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**SUSTAINABILITY AND SOCIO-ECONOMIC IMPACT OF TOURISM
DEVELOPMENT IN JAKOBSTAD– KALAJOKI**

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ABSTRACT

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<p>Tourism is not always about business. It can also affect the society in various other ways. There are socio-economic impacts of tourism for both host community and travelers' community. These impacts can be positive as well as negative. By upholding tourism, a certain area can become financially solvent and the host community can endorse a better lifestyle.</p> <p>The aim of this research was to examine the tourism situation and future prospects of the chosen touristic destinations in forms of sustainability concern, social and economic impact. The research methods used in this thesis were both quantitative, an online survey, and qualitative, semi-structured interview. The respondents of the quantitative online survey were not picked by the researchers, but were random, spontaneous participants. However, the interviewees of the qualitative research were tourism field professionals, who have vast experience and have worked with tourism directly and indirectly.</p> <p>The research conclusions were made by combining the findings of both of the conducted researches. From the research findings it can be seen that there is a lack of concern in terms of environment and sustainability issues. In the chosen destinations the situation is not alarming yet, but as both of the destinations are showing development in tourism, considering the future, both need to focus more on sustainable development and creating environmental awareness among the local inhabitants, as well as incoming tourists.</p>		
Keywords Environment, Jakobstad, Kalajoki, Pietarsaari, Socio-Economics, Sustainability, Tourism Development		

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1. INTRODUCTION

The purpose of this thesis is to explore the effects of themes which have a minor visibility but a major impact. These are sustainability and socio-economic impact of tourism, seen from the point of view of development of tourism business. The effects of these two themes are not always easily seen with the bare eye, but through research and choices by companies the amount of work put into sustainability can be revealed. Green and sustainable technology are developing day by day and it is the responsibility of all companies and human beings to keep themselves updated and help to sustain the earth together. Socio-economic impact of tourism development is shown in the concrete outcome of business accumulated by tourism and its effects on the people working in the field. Herein is included the sociological side and an analysis of how tourism development can affect the business side and the people related to it.

Two topics were chosen for this thesis because a connection can be seen between them, but also to explore further in which scale this connection can be realized. Sustainability should always be part of tourism development in general, to build a safer and cleaner environment for all people. Therefore, people should know how to make their environment more sustainable, clean and what kind of actions should be carried out in order to make choices that lead to a greener environment. Most of the time people are affected by the economy aiming for profit, whether they are a customer, a worker or a CEO in a tourism company. Expansion and growing of business get most of the focus and so the element of sustainability does not always get the attention that it deserves.

Mohibur Rahman and Joel Salmela divided their workload evenly in the theoretical part as chapter two and chapter five were written by Rahman and chapter three

and four were written by Salmela. The rest of the work of this thesis, such as the interviews and constructing the research section, was done in cooperation with both working together.

2. ENVIRONMENTAL FACTORS

In the recent time, environmental issues are a well covered factor on a national, regional and international level. “Environment” is a general term used in the media, oftentimes presented as a single concrete element, but the scope of the concept of “environment” is rarely explored or defined. The word environment means the total of all living and non-living things that surround an organism or a group of organisms (Businessdictionary.com). Environment includes all elements, factors and conditions that have some impact on the growth and development of a certain organism. Environment is an umbrella term which includes several terms such as atmosphere, climate and global warming, just to name a few. Definitions of each of these components are required in order to gain an understanding of the all-encompassing concept of “environment”.

2.1 Environmental Definition

The term “environment” must firstly be defined. According to The shorter Oxford English dictionary, (2007, p. 845) environment is the set of circumstances or conditions, esp. physical conditions in which a person or community lives, works, develops, etc., or a thing exists or operates; the external conditions affecting the life of a plant or animal. Also, physical conditions viewed in relation to the possibility of life.

The environment, therefore, is not one single concrete element, as it is made up of several different external conditions, like atmosphere and climate, as well as some man-made conditions such as global warming. Man-made conditions also form a part of the environment.

Atmosphere is for our purposes here defined by the shorter Oxford English dictionary (2007 p. 144) as the spheroidal gaseous envelope surrounding the earth or a celestial object; the whole quantity of such gas

Climate, according to the shorter Oxford English dictionary (2007 p. 429) is the prevailing atmospheric phenomena and conditions of temperature, humidity, wind, etc., (of a country or region).

Global warming, according to the above mentioned dictionary is an increase in temperature at the surface of the earth supposedly caused by the greenhouse effect (The shorter Oxford English dictionary 2007, p. 1117). Global warming affects the atmosphere and climate.

In order to understand the effect of global warming and its role in the overarching environment, the greenhouse effect and greenhouse gas must also be explained. The greenhouse effect is the heating of the surface and lower atmosphere of a planet due to the greater transparency of the atmosphere to visible radiation from the sun than to infrared radiation from the planet and a greenhouse gas is carbon dioxide or another gas contributing to the greenhouse effect (The shorter Oxford English dictionary 2007, p. 1156).

The environment is a periodical changing process and therefore many organisms have gained the ability to adapt quickly with the changes. However, not all the species have the same ability of tolerance, therefore, if a certain organism changes this creates environmental stress.

2.2 Global warming

As discussed earlier, environmental questions are presently serious issues due to their massive effects on human civilization and on the ecological balance. Global warming is in its fastest pace now compared to any other time in the last 1000 years. Besides the naturally changing processes, human activities are the main causes of global warming and environmental changes. Global warming is in action due to an increase of greenhouse gases such as carbon dioxide in the atmosphere. Human beings are the cause of producing a massive amount of carbon dioxide. Levels of atmospheric carbon dioxide have risen to their highest level in the last 20 million years due to fossil fuel burning. Before further continuation an outline of global warming and its related issues will be helpful to better understand environmental factors. (Climate change: a summary of the science 2010, p.12)

Global warming, or the increase of the earth's temperature in the past 50 years, has largely been caused by human activities, such as deforestation, agriculture, and the burning of fossil fuels. Rates of climate change on a regional scale and temperature increases in the future are still somewhat unpredictable, but the risks are high (Royal Society, Climate Change, 2010). This could be disastrous for some areas which are environmentally delicate.

According to the Royal Society, the earth's surface and atmosphere, to balance the amount of radiation it receives from the sun, must emit the same amount of energy which is 240Wm^2 ¹ into the space as (infrared radiation. The surface usually emits more radiation than the sun. However it has also been noted that:

¹ Wm^2 means watts per metre squared. The amount of energy that falls on a square metre in one second. Sometimes known as a flux.

“The net effect of absorption and emission of infrared radiation by atmospheric gases and clouds is to reduce the amount reaching space until it approximately balances the incoming energy from the Sun. The surface is thus kept warmer than it otherwise would be because, in addition to the energy it receives from the Sun, it also receives infrared energy emitted by the atmosphere”
(Royal Society, Climate Change: a summary of the science, 2010 p. 2)

This is what is commonly known as the greenhouse effect. Water vapor and carbon dioxide are the two greatest contributors to the greenhouse effect. Other contributors are methane, ozone, nitrous oxide and human-made gases such as chlorofluorocarbons.

When processes which alter the amount of energy are absorbed by the sun or alter the amount of infrared energy emitted to space, climate change can occur. The processes can be natural or man-made. Climate forcing or radioactive forcing is the imbalance between the absorbed and emitted radiation. Warming will result from a positive climate forcing, while cooling will result from a negative climate forcing. According to the same article from the Royal Society, “climate changes act to restore the balance between the energy absorbed from the sun and the infrared energy emitted into space” (Royal Society, Climate Change: a summary of the science, 2010, 2). However, one must keep in mind that climate change may also result in a region due to factors other than climate forcing, such as the interactions between the ocean and the atmosphere. Internal climate variability can occur without the phenomena of climate forcing.

The study by the Royal Society further states the following:

The shifts between glacial and interglacial periods over the past few million years are thought to have been a response to changes in the characteristics of the Earth’s orbit around the Sun. While these led to only small changes in the total energy received from the Sun, they led to significant changes in its geographical and seasonal distribution. The large changes in climate, in moving in and out of glacial periods, provide evidence of the sensitivity of climate to changes in the Earth’s energy balance, ***whether attributable to natural causes or to human activity*** (text italicized by author) (Royal Society, Climate Change: a summary of the science 2010, 3)

The Intergovernmental Panel on Climate Change (IPCC) has identified the main greenhouse gases, how those are generating to the atmosphere and their warming potentials.

TABLE 1. Human Effects on Greenhouse gases (Global Warming, Mark Maslin, 2002. 13

Green House Gases	Chemical Formula	Pre-Industrial Concentration	1994 Concentration	Human Source	Global Warming Potential
Carbon Dioxide	CO ₂	278ppmv	358ppmv (30% increase)	Fossil Fuel combustion land use changes Cement production	1
Methane	CH ₄	700ppbv	1721ppbv (240% increase)	Fossil Fuel Rice Paddies Waste dumps Livestock	21
Nitrous Oxide	N ₂ O	275ppbv	311ppbv (15% increase)	Fertilizer Industrial Process Fossil Fuel Combustion	310
CFC-12	CCl ₂ F ₂	0	0.503 ppbv	Liquid coolants/ foams	6600
HCFC-22	CHClF ₂	0	0.105ppbv	Liquid Coolants	1350
Perfluoromethane	CF ₄	0	0.070ppbv	Production of Aluminum	6500
Sulfur hexa-fluoride	SF ₆	0	0.032	Dielectric fluid	24000

Table 1 shows the complete record of carbon dioxide from the beginning of the industrial revolution. It can be seen that the atmospheric carbon dioxide has increased from a pre industrial amount of 280ppmv to over 370ppmv in 1994 and the amount is 160 billion tons. The rate of increase is thus over 30%.

2.3 Who is liable for pollution

In July 2001 the world leaders met in Bonn, Germany, and produced the first international agreement on reducing global carbon dioxide emissions. However, with a very small reduction target and without the inclusion of United States who has the highest emission of carbon dioxide in the air. Transportation, energy production and industrial production play a significant role in carbon dioxide emission into the air. In addition to that North America, Europe and Asia emit over 90% of the global human produced carbon dioxide. (Global Warming, 11)

Another very important source of carbon dioxide emission is the change of land use. This includes mainly the destruction of forests for urbanization or building of roads, agricultural purposes, industries and so on. Deforestation releases carbon dioxide into the atmosphere and is causing global warming. According to Mark Maslin, historically the rich, industrialist countries of the world have emitted most of the anthropogenic greenhouse gases since the start of the industrial revolution in the latter half of the 1700's" (Global Warming, 25).

2.4 Energy Consumption by sectors in Europe

In the European Union, transportation consumes more energy than the industrial sector. In 2006, the EU-27 transportation sectors consumption amounted to 370.4 million tons according to European Statistics (The statistical office of the European communities) and the rate of energy consumption growth is 1.8% yearly from a time period of 1990 to 2006. Among the transportation modes, road transport accounted for 81.9% of the total energy consumption by the transportation sector. Furthermore, air and rail consumed 14% and 2.5% respectively. (Eurostat, 2009, p. 155). An important factor is the energy consumption by the type of fuel. The transportation sector is entirely dominated by oil amounting to 96.7% and followed by electricity and gas amounting to 1.7% and 0.2% respectively. A notable fact is that air transports only consume oil products. (Eurostat, 2009, p.157). However, road transport showed a variety in energy consumption. In addition, rail transport

depended entirely on electricity. In EU-27 in 2006 energy consumption per inhabitant in the transport arena amounted to 754kg oil. However, the consumption varied among the countries that are highly dependent on tourism industry for their income. For instance, Ireland and Cyprus consume more than the average rate because of their strong tourism industry. (Eurostat, 2009, p.158)

Almost the whole energy consumption by the EU-27 transport sector consists of hydrocarbon fuel which is vulnerable to dangerous gas emission in the atmosphere and apparently it is harmful to human health and can effect anthropogenic changes in the entire living environment. Moreover, besides CO₂, different modes of transportation produce some other harmful gases, which lead to plant damage, changes in biodiversity and soil fertility along with the threat to wildlife and humans. In their recent research in 2006 EUROSTAT stated that the transport sector in the EU-27 amounted to 19% of the GHGs emission and road transport made up 93% as a unit of transportation mode. However, the release of CO₂ emissions by air transport is double compared to land transport emission. (Eurostat 2009, p. 167)

3. TOURISM DEVELOPMENT

Tourism is a combination of multidimensional and multifaceted activities which are based on lives and economic activities. According to Oxford online dictionary the word 'tourism' itself is a noun and refers to the commercial organization and operation of holidays and visits to places of interest. This chapter includes background information to tourism and to tourism development. It also connects tourism to researched topics of the thesis, environment and sustainability.

