illustrate. The corona pandemic changed almost everything in such a significant way that it was clear that it would be reflected in the results as well. What was prominent however, was that even during the pandemic, its impact on communication diminished, and I think the same phenomenon has been seen in everything else. Suddenly, many people seem to have forgotten about the whole pandemic, and life goes on as before, when in fact, at the moment, in many countries, infection rates are rising again, and new variants of the disease are constantly emerging. That is the way it has to go, of course, people adapt and what used to be abnormal becomes normal. New normal, as everyone says.

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