3.1 Background

The term tourism correlates with the term tourist. The word tourist first appeared in the English language in the early 1800's and the Oxford dictionary defines the word as "a person who is traveling or visiting a place for pleasure." As a multifaceted area of study and as a newly distinguished area as well, it is hard to find a proper definition of tourism. However, researchers and professional experts in this sector have defined two different aspects, which are the demand side or demand based aspect and the supply side or supply based aspect.

Demand side or demand based definition was concluded in the world Tourism Organization's (WTO) 1991 International conference on Travel and Tourism Statistics. This was a conference called to tidy up definitions, terminology and measurement issues. The recommendations of this conference were adopted by the United Nations Statistical Commission (UNSTAT) and published as recommendations on tourism statistics (WTO and UNSTAT, 1994). This is from where the demand side definitions have evolved. Firstly, the idea of tourism was summarized into theoretical definitions and secondly, technical definitions were developed for measurement and legal purposes. The conference was concerned with finding out a theoretical baseline for tourism as a service providing industry

and on the other hand to find out a technical definition for statistical purposes. It was also concerned with encouraging further study and research on tourism to enhance national development, regional development through tourism. From a conceptual point of view, tourism is “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes” (UNWTO and UNSTAT, 1994). In addition to this, the minimum length of stay is one night. Visitors who do not stay overnight are termed as same- day visitors or excursionists.

Supply side or supply based definition deals mainly with the measurement of the economic sector of tourism. In March 2000 the United Nations statistical commission approved the adoption of a tourism satellite account as the method of measuring the economic sector of tourism. Similarly to the demand side definition, the supply side also possesses two basic methods to define the tourism sector: the conceptual or descriptive, and the technical. From the conceptual focal point Leiper suggests: “the tourist industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists” (1979, 400). According to WTO 2001, “the tourism satellite account (TSA) is the agreed approach to define the tourism sector as it measures the goods and services purchased by the visitors to estimate the size of the tourism economic sector.”

3.2 Economic and development factors of tourism

During the past few decades when the traditional sectors of development, like agriculture and manufacturing, showed stagnation, the service sector has maintained an upwards trend. General Agreement of Trade in Service (GATS)

following the Uruguay round negotiation² provides the frame of importance of the service sector in a global scale. As the largest service based industry, tourism played and is playing an advanced role in the growth of the service sector. In developing countries the service sector accounted for around 40% of the GDP. However, in developed or industrialized countries it is 65%. Throughout the 1990's international tourism activities showed a strong growth tendency. According to The World Travel and Tourism Council (WTTC) Tourism contributed with 9.2% of Global GDP and it will continue growing over a rate of 4% per annum during the next decade and will account for about 9.4 of the GDP (WTTC, 2010). In 2010, International Tourism receipts accounted for 919 billion USD, whereas in 2009, it was 815 billion USD. (Global Travel Industry News. April World Tourism Barometer. UNWTO releases tourist arrival statistics. 2011).

In addition to this, UNWTO forecasts that international tourism will continue its growing trend in the time period 2010-2030. According to the forecast, by the year 2030 international tourist arrivals will reach 1.8 billion (UNWTO Press Release, 2011)

3.3 Tourism development and environment

Tourism shares a direct contact with nature as most of the travelling purposes include visiting another place in the world. This is motivated by the fact that the nature differs from place to place. A traveler wants to discover the other aspects of nature and its beauty, whether it is an urban or a naturalistic destination. Travelling in many ways, especially the modern modes of travelling such aviation, trains, automobiles etc. tend to leave direct or indirect damage to the nature in the form of natural gases and carbon dioxide.

Modern Europe has been under a lot of stress from sustainability and sustainable environment aspect in the past few decades as Europe has always been a leading

² The Uruguay Round is the name given to the eighth round of international talks and agreements. Wisegeek "What was the Uruguay round,2014"

region in the world according to traveler statistics. Already in 1995, 325 million visits were made to Europe in total. After a few years, in 2001, the number of visits had already grown to 400 million people. According to the European Commission, Eurostat, in 2011 the amount of over-night stays was already 2.44 billion. This number does not even count the number of arrivals and same-day visits paid to the countries. From these numbers it can easily be seen that travelling and tourism industry has been growing gradually, if not exponentially, over a very short time. (Vuoristo, Matkailun maailma, 2003, 205).

3.4 Sustainability in Europe

According to Europa EU, the European Union's press release database, the European tourism has problems of many sorts in its many sectors. One of these issues is the different factors of creating accessibility, or mostly the lack of it. To create a positive atmosphere and to reward destinations with the strength to carry them in terms of accessibility and also to be able to make them sustainable, the EU grants them awards known as European Destinations of Excellence (EDEN). These awards have been handed out for the six past years in acknowledgement of destinations which have been able to transform or build themselves considering accessibility and sustainability. This year the EDEN awards were given with five criteria taken into consideration. They would need to demonstrate being barrier-free and accessible by transports suitable for all users, have high quality service provided by the staff, with activities and attractions provided to entertain the visitors, and to have a proper marketing, booking systems and otherwise accessible information. The award was granted to 19 different destinations this year, all over Europe as a reward and notice of work which was more than well done (Europa Press Releases Database 2013).

The European Union has made guidelines for sustainable tourism to be followed within the Union. According to the European Commission website, in the section of enterprise and industry related to tourism and its sustainability, they have

underlined certain major challenges which need to be solved or strengthened. The first thing appearing on the list is the preservation of natural and cultural resources. This can be related to e.g. the tourism of Rome and the preservation of the Colosseum. According to the architect in charge of the restoration process of the Colosseum, Giangiacomo Martines, the way to develop and guard the cultural location of the Colosseum, was to let it received an increasing number of tourists to the area. In this way the area will have to be kept under construction and under work all the time. This enables constant work and an eye on the Colosseum and during this process, the location will be well maintained all the time. (Europa Press Releases Database 2013)

The list also includes the challenges to limit negative impacts on destinations, promoting the benefit and wellbeing of the local communities within the destinations, finding ways to reduce the importance of seasonality or its demand, limiting the impact of transportation, creating accessibility or improving it at destinations and also improving the quality of tourism jobs. These are but some of the many challenges that Europe struggles with in the tourism sector and its development. One of the things the website points out is that the involvement of all the stakeholders still remains very important in order to be able to hold the value of development higher each year. According to the European Commission, the long term sustainability needs to focus on combining elements of economic, socio-cultural and environmental factors. This way the regulations, but also the action and the efforts of the local communities can be combined to create a solid, sustainable basis. (European Commission, Enterprise and Industry 2013)

There is also an organization called the European Travel Commission, which has an even larger reach than the EU in the sector of travel and tourism. The organization gathers studies and makes reports on the tourism of Europe and with the data they can research tourism in Europe. The organization runs for developing tourism in Europe in co-operation with partners such as UNWTO (World Tourism Organization), the above mentioned European Commission, and many others. (European Travel Commission 2013)

4. ENVIRONMENT AND TOURISM

Tourism products that are destinations, accommodation, transportation as well as almost all other tourism related services, have a close connection to the environment. The carbon intensity trail of tourism refers to the GHGs directly and indirectly linked with tourism actions. Directly tourism associated environmental hazards refers to greenhouse gases emissions through the production of tourism services, and indirectly refers to the supply of inputs tourism produces. After analyzing the facts of environmental hazards and tourism itself it becomes clear that important clusters of tourism, such as transportation and all other sectors, are more or less liable for greenhouse gas emissions as well as environmental pollution. (Tourism Economics Summary, 6)

However, it is not possible for the whole tourism industry to develop without causing environmental impacts, but it is possible to reduce these negative impacts by enforcing proper and effective planning of development and practices for those who are responsible for the planning. For instance, under the Kyoto Protocol, the EU has agreed to reduce greenhouse gas emissions at a rate of 8% by 2008-2012 time periods. This policy has been agreed upon under the EU burden –Sharing agreement. It should be noted that the agreement allowed some countries to increase emissions and in this case it is clear that the planning is good, but the enforcement policy is not effective when it is following different rules for different countries. (Eurostat Pocketbooks 2013, 145)

Old vehicles produce more emissions than newer ones due to technological advancement and consume less fuel. Eurostat mentioned in their research work that five central and eastern European member states of the EU along with three Baltic States showed a high quantity of 10 years or older vehicles in 2004. This

shows that the lack of new efficient and less polluting cars have not been able to replace yet for common use to reduce environmental pollution in these areas.

Negative effects on the environment through tourism are not only caused by the transportation sector, which is related to people's mobility, but also by some other sectors and ways. Governmental decisions and dependency of national economy on tourism is also an influential cause of environmental damages and ecological imbalance. If a destination receives a higher number of tourists than that particular destination can accommodate, this will definitely be harmful in every aspect to the environmental balance. For instance, the total population of the Maldives is a little over 300 000. However, in 2010 the Maldives received incoming tourists from all over the world for over 650 000. This is more than the double of their total population. As the Maldives is a low lying country this will bring hazards to their ecological environment, biodiversity and overall environment. If global warming continues and world community fails to face the challenge of reducing environmental pollution there will be winners as well as losers in the global tourism industry. This will mainly depend on the geographical location of the country, but other factors will also play a role. (Tourism Yearbook 2010, Ministry of Tourism, Arts & Culture, Republic of Maldives).

By 2030, the average temperature of the surface level is likely to rise between 1°C and 2°C. The global sea level can rise 7.2m compared to the present level. However, the accelerated melting of the ice sheets and glaciers can lead to a 25cm higher level and every 1mm rise in sea level will cause 1.5m retreat of the shoreline. By 2030, the shorelines in many coastal areas may retreat by at least 108m to the highest 375m. If global warming continues within the predicted ratio, destinations by coastlines will lose beaches and all other set ups like hotels, golf courses and retail facilities. Due to warmer ocean temperatures and melting ice glaciers, the sea levels will rise, which will greatly impact those countries or regions which are economically dependent on tourism. (Halifax Travel Insurance "Holiday 2030" report p.9). In their recent publication UNEP also focused on this issue.

“UNEP warns that changing temperatures, rapid rates of species extinction and unsustainable development of the world’s scarce resources are the most important threats to human survival. The Climate Change and International Security paper to the European Council notes that the “impact of climate change on international security is not a problem of the future but already of today and one which will stay with us” and underlines that the European Security Strategy and related proposals “should take account of the security dimension of climate change”. The WMO reports that the decade of 1998-2007 was the warmest on record, with the global mean surface temperature for 2007 estimated at 0.41C (0.74 F) above the 1961-1990 annual average of 14 C (57.20 F). Extreme temperature in 2007 included unusually cold winters in South America and heat waves in Europe. Some scientists believe that weird weather patterns might become the norm and that the world is more than 50% likely to experience serious climate change, for we are unlikely to keep greenhouse gas levels low enough to avoid the critical 2 C (3.6 F) temperature rise. Climate modelers at the UK’s Hadley Centre for Climate Prediction and Research show that by 2015, half the years will be warmer than the current warmest year on record. The IPCC projects that in 2090-2099, temperature rise could range between 0.3 C and 6.4 C. (Millennium Project, 2009, 8)

4.1 The environmental effect of Boosterism and mass tourism

Boosterism is one of the given names in the tourism sector which refers to the phenomenon that was highly related to mass tourism in the 1960s and 70s. The main focus was to send a lot of tourists to the destinations with the attitude of blossoming business and generating great income to the hosts who would organize or even plan the trip. This focus, however, left issues such as negative environmental impact and over-use of natural resources in its shadow. At the time it was not that widely known that this can create such negative effects on the environment, since earlier the natural resources were plentiful. According to Colin Michael Hall the origins and ideology of Boosterism strives back to more than 150 years to the time when tourism was organized on such a minimal level where the issues of environment impacts and pollution were not visible or even real. During that time the nature was rich with natural resources as industrialization had not taken its toll on the environment yet, but also the technology and the modes of travel were not developed and not as many as they are today. With this asset it

was possible to let people travel without minding the possible environmental impacts the tourists and travelling might leave on the nature. (Tourism Planning: Policies, Processes and Relationships. C.M. Hall 2008, 55)

The sense and logic of Boosterism will always be practiced due to some part of human nature strives for it, as according to Getz:

Boosterism is still practiced, and always will be, by two groups of people: politicians who philosophically or pragmatically believe that economic growth is always to be promoted, and by others who will gain financially by tourism. They will go on promoting it until the evidence mounts that they have run out of resources to exploit, that the real or opportunity costs are too high, or that political position to growth can no longer be countered. By then the real damage has usually been done. (Tourism Planning: Policies, Processes and Relationships. C.M. Hall 2008, 55)

A good example of this ideology is the worldwide summer and winter Olympic Games which are held every four years (Corporate Watch, 2012). The main idea of the games, especially for the hosts, is to receive the honor to be able to organize the glorious event in their own country, but also to be able to collect the income that the mega event brings to the national economy in the form of tourism, accommodation, catering and other sections of business.

In 2012 when London was chosen to be the host for the Olympics, there was a plan made to secure and cover issues with sustainability of the area and the whole country during the Olympic Games. There was a promise made by the host community that the 2012 games would be the most environmental friendly and green compared to any other previously staged Olympic games in the history. In the aftermath, however, the London Olympic Games received lots of feedback from different ecologists around the country, e.g. Ecologists magazine. In the end it was found that the plans were not practically intact as the landscape near the location and the arena where the events were held was damaged. Also legislation

issues arose such as fights between the ownerships of the damaged land and the actual concrete damage which left a mark on the area and the land. Apart from many other hazards presented, in the end the London Olympic Games 2012 were not able to produce the results it had promised and planned for the event.

(Corporate Watch: The real environmental impacts of holding the Olympics in East London 2012)

Ever since the ideology of Boosterism was put into use by different tourism companies, it has stayed in tourism, but also in the economical business world where making money and trade is so highly valued that it tends to leave other issues in its shadow such as the sustainability of the environment and the nature itself. For the kind of scenarios such as the Olympic Games with their environmental damage and even earlier when the effects of mass tourism and Boosterism were found to have strong negative impacts on the environment and on the availability and quantity of natural resources. Due to this, in the 1970s, by the Organization for Economic Co-operation and Development (OECD), a framework for a study of environmental impacts on the nature and environment by different tourism activities was born. (Cooper.Fletcher. Fyall. Gilbert. & Wanhall 2005. 161)

The OECD concluded four different main concentration points in their study. Permanent environmental restructuring: which includes construction works which shape the environment and area around it; waste product generation such as biological and non-biological trash that can reduce the attractiveness of the destination or even ruin the whole destination; direct environmental stress inflicted by tourism and tourists; and different effects of the population dynamics e.g. in the highly populated areas. (Cooper.Fletcher. Fyall. Gilbert. & Wanhall 2005. 161)

Partly due to OECD's initiative on the subject and also because the effect of travel is wearing down different travel destinations all over the world, different organizations took a stand for the environment and its sustainability. One of the most known of these organizations is Greenpeace which works with different

sections to keep the earth as sustained and clean as possible. They have aimed branches towards different environmental problems such as slowing down the climate change, preserving forests and the oceans, they try to focus on developing the ecological farming, reducing toxic pollutions, ways to dispose and control nuclear waste and they have ideologies for peace and disarmament to have a more secure and healthy world. (Greenpeace International Online 2014)

According to their website (www.greenpeace.org/international/en), Greenpeace is not an organization of simply peaceful and green ideology, but they have been able to make a difference in many happenings around the world. In their 40 years of action they have been able to for example protect the seas and the fish by exposing the ways how the seas are polluted and the fish are harvested in too big amounts. For example, already in 1978 an initiative taken by Greenpeace was able to halt the grey seals being slaughtered in the Orkney Islands in Scotland. Their list of similar and smaller to bigger achievements in scale is long. Their very suitable motto can be found from their website:

“Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action!” (Greenpeace International Online 2014)

These kinds of initiatives through different organizations such as Greenpeace lead to Agenda 21 in the United Nations Conference on the Environment and Development. The conference was held in Rio de Janeiro in 1992, when the environmental impacts and damage had started to receive attention and after noticing this to be true, environmental organizations acted together to produce the main line for Agenda 21. The most interesting and surprising thing about Agenda 21 was that apart from being a good lineout for the issue of environmental impact, it was actually adopted and signed by 182 different governments around the world. Even though not all the countries and governments are able to realistically follow the guidelines given by the agreement agenda, it is still the noble aim of many different organizations and governments around the world. Agenda 21 has also received criticism from certain groups for it trying to be over controlling the world in

form of a “one world government” or even planning world depopulation or population control. (Cooper. Fletcher. Fyall. Gilbert. & Wanhall 2005. 161)

4.2 Environmental impacts of tourism

Environmental impacts share some relative terms with economical impacts as these two have some similarities. The three terms are direct, indirect and induced effects. To clarify how the theory of these three terms work in real life an excellent short description is given by CBRE Consulting, inc. by Richard Ellis. The direct effect economically is when a customer buys a product or service for example from a spa, thus bringing income to the company. The indirect effect is when the employees of the company receive their paycheck and other related benefits from the work. The induced effect is when the employees go to local stores or travel, they use the money earned through their jobs. This way the economy keeps going in circles and the economy changes by the amount of money moving around. Environmental impacts can be compared in a fairly similar way with the economic impact theory. (CBRE Consulting, Inc. Ellis R. 2014)

4.2.1 Positive impacts

Some of the direct positive impacts where tourism has helped are, for example, the preservation of different sites, buildings, ancient monuments. A few good examples to be named are the Great Wall of China, the Pyramids in Egypt, the Taj Mahal in India and Stonehenge with Warwick Castel in the United Kingdom. (Cooper. Fletcher. Fyall. Gilbert. & Wanhall 2005. 162) Also many different national parks and wildlife parks have been created around the world to support and even save different species of wild life. This way human kind has been able to preserve eco-cultures and species on the brink of extinction.

Apart from man-made parks, also some of the forests around the world and different reefs and beaches have been preserved by people who care for the nature and for their own environment which they live in. These kinds of people have gathered and formed organizations such as Greenpeace to protect the environment. It is usually so that environmental disasters or problems are solved by people with this mindset or they make the initiative to take the necessary action to heal or save the environment. Here lies the problem. As most of the time the host community of the environment does not do or see the necessary actions that need to be taken to sustain the environment. If the host does not see the problem within the environment's sustainability, the preservation work needs to be done by someone else. (Cooper. Fletcher. Fyall. Gilbert. & Wanhall 2005. 162)

4.2.2 Negative impacts

Some of the most basic impacts by tourism activities are the pollution of water, air and noise levels in different destinations around the world. Basically any kind of overuse of the environment and its natural resources can be viewed as a negative impact on the nature, e.g. over fishing, meaning that the fish stocks do not have time to rejuvenate themselves on their own for the fishing to be sustainable enough. Like this, for the sake of business and money human beings abuse the seas by polluting them with the effects of industrialization and by fishing for the sake of selling. Then again, this is explained with for example the situation of Japan where fish has always been a main ingredient in the country's gourmet cuisine. Also the population of Japan is rather big compared to the amount of land the country has so the fish is needed by the population as farming in the country can be problematic by the lack of sufficient amount of land to support such a population. Also many kinds and levels of erosion caused by human activity such as the damage on the sand dunes and beaches in different sunny leisure travel destinations are examples of negative environmental impacts caused by the tourism industry. (Cooper. Fletcher. Fyall. Gilbert. & Wanhall 2005. 162-163)

5. SOCIO-ECONOMIC IMPACT OF TOURISM

According to The Oxford Dictionary the term 'socio-economic' means "relating to or concerned with the interaction of the social and economic factors." (Oxford University Press, Oxford dictionaries: Language matters, 2014) Socio-economic is an adjective which is used to describe or analyze something that relates to or is concerned with the interaction of social and economic factors. Basically, socioeconomic is the income and social position that is used to measure the status of a family or an individual in a community. (Ask.com, Society, Social Science. 2014)

According to Investopedia, socio-economic is a branch of economics that focuses on the relationship between social behavior and economics. Social economics examines how social norms, ethics and other social philosophies that influence consumer behavior shape an economy, and uses history, politics and other social sciences to examine potential results from changes to society or the economy. (Investopedia US. Socio-Economics. A Division of IAC. 2014)

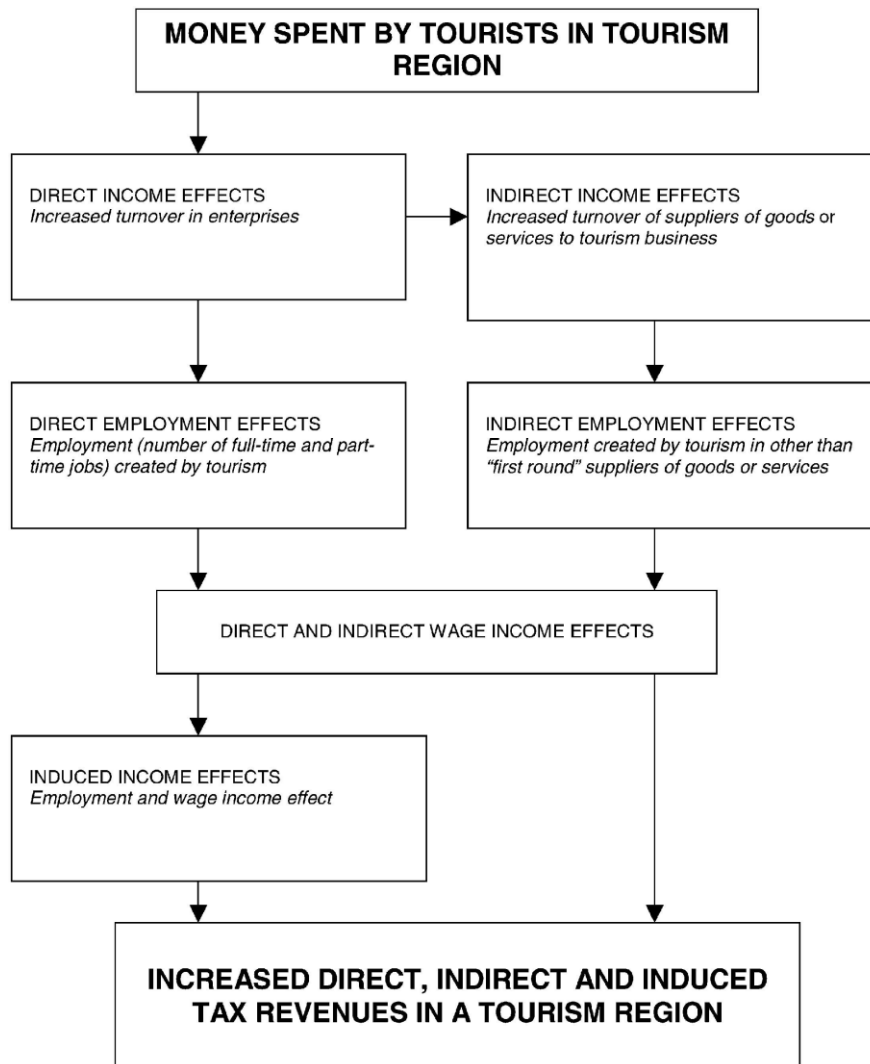
"Socio-economics is a certain field that examines social and economic factors to better understand how the combination of both influences something in the society." (Investopedia US. Socio-Economics. A Division of IAC. 2014)

5.1 Tourism and Socio-Economic Impacts

Tourism brings numerous economic and social benefits to the host society; however tourism is also associated with negative effects. A society will only be beneficiary of tourism if it is carefully managed so that the potential negative effects on the host community and the environment are not permitted to overshadow the financial benefits.

5.1.1 Economic effects of Tourism

When taking a perspective of a community, socioeconomic relates to social and economic changes and the effect of those changes within the society. Due to the extent, force and impact of the tourism industry on local economies globally, there exist some debate over the positive and negative effects of tourism. (eHow, Positive and Negative effects of Tourism, Ian Ragsdale. 2014) As to develop sustainable tourism consequences and policies, an attentive consideration of these effects is necessary. The primary objective of tourism is to bring money to the host community. To do so, tourism boosts economic activities within the host community focusing on tourists demand and attracting tourists to that particular part of the world. (eHow, Positive and Negative effects of Tourism, Ian Ragsdale. 2014) The graph 1 below shows how tourism related activities economically impact a society.



GRAPH 1. The economic impacts (direct, indirect and induced) of tourism on a regional economy (Hemmi & Vuoristo, 1993, 155; Saarinen & Kauppila, 2002, 27)

5.1.2 Positive effects

Tourism creates jobs, both through direct employment within the tourism industry, and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel

taxes, which can be used for schools, housing and hospitals. (USATODAY, Positive and Negative effects of tourism, 2014)

5.1.3 Negative effects

Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centres and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession. ((USATODAY, Positive and Negative effects of tourism, 2014)

5.2 SOCIAL EFFECTS OF TOURISM

5.2.1 Positive effects

Tourism in general lead to Infrastructural development and introduces new innovative leisure services which eventually is beneficial for the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuses. (USATODAY, Positive and Negative effects of tourism, 2014)

5.2.2 Negative effects

Visitors' behaviour can have a negative effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values. (USAToday. Positive and Negative Effects of Tourism. Carole Simm. Demand Media. 2014)

6. TARGET TOURISM AREAS

There are two target areas for this thesis and both are domestically strong touristic destinations. Both of them are located in the Ostrobothnia region in Finland and they have both slightly different characteristics towards tourism. However, they share the close connection to the Baltic Sea, high summer season and a yearly, steadily increasing growth in tourism sector, thus their tourism is developing gradually.

6.1 Brief overview of the Finnish tourism industry

Since the Finnish main industrial sectors, especially forest and metal industrial production is off shoring, Finland needs to find alternative sectors which can play a vital role in Finnish economy. Even though Finland is relatively unknown as a tourist destination to the international tourists, still Finnish tourism industry is showing a significant rise over the past decade. In 2007, the tourism sector in Finland employed a total of 130,500 people, accounted for 4 billion euro in tax revenues per annum and accumulated 3, 8% of the national GDP. According to the latest boarder interview survey in 2012, Finland was recipient of over 7, 6 million foreign visitors which is five percent higher than the previous year. In 2012, the tourism consumption in Finland was 13, 3 billion euro in form of domestic and foreign tourists' consumption expenditure in Finland. (Matkailun edistämiskeskus. Matkailun taloudelliset vaikutukset. 2013)

Finland's tourism strategy 2020 indicates that with proper implementation and certain development in the tourism sectors by 2020 the Finnish tourism sector could employ 171,000 people in the tourism sector, generate 7, 5 billion euro in tax and revenue and account 5, 1% of the national GDP. (Tem.fi. Työ- ja elinkeinoministeriö. Finland's Tourism Strategy to 2020)

6.2 Tourism in Jakobstad

Jakobstad is a growing tourism location in Ostrobothnia region in Finland. The city of Jakobstad is famous for its bi-lingual status as we can see from the 2012 statistics - over 56% of the citizens are Swedish speaking, which is the second official language of Finland. The percentage of the Finnish speaking population was 38,3% and 5,7% is the percentage of all the other languages spoken in the area. The bi-lingual status of the city is a valuable asset for it. As the statistics of the local tourism office and summer camping destination Svanen show, the number of visitors from Scandinavia increases greatly during the summer's high season times, especially from Sweden. (Tilastokeskus statistics 2014)

The city of Jakobstad was formed in 1652 by the widow of the count Jacob de la Gardie, Ebba Brahe and the city received its claims for the land from the Swedish queen Kristina. The land where the rights were given was around Pedersöre old harbor. The people of that time, tar producers and item suppliers, clinged to the name of Pedersöre and so the Finnish name of the city, Pietarsaari, is derived from that name. (Jakobstad.fi 2014)

Jakobstad, as most other cities in Finland, due to the weather conditions and coldness during the winter time, has the high peak season for tourists and tourism during the summer. A good example of the high season peak of the summer time is a weeklong city festival - Jaakon Päivät (swe. Jakobs Dagar). During this time, the city awakes in a different manner which can feel rather strange to the locals, since the streets are filled with people and not only locals but also a lot of tourists come to visit the event. (Jakobstad.fi 2014)



GRAPH 2. Location of Jakobstad - Pietarsaari in Finland

From graph 2 can be seen the nearby locations and cities of Jakobstad – Pietarsaari in the Ostrobothnia area to give image where the city is located in Finland. The graph 2 also reveals that Jakobstad, as a destination is rather close to Kalajoki, and that both share direct connection to the Ocean.

TABLE 2. Statistics of Jakobstad tourism overnight stays (Tourist Information Office, Jakobstad)

	yöpymiset / nights	osuus West Coastin yöpymistä / market share of the nights in West Coast	muutos edellisestä vuodesta / change abs. from previous year	abs. muutos edellisestä vuodesta / change % from previous year
2001	42 857	1,9 %		
2002	43 602	1,9 %	745	1,7 %
2003	54 972	2,4 %	11 370	26,1 %
2004	49 436	2,1 %	-5 536	-10,1 %
2005	42 117	1,7 %	-7 319	-14,8 %
2006	52 626	2,1 %	10 509	25,0 %
2007	48 434	1,8 %	-4 192	-8,0 %
2008	51 462	1,9 %	3 028	6,3 %
2009	44 615	1,7 %	-6 847	-13,3 %
2010	47 992	1,8 %	3 377	7,6 %
2011	60 721	2,2 %	12 729	26,5 %
2012	69 979	2,6 %	9 258	15,2 %
2013	75 787	2,8 %	5 808	8,3 %

Table 2 shows the registered nights at the local accommodation companies. The numbers show that even though there have been changes and during some years there has been some decrease, on a general level, the overnight stays in the city have been steadily growing. From 2012 to 2013, there are changes in the bed capacity and accommodation providers in the city.

Jakobstad's accommodation statistics also show that during the summer high season the companies providing accommodation are doubled to 13 for three months, while outside the season the number of companies providing beds is only from 7 to 9, depending on the upcoming summer season, for example from the end of 2011 and the beginning of 2012 there were 7 providers functioning, in May 2012, there are 8 as the high season is coming, after the summer in September 2012 there are still 9, and after that, right until May 2013 there are 8 providers for accommodation. There was an increase of one provider which means more bed capacity, thus possibility for more tourists to accommodate and therefore the tourism is developing in the area.

The following table 3 shows the tourism revenue made by the tourism industry in Jakobstad, from 2008 to 2012.

TABLE 3. Tourism revenue of Jakobstad in million € (Tourist Information Office, Jakobstad)

	2008	2009	2010	2011	2012
Accommodation	2,429	1,897	2,042	3,322	3,436
Catering	4,077	3,532	3,859	5,498	5,623
Logistics	3,982	3,532	3,656	4,519	5,211
Purchases	3,368	2,929	3,079	4,861	4,921
Services	2,095	1,668	1,831	2,681	3,047
Total	15,951	13,557	14,466	20,880	22,238

As seen also previously from the overnight stays in the city, from Graph 2, the total revenue has been steadily increasing on general level. In 2012 the revenue was already over 22 million euros and there has been an increase of over 6 million euros only within five years. This shows a clear sign that the city is receiving more tourists yearly and developing as a tourist attraction.

6.3 Tourism in Kalajoki

Kalajoki, Hiekkasärkät is a tourism center in Northern-Ostrobothnia of Finland which has its highest peak in tourism during the summer high season. The city is one of the rarest places in Finland which has kilometers long sandy beaches and this functions as a big attraction for tourists not only from all over Finland, but also from outside the country. Apart from the unique beaches, Kalajoki has a wide range of entrepreneur activity. (Visit Kalajoki 2014)

The city of Kalajoki was formed in 1865 and due to its growth in the last years it was titled as a city on 1.1.2002. The income from the tourism sector in 2013 was 31,8 million euros and the total benefit was 45,2 million euros. The bed capacity in total in 2013 was 11 500 beds, and the city reached over 600 000 over-night stays. The amount of registered stays, including hotels and the camping site, was 245 000 and the amount of foreigner visitors consisted of 9000 people. (Kalajoki.fi 2014)

In the Kalajoki area many different kinds of companies can be found that offer leisure products and services, such as accommodation of different types, different dining possibilities, events especially during the summer, sports and leisure activities such as golf, spa, out-door water park, and also different options to spend the evening out in the local night clubs or pubs. The strong point of the city is that its developing infrastructure enables growth both for tourism and for the

economy in general. Also, the city locals, especially local entrepreneurs, are investing and helping to develop the local tourism community. (Kalajoki.fi 2014)

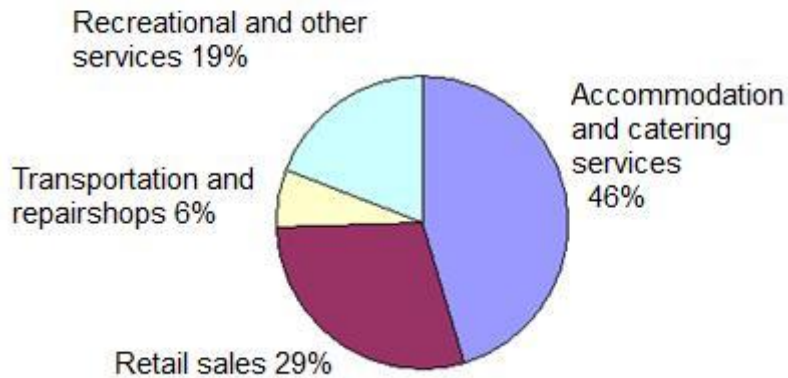
According to the Mayor of the city, Jukka Puoskari, the city of Kalajoki has strong entrepreneurship, a good variety of sectors, low taxation and the economy of the city is in good balance. This allows Kalajoki to have a steady platform to grow in the future. This strong background allows also tourism to increase and more importantly, to develop. (Kalajoki.fi 2014)

TABLE 4. Statistics of visitors and approximate bed capacity in Kalajoki (Annual reports 2008 – 2013, City of Kalajoki)

Year	Registered stays over night (domestic)	Registered stays over night (foreigners)	Bed capacity during summer	Bed capacity during winter
2008	225 742	6 207	7 000	4 000
2009	242 221	6 322	7 000	4 000
2010	254 596	8 812	7 000	4 000
2011	264 853	10 489	7 000	4 000
2012	245 000	9 000	7 000	4 000

In 2011 there was used a new method to calculate and estimate the real amount of stays over night or visitors. The method was to account the usage of water in the area to reveal the real and unregistered number of visitors since many would also rent cottages from private owners in the area since there are lots of summer cottages for this purpose. The study revealed that in 2011 the more accurate number of over-night visitors climbed up to over half a million. In 2012 the estimate of unregistered over-night visitors was approximately 600 000 people. The registered numbers are shown in the table 4. One can also notice that the amount of bed capacity has remained constant during the past years. However, the city has made plans to increase this number and also to develop the tourism in Kalajoki in the upcoming future. (Kalajoki.fi 2014)

**Tourism income, in total,
approximately 29 million €**



GRAPH 3. Division of turnover of tourism in Kalajoki, in 2010, in percentages. (City of Kalajoki)

Graph 3 reveals that almost 75% of all the income is produced by the accommodation, catering and retail sales. Also the amount of money accumulated in 2010, by these four different presented sectors rises up to 29 million euros. This is, however, gathered only by the companies that were interviewed or answered to the questionnaire which was set to map out the turnover of tourism companies in the Kalajoki area.

TABLE 5. Turnover of tourism sector in Kalajoki from 2001 to 2010 in € (City of Kalajoki)

Industry	Year 2001	Year 2010
Tourism income		
Accommodation and catering services	6 645 322	13 100 000
Retail	2 666 399	8 400 000
Recreational and other services	1 789 984	5 500 000
Repair shop and gas station services	1 652 951	1 800 000
Transportation	1 587 157	
Direct revenue from tourism in total	14 341 813	28 800 000
Indirect revenue from tourism in total	490 200	3 000 000
Tourism income in total	14 832 013	31 800 000
Wage income effects	2 405 900	11 300 000
The tax revenue effects	433 062	2 100 000
The overall benefits of tourism	17 670 972	45 200 000

From table 5 the great growth of tourism turnover in the area during nine to ten years of time can be seen. The economic benefit and activity during this time range have doubled, and for example in retail business, the increase can be multiplied by four which shows tremendous growth within such a short period of time. Also the total value of tourism has been calculated to have more than doubled during the nine to ten years of time.

7. RESEARCH PLAN

In the area of Jakobstad and Kalajoki many different directly and/or indirectly tourism related companies operate. They come in the forms of accommodation, services, catering, and events and for example sightseeing. The target of this research is to interview and send out questionnaires to the people working within the field of tourism as well as people using the tourism services.

Two different kinds of research methods were used to analyze the data and to draw conclusions in this research. Firstly, in the quantitative part, a questionnaire about sustainability issues was designed and aimed at people who use the services and products of tourism industry. In the second part, to get precise insight into the socio-economic impact of tourism development, a group of tourism industry professionals were interviewed with a semi-structured interview consisting of three different themes. All were interviewed individually, by meeting them in person or by digital means such as through e-mail or by phone.

7.1 Research Methods

In all the fields of study, the methods of research vary depending on the need of the field and aim of the research. However, in all fields, research is done to explore the unknown, to find new results or even to verify the previously found results. The point of a research is to expand knowledge, gain data and even to spring new ideas to light which can later be developed into further research to advance the field of study. Tourism being a rather young field of study and under continuing changes, there is a lot of research still to be done. According to A.J

Veal, the common modes and methods for a typical research can be divided into three main categories. (Veal 2006. 3-5)

Firstly, there is descriptive research which, as the name suggests, tries to find the best ways of describing a phenomenon that is happening or trying to find out what it is. In scientific research this form is very common, when one is trying to find out something about unknown topics. However, in tourism we know that things are happening and quite often what is happening can be seen. Therefore, the second form of research, explanatory research, is the method which is often used within leisure and tourism related researches. Explanatory research tries to throw light on things about how and why certain phenomena happen and understanding to how the tourism field operates with its high level of complexity and great amount of variables involved. The third type of a research is evaluative research which aims at a chosen phenomenon or phenomena, for example, policies and programmes as exemplified by Veal. (Veal 2006. 3-5)

The research methods used in this thesis are descriptive and explanatory. The descriptive part, or quantitative part, consists of a questionnaire which aims to find out the level of knowledge and awareness that the respondents have about issues related to sustainability in the tourism industry. The explanatory part of the research consists of semi-structured interviews with tourism professionals, and a form of a qualitative research. The aim of this is to find out about the reasoning and opinions about the current situation as well as the future regarding the sustainability and environmental questions within the tourism industry in the Kalajoki-Jakobstad areas.

7.2 Methods used in the research

As mentioned, two different kinds of research methods are used in this research – quantitative and qualitative research methods. The main aim of quantitative research is to collect data to be able to get a statistical perspective of the results. The data received through this method can be presented numerically which helps to draw up the statistics with different statistics computer programs such as SPSS Statistics. With the data received one can create graphs to summarize and make the results more understandable to the viewer. (2006 Veal. 40)

In qualitative research the method is not to receive the data of the research in the form of numbers, but as ideas from the interviewees or target group. Most of the times the qualitative research takes the form of an observing interview with certain personnel who share their experience, knowledge, insight and ideas to draw the results and conclusions of the research. (Veal 2006. 40)

Although these two methods are different, the results for this research are intertwined with one another. The point of the quantitative research is to find out an average person's knowledge about sustainability issues and the point of the qualitative research is to find out experts' thoughts about socio-economic impacts. These two topics are clearly related; as the knowledge and awareness of the average consumers are related to the socio-economic impact of consumer behavior and their use of resources affect the travel destination both sociologically and economically. Therefore, the way people use and evaluate their purchases and cycling the economic value can directly relate back to sustainability issues, since the wrong kind of methods can be used to ruin the environment and thus ruining the area for other consumers and hindering economical side.

7.3 Validity and reliability

According to A.J. Veal

“Validity is the extent to which the information collected by the researchers truly reflects the phenomenon being studied. Leisure and tourism research are fraught with difficulties in this area, mainly because empirical research is largely concerned with people’s behavior and with their attitudes, and for information on these the researchers is, in the main, reliant on people’s own reports in the form of responses to questionnaire based interviews and other forms of interviews. These instruments are subjects to a number of imperfections, which means that the validity of leisure and tourism data can rarely be as certain as in the natural sciences.”
(Veal 2006, 41).

For example, in natural sciences, in a controlled situation and in controlled preconditions the same research conducted at different times will bring the same result. In social sciences, however, it is not certain that although preconditions remain the same, the same research will bring exactly the same results. This is because the human psychological condition and state of mind plays a big role in controlling people’s expression. For instance, in this thesis we interviewed an event organizer and her answers were based on her social and professional level, as well as on her experience that she gained over the years of work in that particular field. It is not certain that if we interviewed her on the same theme in a different time it will bring the same outcome.

“Reliability is the extent to which research findings would be the same if the research at a later date or with a different sample of subjects. Again it can be seen that the model is taken from the natural sciences where, if experimental conditions are properly controlled, a repetition of an experiment should produce identical results wherever it is conducted. This is rarely the case in the social sciences, because they deal beings in different and ever-changing social situations.”
(Veal 2006, 41).

For social sciences, including leisure and tourism, this means that the researcher needs to be very cautious, provide the right introduction to the research theme,

stick to the topic and relate the research findings to the subject involved at the time and place the research carried out. While conducting the interviews for this thesis we were aware about these issues and were extra cautious to remain on the topic. Moreover, in our semi-structured interview which is based on three different themes, we asked correlated questions from the interviewees so that while transforming the findings it is possible to cross check the answers if there is any hindering information. However, as Veal points out, reliability would require that the research results remain the same even if the research is repeated later with different subjects. In the case of tourism research and particularly interviews as in this study, different interviewees can hardly ever produce identical answers. This is a typical characteristic for research in the field of social sciences and does not decrease the reliability and importance of the research findings.

8. QUANTITATIVE RESEARCH - ONLINE SURVEY

The topic of the survey was sustainability and environmental factors in travelling. To simply give an easier and more accessible feeling to the responder, the four keywords, tourism, environment, sustainability, environment, were pointed out. The aim of this quantitative survey was to gain information about how travelers in average behaved while planning their trips and during their travels considering the sustainability and environmental awareness. From their different backgrounds, for example, age group and education level, different travelling habits could clearly be distinguished.



The research was conducted by using a free online survey website called esurv.org. The website was found useful to the needs of the research as it was easy to use, easy to link forward and it has good options to view results after completing the research. After the quantitative research was planned and prepared on the website, an url-link was created so the research could be passed on virtually. Hundred answers were deemed to be sufficient to make the survey plausible. All the respondents were gathered through social media (Facebook) and within a short amount of time; the cap of hundred respondents was reached.

8.1 Gender

The first question provided the basic background information about the respondent. In average, one should not assume that gender differences can affect travelling habits and behavior since mostly such behavior is individual. However, this is important data and after the research is conducted, surprising and important

information can be found. Sometimes, depending on the topic and traveling purpose, there may be a difference in travelling habits between the genders.

*1) 1. Gender

		Response (%)	Responses
Male		53.00	53
Female		47.00	47
		Answered Question	100
		Skipped Question	0





GRAPH 4. Online Survey, question one, gender of the respondents

From graph 4 it can be seen that in this research, the respondents' gender division was almost one to one. There was however 6% more male respondents, but the average being so close, it means that neither gender is over-presented in this research.

8.2 Age

The second question is also among the basic survey questions which tells which of the age groups are most likely to travel more often and for marketing purposes, it can be seen as the most potential or valid target group for tourism orientated businesses.

*2) 2. Age group

		Response (%)	Responses
15 - 25		62.00	62
26 - 35		30.00	30
36 - 45		4.00	4
46 or older		4.00	4
		Answered Question	100
		Skipped Question	0




GRAPH 5. Online Survey, question two, age of the respondents

From Graph 5 it can be seen that the two younger age groups are more represented. For tourism related businesses in the region, these two age groups can be highly potential customer groups. Also to note here, is that these two groups are more likely to be active and involved with social media from where the respondents were gathered. The younger age groups are also most likely to be more informed and aware of tourism related information due to wide knowledge offered through the Internet. Moreover, these two groups certainly have more time to spend and more energy than two of the older age groups presented here.

8.3 Nationality

The third question on nationality of the respondents was chosen because as this research is focused on two developing tourism destinations in Finland and the research was conducted in Finland, predictably most of the respondents were of Finnish nationality. The aim of this question was to see if nationality affects travel motivation or travel choice. From the point of the research, question three is related to question number seven. The option EU citizen was added in order to get an idea about how citizens of the EU travel. EU area and citizenship was chosen specifically because Finland is part of the EU.

*3) 3. Nationality

		Response (%)	Responses
Finnish		52.00	52
EU citizen		12.00	12
Non EU citizen		36.00	36
		Answered Question	100
		Skipped Question	0





GRAPH 6. Online Survey, question three, nationality of the respondents

From graph 6 we can see that Finnish and EU citizens together represent 64% of the respondents. Also 48% were non-Finnish respondents. This result was not predictable because the research was conducted in Finland. The use of social media made the distinction between Finnish and other nationalities.

8.4 Education

Question four dealt with the educational background of the respondents. The reason as to why it is important to know the education level is because it can be relevant or directly related to the level of awareness about environmental factors. Previous studies show that the level of education and age do influence environmental awareness and attitude. (Aminrad. Zakaria. Hadi. 2011)

4) 4. Education

		Response (%)	Responses
Basic level		9.00	9
Vocational level		17.00	17
Bachelor's degree		59.00	59
Master's degree or higher		15.00	15
		Answered Question	100
		Skipped Question	0





GRAPH 7. Online Survey, question four, education level of the respondents

As can be seen in graph 7, 59% of the respondents had the education level of Bachelor's degree. The other three levels were less presented in this survey.

8.5 Travel Frequency

This question in the survey aimed at finding out how often the respondents travel. It can be assumed that the amount of travelling can be directly related to the environmental awareness level of the respondent. However it can also go either way, meaning that more travelling also means more pollution to the environment.

*5) 5. How often do you travel per year? (If your answer is number 4, Not at all, please do not proceed any further. Thank you for your participation in our questionnaire!)

		Response (%)	Responses
Once		30.00	30
Twice		33.00	33
Three times or more		34.00	34
Not at all		3.00	3
		Answered Question	100
		Skipped Question	0

GRAPH 8. Online Survey, question five, travel frequency of the respondents

As shown in graph 8, 30%, 33% and 34% of the respondents travel once, twice and three times or more times in a year respectively. Also to note here that 3% of the respondents do not travel at all.

8.6 Travel Planning

Travel plan has an impact on the environment. Therefore, it is important to know how the respondents plan their travel. Furthermore, travel planning might also affect tourism related businesses.

6) 6. How do you plan your travel?

	Response (%)	Responses
Independently	38.38	38
Taking assistance from a service provider (travel agencies such as Aurinkomatkat, Thomas Cook etc.)	4.04	4
With friends and family	57.58	57
I order tailor-made travel package	0.00	0
Answered Question		99
Skipped Question		1




GRAPH 9. Online Survey, question six, travel planning habits of the respondents

As can be seen in graph 9, most of the respondents, 57, 58%, of total respondents, do travel planning with their friends and family. 38, 38% of the respondents do the planning independently. Only 4, 04% use the services of travel agencies or buy tailor-made travel packages. This can mean that a trend of planning your travel either independently or with your friends and family is on the increase.

8.7 Travel Destination Preference

This question was added to reveal the length of travelling by the respondents. Short distance travel accumulates less pollution. As green tourism is a growing trend, it is important to know for this research how and how far the respondents travel.

7) 7. Where do you usually travel to? You can choose multiple options

		Response (%)	Responses
Domestic travel in my home country		32.91	52
Neighboring countries		29.75	47
International		37.34	59
		Answered Question	99
		Skipped Question	1

GRAPH 10. Online Survey, question seven, travel destination and regional preference of the respondents

As graph 10 presents, 37, 34% of the respondents travel internationally; domestic travel and travel to neighboring countries together amounted to over 62%. It can be predicted that as it is easy to travel within the EU-region, this may affect the survey result.

8.8 Type of Destination

When planning the trip, the destination choice is crucial. Some destinations, especially the ones close to the nature, really demand more environmental awareness.

8) 8. What type of destinations do you usually like to travel to?

		Response (%)	Responses
Naturalistic		12.09	11
Urban		14.29	13
Both		68.13	62
Other		5.49	5
		Answered Question	91
		Skipped Question	9





GRAPH 11. Online Survey, question eight, destination type preference of the respondents

From graph 11 it is revealed that both, naturalistic and urban tourism are on the rise. 68, 13% chose both urban and naturalistic as their travel destination. However, 5, 49% of the respondents came with other options such as mountain side, beach, seaside, historical places and cheap destinations etc.

8.9 Purpose of Travel

Apart from the destination of choice, question nine determines respondents' reason and purpose of travel. This question correlates with question number eight.

9) 9. What is the purpose of your travels? You can choose multiple options

		Response (%)	Responses
Leisure		68.66	92
Educational		18.66	25
Business		10.45	14
Pilgram		2.24	3
		Answered Question	98
		Skipped Question	2





GRAPH 12. Online Survey, question nine, travel purpose of the respondents

Graph 12 shows that, 68, 66% of the respondents travel for leisure which is the highest result. Furthermore, 18, 66% of the respondents make their travel for educational purpose. Only three out of 100 respondents travel for religious purposes, which means pilgrim travel is less preferable nowadays. In addition, in question number eight 68, 13% respondents chose naturalistic and urban destinations as their travel preference and in question number nine, almost the same amount of respondents answered leisure as their travel purpose, which appears to be in correlation.

8.10 Mode of Travel

Mode of travel can determine the amount of pollution. This is the reason why this question was asked from the respondents.

10) 10. What is your normal mode of travel? You can choose multiple options

		Response (%)	Responses
By car		20.59	42
By plane		35.78	73
By public transport (train, bus...)		30.88	63
By ship or cruise		12.75	26
		Answered Question	99
		Skipped Question	1

GRAPH 13. Online Survey, question ten, usual mode of travel of the respondents

Even though in previous questions domestic travel and travel to neighboring countries was dominant, yet only 30, 88% of the respondents use public transportation though it is the most environmental friendly mode of travelling. Furthermore, as graph 13 shows, 20, 59% of the respondents use car as a mode of travel and 35, 78% of the respondents travel by air, this is the highest number.

8.11 Level of Consideration of Environmental Factors

Question eleven focuses most directly on the environmental awareness of the respondents. In this era of pollution, travel does not only mean fun and gaining experience, but also means how we care about our surroundings. Unlike planning the travel and its destination, it is harder plan sustainable and less polluting travelling. If someone considers environmental factors while planning a trip or does not consider it at all, that can determine their level of awareness.

11) 11. Do you consider environmental factors while planning your travel? (Air pollution, CO2 emissions, land degradation, water pollution etc.)

	Response (%)	Responses
Yes, I do always	14.14	14
I do, but only sometimes	44.44	44
I don't consider at all	36.36	36
I don't know	5.05	5
Answered Question		99
Skipped Question		1

GRAPH 14. Online Survey, question eleven, respondents' level of consideration of environmental factors while planning a travel

As you can see in graph 14, 14, 14% of the respondents gave the answer, yes; I always do consider environmental factors while planning a travel, which is considerably low. 36, 36% of the respondents do not consider environmental factors at all while planning their trips. 44, 44% of the respondents do consider environmental factors to some extent. The outcomes of this questions show that there is a clear lack of awareness still, though most of our respondents are well educated and active on the Internet and social media.

8.12 Environmental Awareness

Question twelve was a follow-up to question number eleven. Question twelve is aimed to give a more precise image of the respondents' attitude towards environmental factors.

12) 12. How much are you concerned or are aware about environmental facts while you are travelling?

		Response (%)	Responses
Very much		12.12	12
To some degree		48.48	48
Not that much		32.32	32
Not at all		7.07	7
Answered Question			99
Skipped Question			1





GRAPH 15. Online Survey, question twelve, environmental concern and awareness of the respondents

As graph 15 shows, 32, 32% of respondents answered, "not that much" and 7, 07 % answered "not at all". This means that 39, 39% are travelers who are very little aware and concerned about environmental factors. It would not be illogical to draw a conclusion that these travelers are the most polluting as travelers. Furthermore, 48, 48% of the respondents' response was that they consider environmental factors to some degree. Only 12, 12% of the respondents appeared as the most aware individuals. From questions eleven's and twelve's outcome, it can also be said that travelers are not that much aware or even concerned about environmental factors, even though it was expected.

8.13 Environmental Information from Travel Providers

In tourism business, travel providers are considered the most influential organ. In this regard, their attitude towards environment can play a vital role to create environmental awareness from organizations to individual travelers. Lack of this action from travel providers, however, can result in a negative impact on the nature of travel destinations.

13) 13. Do you think travel providers (airline, cruise, travel agencies etc.) are giving enough information about environmental factors of travelling?

		Response (%)	Responses
Yes, I think so		11.11	11
Yes, but not that much		28.28	28
No, not really		52.53	52
No, not at all		8.08	8
		Answered Question	99
		Skipped Question	1





GRAPH 16. Online Survey, question thirteen, respondents view on information received from travel providers regarding to environmental concerns

From graph 16 can be seen, that over 61% of the respondents said that they do not get necessary information regarding to environment from travel providers. Only 11, 11% of the respondents said that travel provider do provide sufficient amount of information about environmental and pollution issues. 11, 11% of the total respondents is, however, a very low percentage.

8.14 On-Destination Environmental Awareness for Travelers

Destination management authorities can also play a vital role in creating environmental awareness and ensuring less pollution by encouraging travelers to be environmental friendly.

14) 14. While you are travelling, does the host destination provide any type of information about environmental awareness? (For example, a sign on the beach, "Don't throw trash in the ocean")

		Response (%)	Responses
Yes, they do most of the times		32.32	32
Yes, sometimes they do		43.43	43
No, not really		18.18	18
No, not at all		6.06	6
		Answered Question	99
		Skipped Question	1

GRAPH 17. Online Survey, question fourteen, environmental awareness initiative by destination authorities from respondents' point of view

Although in question thirteen, a large number of the respondents said that the travel providers do not provide adequate information on environmental factors, in question fourteen, as be seen in graph 17, a large number of respondents' response was positive when it comes to travel destinations. 32, 32% and 43, 43% of the responses was yes, they do most of the times and yes, sometimes they do, respectively. Furthermore, 6, 06% of the respondents said no, the destinations do not provide any information at all.

9. INTERVIEWS WITH DIFFERENT PROFESSIONALS IN TOURISM BUSINESS

For the interviews, there were six people interviewed in total and they were hand-picked to have a direct relation with the tourism branch through their career or to have indirect contact through their business orientation. Three of the interviewees, person C, D and E are entrepreneurs, their business relating to accommodation, catering, services and other products. Respondent F has basic work experience from the tourism field in Finland; respondent A has been working in tourism related fields for twenty-five years and is currently heading the local tourist information office. Respondent B has strong know-how and experience in event management and other work, directly and indirectly, related to tourism.

The semi-structured interview used to interview these six persons consisted of four different parts. Firstly was the introduction of the researchers and interviewee, and also the topic was opened up to give both parties common ground where to start the interview. After that, the topic of the interview was in three sections which were sustainability, social influence of tourism development and lastly, questions to find out the opinions of economics of the respondents. There were thirteen questions in total with these three sections. All the questions were chosen to gain opinions and information as widely as possible related to the topic.

9.1 Tourism Organization personnel in Jakobstad

The person has been working in the tourism field for the last twenty-five years. The organization that person A is working for at the present works on a tourism plan, development and marketing and functions as an umbrella for the tourism and

tourism related entrepreneurial businesses in the city of Jakobstad. Over the course of working life person A noticed certain changes in tourism itself and tourism related businesses. Before there was direct boat traffic to and from Jakobstad and Sweden, but this stopped already quite long time ago. There was a large portion of visitors from Sweden before, whereas in the last few years it has changed and got more diverse. People were travelling in old school style as groups, at present there are more and more individual travelers. From a marketing point of view, e-marketing that focuses especially on social media has got more attention compared to traditional booklets, brochures and leaflets etc.

On the ground of sustainability and environmental concerns person A's response was that companies take care of this themselves in guidance of the local municipality, and so in this matter they are not in touch with the organization that person A is working for. Person A also added that the organization that person A is representing does not provide any information or guideline for the tourists or for the tourism related service providers in terms of sustainability and environmental concerns. Though person A stated that since Jakobstad is a small city and is yet developing as a tourist attraction, the sustainability and environmental situation is in good shape at present. As the city is showing a trendy rise in tourism turnover, in the future sustainability and environmental factors will certainly become more important.

When person A was asked about the social impact of tourism development in the Jakobstad area on the local community, the interviewee responded that it is difficult to measure but the understanding of different cultures and values is getting better and better. According to the interviewee's view there is nothing yet to be mentioned as a negative impact of tourism development in the region. However, from the view of the interviewee's work life experience, sometimes bureaucratic processes slow down the growth of development.

About the tourism impacts that can benefit the local society the interviewee responded that of course the economic benefit comes first; then comes the understanding of different people and their cultures, as well as tolerance of differences, which is improving in the course of time. The interviewee also pointed out that during the city festival time (Jakobs Dagar) there could be littering, but as Finland is much more focused on recycling products, people do not really throw their beer cans or bottles here and there. Instead they collect it and take it to the recycling machine and collect the change for the recycling.

On the ground of balanced tourism development the interviewee mentioned that the city itself, as well as a part of the city administration that the organization that the interviewee represents, does not organize or sell any events or tours unlike in the other cities. However, the city and the organization the interviewee represents do branding, marketing and development plan for tourism development.

Regarding the question about economic benefits and business vs environment and sustainability, the interviewee's response was that

“Tourism has to grow to maintain the business growth in the region. Balance between business and environmental sustainability certainly is possible. Any development plan should follow the appropriate environmental guideline, should take in account the impact of the development in the surroundings and finally instead of rushing it is better to go slow with all the necessary measurements and make it steady.”

At the end of the interview the interviewee was asked where the tourism of this region will stand after five years. The response was that if we look at the previous five years the tourism turnover of Jakobstad region has showed a steady growth and is getting a diverse flavor in terms of visitors as well as tourism products. At the moment there are mainly group packages for the visitors, it would be good to have packages for individuals as well. Considering these key points the

interviewee is expecting that tourism in the region will boost and business will get diversified.

9.2 Former Event organizer in Jakobstad

This person was the head of the city of Jakobstad's main event in the summer time which is Jakobs Dagar. Before she started working with Jakobs Dagar, she was also working with two different museums in the city. At present she is working with the City Group (fin. Cityryhmä, swe Citygruppen) and her main responsibility in her current position is to develop the beautification of the city.

When the interviewee was asked about the changes of tourism business atmosphere over the time period of the last ten years the interviewee responded that

“Yes, it has changed quite a lot in the past years. Due to development of communication systems, growing use of social media, availability of information on the web, travel became easier and diversified in the recent times. In the traditional system before the customer bought an air ticket which included everything from food, accommodation, guide, sightseeing, entertainment and so on. Nowadays travel does not always mean this old fashioned way. In the changing era people want to feel the excitement of travelling more than before and hence travelling and planning of individual trips is getting more focus. Couch surfing, camping, testing exotic cuisine has become trendier in the recent time. “

As the demand of tourism products has changed over the course of time and to stay in touch with the market and travelers, the service providers in the tourism sector also has to bring changes in their views and business planning. They have to come with more diversified, planning exotic tourism products and packages in order to be able to sustain.

On the ground of focusing on sustainability or environmental factors while planning an event the interviewee stated that

“it is necessary to consider environmental factors e.g. sound pollution, trash, and sanitation system while planning an event. The interviewee and her coworkers have to have a plan for these concerns. A plan in co-operation with the city’s technical department was made for the entire event. In Finland, in order to organize an event one needs to get permission from the local police department and also from the environmental department of the city. In order to get the permission a proper and appropriate plan is needed for everything related with the event.”

Beside this, when the interviewee was in charge of the event, it was common to urge the people through the pre-press conference of the event to be environmental friendly and not to throw trash around. In addition to this the interviewee also stated that as Jakob’s Days is a city festival which actually covers the whole city instead of a certain area of the city, it has been a great concern to keep the city in a neat and clean shape during the festival time. From the city environmental department the organizers receive certain guidelines and along with the city technical department the organizers followed the guideline accordingly. As the city authority is also a co-host of the event, they also cooperate with the organizers in this aspect.

When the interviewee was asked about the social impact of tourism in Jakobstad the interviewee stated that tourism in Jakobstad gives us as citizens a reason to be proud of ourselves. In general it can be said that when we know that some guest or visitors are coming to the city, normally we try to keep the city nice and clean. We are excited to show them what we have e.g. Arctic Museum Nanoq, beaches, museums, crafts and when someone praises something about the city that makes us proud of course. Sometimes long cold winters become depressing for local inhabitants also and when it is summer, nice sunny bright surroundings all around, we can notice new faces in the town centers, happy and excited faces around also make us happy as local inhabitants. Tourists from different parts of the world create a lot more open atmosphere, locals find a different way of thinking and view on their life, and people are learning and willing to learn about different cultures and society. The interviewee also mentioned that ten years back it was

not so common to see foreigners randomly in the city but things have changed over the years. Now it has become very common as Jakobstad is developing as a tourist destination and people from around the world are coming to visit here with different backgrounds, different cultures, and different skin colors. As a bilingual city this city has a long tradition of tolerance, and in the recent time it has become more tolerant and open where everyone can feel at home.

While discussing the economic impact of the tourism development in the region, the interviewee thought that there is nothing yet to be noted as negative in regards to the economic point of view. Tourism development at present includes positive impact, especially in the city festival time, it creates opportunities for earning for the local young people. She also stated that the business here in Jakobstad make so much money in that particular time of the year that they can rely on that for rest of the year. The only negative point the interviewee came along with was bad weather during the festival time. If there is bad weather people might not come in expected numbers and as an effect of that the local enterprises might not do as good business.

According to the interviewee a fine balance between economic benefits and business vs environment and sustainability is certainly possible and all the working groups here in the city should work together to achieve that goal. Expansion of tourism means more money coming to the town which will eventually strengthen the city administration to establish new setups. For the individuals, tourism expansion will create opportunities for the locals in the forms of jobs, businesses etc.

To sum up the discussion, the interviewee stated that it does not always have to be business for the sake of business. We all, from city administration to individual enterprises, can together make it possible to do business with more care which means more focus on environmental factors and moving towards green tourism. The interviewee also mentioned that there is a clear lack of co-operation among

the working groups in the region which needs to be minimized and the sooner this happens, the better.

9.3 CEO of a service providing company in Jakobstad

The company this person represented is in a service providing business for a long time in the city of Jakobstad. This company has a hotel, two restaurant, one sports bar, two night clubs and a specialized wine bar as well. At the beginning of the interview, when the interviewee was asked about the changes in business atmosphere the interviewee responded that

“There has been a change in the business life. Nowadays it is not enough and attractive to the customers to just offer food and beer as menu, there needs to be something more to offer (something complementary or something like added value). It does not necessarily have to be food or drinks. That complementary thing can be for example live music. Moreover, there has been an increase of cost over the years.”

When the interviewee was asked about the sustainability or environmental concerns while doing business and well as when expanding the business, the interviewee responded that

“Of course as a business operator in food and accommodation sector we have taken in consideration the environmental factors such as waste management, more and more energy saving equipments, saving water etc. For example when our company was renovating the kitchens in both of our restaurants we focused on installing more energy saving equipments in place of old equipments. In our hotel rooms we have small levels in every room saying if you need new towels please put the old one on the floor and if you think you can reuse the old one please hang it up. In additional to this, in the hotel rooms we changed the shower which is more water saving than before. Moreover, in the hotel we are planning to install a new technology to keep the rooms warm instead of the old heaters. The new technology will cool down the air inside and will warm the water as well. In that way we can save money as well as the environment.”

When the interviewee was asked if they provide any type of information regarding environmental awareness the interviewee responded that they do encourage the guests as well as workers to put the right waste in the right trash bin. It is actually the authority in Finland that sets up such rules and regulations, so there is no way to escape but to be caring with your waste management. If you do not do it properly certainly you will get a financial penalty.

When the interviewee was asked about the social impact of tourism development the interviewee responded that from a business point of view it is positive for the business. If we can continue the development in the tourism sector that means more and more tourists will come here and we will get more customers. However, sometimes, for example, in the night clubs there occurs some problems between our hotel guests or locals and the visitors come that here - although that has happened very rarely. As the city itself is bilingual and has a long tradition of tolerance, we are ready to accommodate new people, new views, new ideas and new cultures as well. Due to the growing use of and dependency on the Internet almost nothing is unknown to anyone. Everyone knows about different people, different views, and different cultures. As the city is getting more colorful in terms of different visitors from different parts of the world now we are getting opportunities to experience practically what we had known through the Internet.

When the interviewee was asked about the economic impact of tourism development the interviewee responded that there might be some negative aspects of tourism development. As a business oriented person to me there is nothing negative, it is all positive. The interviewee also mentioned that it is mainly in summer time when we receive tourists here. The rest of the year it is mainly business guest who come here and stay in our hotel. It would be even more positive if we could develop the region as a winter tourism spot as well. Regarding business vs sustainability or environment the interviewee said that since

Jakobstad is a small city with around 20 000 inhabitants and tourism is just on the rise, there is nothing yet causing business and sustainability to hinder each other.

9.4 Entrepreneur D in Kalajoki

Person D is an entrepreneur in the Kalajoki Hiekkasärkät area. The company has existed fifteen years and their company brand provides different services such as catering, accommodation, a pub, a nightclub and also their company group organizes events annually related for example with sports. They also have smaller scale events such as beauty contests and different music nights e.g. with live music every now and then.

When asked question number one, which was about the atmosphere and nature of the tourism business and if there has there been a change during the years, the interviewee felt that there has been progress towards the better. According to her it is mandatory also to strive for sustainability and quality when it comes to business planning related to nature. The preservation of nature has always been a top priority in business life of Kalajoki as according to her, 90% of customers and visitors who come to Kalajoki come to feel and experience the unique nature of the area. The companies in the area are well aware of the importance of nature and are working independently to do their part in the sustaining progress for example through different projects such as Green DQN (Destination Quality Network) quality scheme.

With social influence person A thought that mostly the social impact is positive and it is interesting to notice that in Kalajoki the amount of services such as amount and sizes of super markets are too big for the low season of tourism, but necessary for the three month high season during the summer. There are also negative social issues related to the tourism development in Kalajoki, since there

have been arguments about expanding the touristic area and the expansion has been slowed down by simple democracy of people fearing the change in nature etc. The planning process however is always made so that all stakeholders of the area are taken into account when the plans for expanding are made and nature is considered also so that no animal would lose their natural environment.

Person D summarizes the interview by making the point that sustainability and steady economic growth can be achieved by constructive teamwork among the companies, authorities and stakeholders. This way it is ensured is that the planning process, conducting the plan and expanding of the economy can be made sure to last and be sustainable for the precious nature that the tourism of Kalajoki is dependent on. The right and unified choices is the most important thing since they can hold and support the tourism of the area even after tens of years.

9.5 Entrepreneur E in Kalajoki

Person E has been an entrepreneur in the area of Kalajoki, but also in the nearby city, Ylivieska for sixteen years in total. Nowadays under their entrepreneurship services are provided like accommodation, catering, cottage renting and cleaning. According to him, when compared to the business life fifteen years back, he thinks that the modern day business has become more hectic and decisions have to be made faster. The pace of doing business has basically increased. When asked about sustainability issues and environment related matters, person E notes that they don't give any special attention to the environmental issues apart from following the regulations set for them by officials and authorities that enable them to operate their business. It is however regular to keep a constant eye on their total energy consumption and trying to find new solutions to run less energy consuming operations. This also saves money in the longer run, he states.

He also generalizes that the total social influence of tourism development in the area is like a coin, it has two sides. When it comes to travelling and leisure, people always tend to leave their mark in the area, but it also energizes and makes the area more alive at the same time. This can however accumulate more cleaning afterwards and some disagreement in the local society, since the more people come, the more it will disturb the peace of the locals. As long as these two remain in constant balance in good will, there will not be any major problems. To avoid any major setbacks it is necessary to keep up the good and farsighted planning and control over operations to be able to sustain our economic growth in the area.

9.6 Tourism professional in Kalajoki

Person F has been working in the Kalajoki area with for a company that provides accommodation and different kinds of wellness services for some six years in total. She has also worked in cleaning with the same company and in their premises. For a year and currently continuing, she is working as a foreman at the same company during the high summer season to come. Apart from her experience in Kalajoki touristic area, she has also worked in Lapland, during the high winter season for two whole lasting seasons. Person F also is the youngest of all the interviewees and even though she has worked as a foreman, a supervisor for a group of people in a reception, among the six interviewees; she has the freshest and most concrete experience related to the practical field work in the tourism field.

She has been working in the tourism field related work her whole work life up until now. According to her, as the technology keeps pursuing every day, there can be seen different kinds of development with her work during the past years such as computer programs, like bookings systems, are updated and becoming more advanced every year. She has also noticed that the development and

advancement also has happened to affect the behavior of tourists slightly as information is becoming more easily accessible to people, thus visitors are becoming more aware of services and their rights as a customer. Some customers nowadays are beginning to demand more from the quality of the service and this is why the issue of creating more value to the product by customer service has been in increase and more in focus among the customer service workers and training.

On sustainability related issues, Person F was able to answer well from a practical work point of view such as she had been cleaning in the accommodation premises, the use of towels and the expense of use of chemicals by the customers are been attempted to reduce by for example by informing customers who are staying longer than over-night to leave a towel at a certain spot in the room so the cleaners know not to change it. This makes it possible to reduce the energy needed for cleaning greatly from time to times, especially during the high season hours, days, weeks or even months. Also in her experience, at different accommodation location there are black plastic bags given and handed to customers at the gate while they enter the area of accommodation. This way, the idea of putting the trash accumulated by the customers' is given to the customers themselves and this way easing the workload of the cleaners in the area. At the same point where the plastic bags were given, the tourists were also handed a map of the area which clearly pointed out where the trash should be taken. During big events and high season, as a foreman, person F had also booked or bought more trash containers and trash bins and strategically pointed them all over the area so that it would be close to impossible for a customer in a normal state of mind to miss them.

In the social influence section she pointed out that especially during the plans to expand an area and those times of planning, are the testing point of the local community. Those times prove the strength of the society and their ability to work together as a whole. It is also possible, depending on the people that during time to time, when a company is making greater turnover, thus making other companies envy them. Professionally saying, this shouldn't happen, but taking into

account the human nature, it is possible for this kind of negative issues to rise among the society. Positive sides from such social issues are however the atmosphere during the high seasons. While working in Lapland for example, an atmosphere is usually created among the season workers to cheer each other up and to support each other, no matter in which company you worked. This plays a vital role with season workers as most of the personnel come from another municipality and different areas of Finland or even of the whole world.

Mostly person F views the growth in economy as a positive thing. However, too rapid growth can also mean that the services provided such as accommodation are over flooded, leading to damage to the nature. This is why the amount of possible visitors and capacity of the area should always be measured and controlled to avoid any permanent damage to the environment. She also pointed out that even when this happens, if more customers came in and paid money to the services of the area, it also means that the area has more money to put in renovating, restoring and cleaning the area after for example big events.

At the end of the interview, she mentions that it might be possible that people generally have the image that sustainability, the green thinking, and economic growth, business driven mindset, cannot be set against each other. She however agrees that following regulations and especially keeping business plans updated with the latest information on both topics, it can be possible for business to be both economically growing but also nature.

10. ANALYSIS OF RESEARCH FINDINGS

This chapter will illustrate and analyze the research findings of both researches conducted in this thesis – the quantitative online survey and the semi-structured qualitative interview.

10.1 Online survey findings

In the online survey, the male and female respondents were well proportioned. In addition to that, most of the respondents, precisely 62% of the total respondents were representing the youngest age group of respondents which is the age of 15 years old to 25 years old. In terms of tourism business, this age group is the most potential customer group for long term tourism business related operations, as they are in the beginning of their life. Since most of the respondents were in this age group, this also illustrates the new generations's view to travel and to the environment. Finland is one of those few countries in the world that has untouched nature. As the Finnish nationality was dominant in the survey, in particular the results illustrate younger Finns' views towards travel and environment. It is important to know the younger travelers's view as Finnish tourism is more likely to be based on naturalistic destinations.

From online survey results, it can be seen that most of the respondents are well educated. That means they have skills and accessibility to information, which is vital for any type of concern and awareness. The survey results also indicate that younger people are more likely to travel frequently as 67% travel twice or more than that per year. Furthermore, the survey results also show that over 57% of the respondents travel with friends and family, however, independent travelling is a

faster growing trend in tourism business as over 38% said to plan their travel independently. From this, a conclusion can be drawn that younger people in the recent times prefer to travel independently or with their close ones.

Over 62% of the respondents mention domestic and neighboring countries as their travel destination. This answer might be an effect of the EU policy of making travel easier for EU citizens within the European Union. 68% of the respondents say they prefer to travel to urban and naturalistic destinations. That means, if Finland can market itself properly, it is possible for Finland to become a lucrative tourist destination in the region as Finnish tourism is based on naturalistic sites. This also indicates that urban tourism is rising and for young Finnish people, urban tourism is a preferred destination or product. As the two chosen touristic destinations are basically urban areas compiled with naturalistic beauties, there is a possibility for both of them to become a leader in urban tourism in the region.

The survey results also indicate that leisure tourism is the dominant and most popular tourism trend among the younger people, point to note here, that both of the chosen destinations are well facilitated with leisure tourism products, but as well with business tourism capabilities. Furthermore business tourism is also known as a travel trend to the younger people.

According to the survey result, travelling by public transport is gaining popularity as nearly 31% of the respondents said that they travel by public transportation. Also, to be noted here, the number of travelers who travel by car and plane are quite significant, and this needs to be reduced to ensure sustainable and balanced tourism.

Even though most of the participants in the online survey are well educated, however when it comes to considering environmental awareness while planning travel, over 36% of the respondents said that they do not consider environmental factors at all. This means that from the administration's point of view there is clear

lack of informing people for example through different medias about the dangers of environmental hazards. Only 14% of the respondents are concerned with and well aware of environmental factors which is considerably very low considering their level of education.

When it comes to considering environmental awareness while planning travel, a large number of participants to the survey said that they do not consider that topic at all. However, when the participants were asked how aware they are about environmental factors, around 61% said they are at some level aware of environmental factors. This is clearly contradictory to their previous statement of considering environmental factors while planning travel. It can be concluded from this result that perhaps younger people are nowadays either ignorant to the facts or they are not properly aware of the facts.

Over 60% of the respondents think that travel providers do not provide enough information about environmental factors. This is a serious issue for the travel operators and travel providers in Finland. This might indicate that from the professionals' point of view there is a lack of awareness about the environmental factors. This can also imply that there is a communication gap between the officials and the customers of tourism business when it comes to awareness of environmental factors. In addition to this over 75% of the respondents think that the host destination provides some level of environmental awareness through their actions, such as signs, leaflets, booklets etc.

10.2 Interview research findings

All six interviewees possess a positive attitude towards tourism development in both of the destinations. They think it is important for economic development as it can play a vital role in total economic activities in the areas. In terms of

sustainability concerns, the interviewees from Jakobstad and Kalajoki, both stated that as both of the destinations are growing their image as touristic destinations, sustainability concerns are not yet big issues. Moreover, both of the municipality authorities are quite active in monitoring and supervising environmental concerns in their areas. However some of the interviewees mentioned that there is a lack of cooperation among the working groups (such as tourist information office, environmental department of the municipality, service providers etc.) in tourism and environment related areas. Furthermore, the interviewees mentioned that bureaucratic process is one of the reasons for slowing down the development and possible expansion. During the summer time which is considered the high season for both of the destinations, there is a concern of waste management. Interviewees think that municipalities should expand their capability in that particular area of waste management. They also suggested that the municipalities can recruit additional summer or temporary labor forces to solve this issue. Sometimes natural changes can affect negatively on tourism business for example in the summer 2013 in Kalajoki, there was water pollution to the sea caused by expanding territory of seagulls (which is unusual and might be a cause of environmental changes in the region).

From Jakobstad's point of view, all three interviewees responded positively about the social impact of tourism development. In their view, tourism in the area provides opportunity to the local inhabitants to get to know different people, values, cultures, views to life and give better understanding of each other. Also, in general, in Kalajoki, the views were the same. However, the interviewees of Kalajoki also pointed out that there are some people who are afraid of changes which might be a reason for slowing down the process of development, but this is not yet a big concern towards the tourism development however. From the interviewees' point of view, tourism is not always about money. Tourism can also play a vital role for better understanding and tolerance of differences, from person to person, groups to groups or even culture to culture.

From the data that was included in this research, it can be seen that both of the destinations are showing a rising trend in terms of tourism turnover. All the interviewees from both of the tourist destinations are positive and are expecting a steady growth of tourism business in their area. All of the interviewees also indicated that the development of tourism activities in these areas are considerably slow which needs to be faster to a certain extent. Interviewees also mentioned that very fast progress might result negatively in terms of sustainable development and environmental concerns. They expect a steady and properly planned growth of tourism activities in their areas. One of the interviewees from Jakobstad who is engaged in a service providing business pointed out that there is a large number of business travelers who travel to Jakobstad and if the city can develop business tourism products the city can attract more and more business tourists. He also mentioned that Jakobstad has the necessary facilities (for example conference facilities, golf course, comfortable accommodations and as industrial city, business opportunities etc.) to attract business tourists, but it needs a combined marketing operation to penetrate the business tourism market in Finland.

11. CONCLUSIONS AND RECOMMENDATIONS FOR FUTURE DEVELOPMENT

After conducting and analyzing both of the researches, it is possible to draw a proper picture of tourism activities and situation in both of the chosen destinations. The quantitative survey research indicates that there is a lack of awareness about environmental concerns among the young people who are travelling quite frequently as both of the destinations organize different public events such as fairs, events of different sort (Jakob's Dagar, Kalajoen Juhannus etc.) which are appealing to young travelers. These two destinations certainly need to focus on creating environmental awareness. Also, in the qualitative interviews, the interviewees mentioned that as growing destinations, there is not an alarming concern yet about environmental and sustainability factors, but in terms of tourism turnover it can be seen that these destinations are growing steadily. That means that to create a sustainable and environmental friendly tourism belt for the future, they need to plan their tourism development with more focus on environmental factors.

From the interviews, it can be also seen that from the interviewees' point of view, there is a lack of inter-cooperation among the working groups of tourism in both of the destinations. For a steady and balanced growth of tourism, the working groups need to be in close cooperation with each other, as soon as possible. Also, after analyzing the survey and interviews, it is recommended that the working groups in both of the destinations should plan a combined marketing plan and work on it accordingly. It would be beneficial for the companies in both the destinations to combine their services and market it together for example if the accommodation service can combine their service with spa service or golf course in that way they can help each other and attract more tourists. The process has already started in Kalajoki, but yet it is not trendy.

From the online survey it revealed that younger people are travelling more frequently in recent times, so the service providers in these two chosen destinations should develop products to that particular group of travelers which will be a boosting fact for tourism development in the chosen destinations. In addition to that, just only developing the product is not sufficient as the products need to be marketed in an effective way and through the right channels so they would reach the wanted customer segment and be easily accessible to them.

From some of the interviewees' point of view, the administrations in the destinations are not taking enough initiative to promote the destinations on the Finnish tourism market. It would be beneficial for both of the destinations if the administration stepped forward and made positive moves.

From the view point of social impact of tourism development, the interviewees responded very positively which is a motivational fact for the inbound travelers who travel to the chosen destinations. For tourism development, an open and friendly society is vital. If the host community is not ready to accept the differences of culture, values, ideas and views of life that will certainly effect the tourism development negatively. After analyzing the survey results and from the researchers' own experience in both of the cities, over the past years, it can be said that both of the cities are getting more and more international in terms of different people and cultures, which is noticeable to some extent in both of the destinations. As a bilingual city, Jakobstad has a long tradition of tolerance and adaptation with different cultures. This tradition and history put Jakobstad in an advanced position from the tourism development point of view.

In both destinations, tourism is showing a significant contribution to the local economy. Over the time period of the last five years, the tourism economic turnover has increased over five million euro in Jakobstad, and in Kalajoki, within the last ten years, the total turnover and tourism benefit has more than doubled. From the interviewees' point of view, even though both of the destinations are

showing an increasing trend, yet the development is not sufficient enough to boost the businesses here and for new ventures. That means the tourism activities in the destinations need to be increased to feed the local businesses as well as to introduce new ventures on the tourism market. Although the interviewees expect and recommended development of tourism activities in both of the destinations from an economic point of view, they also expect the local authorities to ensure a proper development plan which will not hinder the local environmental balance.

After analyzing the research findings it can be said that both of the chosen destinations have adequate facilities to attract the tourists, but there is a lack of appropriate marketing process and branding. It is also noticed in the research that mostly summer time is the high season of tourism activities of both chosen destinations. The long winter time and winter tourism related activities are being avoided by the authorities and service providers. To make a balance between high and low season, both of the destinations should focus on developing winter tourism products in order to penetrate this market.

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Appendix 1

Questionnaire of sustainability and environmental factors in travelling

Tourism, Travelling, Environment, Sustainability

Good respondent, thank you for participating in our survey! We are Mohibur Rahman and Joel Salmela from Centria University of Applied Sciences. We are tourism students and our final thesis surrounds questions of environmental and sustainability issues in travelling and tourism. In the modern day, while the business world is growing and more energy and natural resources are used, the question of suffering environment is arising. This is why sustainability of the environment is becoming a more critical factor every day to preserve our way of life with business and economy, without inflicting grave, negative impact on the nature we are so dependent on. We hope that you answer according to your current knowledge of these issues. Thank you!

1. Gender

- Male
- Female

2. Age

- 15 to 25
- 26 to 35
- 36 to 45
- 45 or older

3. Nationality

- Finnish
- EU citizen
- Non EU citizen

4. Education

- Basic level
- Vocational level
- Bachelor's degree
- Master's degree or higher

5. How often do you travel?

- Once
- Twice
- Three times or more
- Not at all

(If you answer is 4. Not at all, please do not proceed further. Thank you for your cooperation)

6. How do you plan your travel?

- Independently
- Taking assistance from a service provider (travel agencies such as Aurinkomatkat, Thomas Cook etc.)
- With friends and family
- I order tailor-made travel package

7. Where do you usually travel to? You can choose multiple options

- Domestic travel in my home country
- Neighboring countries
- International

8. What type of destinations do you usually like to travel to?

- Naturalistic
- Urban
- Both
- Other? _____

9. What is the purpose of your travels? You can choose multiple options

- Leisure
- Educational
- Business
- Pilgram
- Other? _____

10. What is your normal mode of travel?

- By car
- By plane
- By public transport (train, bus...)
- By ship or cruiser
- Other

11. Do you consider environmental factors while planning your travel? (Such as air pollution, CO2 emmissions, land degradation, water pollution etc.)

- Yes, I do, always
- I do, but only sometimes
- I don't consider at all
- I don't know

12. How much are you concerned or aware about environmental facts while you are travelling?

- Very much
- To some degree
- Not that much
- Not at all

13. Do you think travel providers (airline, cruise, travel agencies etc.) are giving enough information about environmental factors of travelling?

- Yes, I think so
- Yes, but not that much
- No, not really
- No, not at all

14. While you are travelling, does the host destination provide any type of information about environmental awareness? (For example, a sign on the beach, “Don’t throw trash in the ocean”)

- Yes, they do
- Yes, sometimes they do
- No, not really
- No, not at all



Open comment concerning sustainability and environment factors

Appendix 2





Results for: Questionnaire of Sustainability and Environmental factors in travelling**Tourism, Travelling, Environment, Sustainability**

Good respondent, thank you for participating in our survey! We are Mohibur Rahman and Joel Salmela from Centria University of Applied Sciences. We are tourism students and our final thesis surrounds questions of environmental and sustainability issues in travelling and tourism. In the modern day, while the business world is growing and more energy and natural resources are used, the question of suffering environment is arising. This is why sustainability of the environment is becoming a more critical factor every day to preserve our way of life with business and economy, without inflicting grave, negative impact on the nature we are so dependent on. We hope that you answer according to your current knowledge of these issues. Thank you!




***1) 1. Gender**

		Response (%)	Responses
Male		53.00	53
Female		47.00	47
		Answered Question	100
		Skipped Question	0





***2) 2. Age group**

		Response (%)	Responses
15 - 25		62.00	62
26 - 35		30.00	30
36 - 45		4.00	4
46 or older		4.00	4
		Answered Question	100
		Skipped Question	0

***3) 3. Nationality**

		Response (%)	Responses
Finnish		52.00	52
EU citizen		12.00	12
Non EU citizen		36.00	36
		Answered Question	100
		Skipped Question	0

4) 4. Education

		Response (%)	Responses
Basic level		9.00	9
Vocational level		17.00	17
Bachelor's degree		59.00	59
Master's degree or higher		15.00	15
		Answered Question	100
		Skipped Question	0

*5) 5. How often do you travel per year? (If your answer is number 4, Not at all, please do not proceed any further. Thank you for your participation in our questionnaire!)

		Response (%)	Responses
Once		30.00	30
Twice		33.00	33
Three times or more		34.00	34
Not at all		3.00	3
		Answered Question	100
		Skipped Question	0

6) 6. How do you plan your travel?

		Response (%)	Responses
Independently		38.38	38
Taking assistance from a service provider (travel agencies such as Aurinkomatkat, Thomas Cook etc.)		4.04	4
With friends and family		57.58	57
I order tailor-made travel package		0.00	0
		Answered Question	99
		Skipped Question	1

7) 7. Where do you usually travel to? You can choose multiple options

		Response (%)	Responses
Domestic travel in my home country		32.91	52
Neighboring countries		29.75	47
International		37.34	59
		Answered Question	99
		Skipped Question	1

8) 8. What type of destinations do you usually like to travel to?

		Response (%)	Responses
Naturalistic		12.09	11
Urban		14.29	13
Both		68.13	62
Other		5.49	5
		Answered Question	91
		Skipped Question	9

Other
Sunny beaches and booze!
Mountains
seaside
Depends where my purpise lead to. Could by any, all or none of above.
With good historic background and cheap destinations

9) 9. What is the purpose of your travels? You can choose multiple options

		Response (%)	Responses
Leisure		68.66	92
Educational		18.66	25
Business		10.45	14
Pilgram		2.24	3
		Answered Question	98
		Skipped Question	2

Other
family
Pilgram?? Bitch please!!
To see the stuff I have seen only on photos so far.
visit historical place





10) 10. What is your normal mode of travel? You can choose multiple options

		Response (%)	Responses
By car		20.59	42
By plane		35.78	73





By public transport (train, bus...)		30.88	63
By ship or cruise		12.75	26
		Answered Question	99
		Skipped Question	1

Other
Sometimes I take my pony.





11) 11. Do you consider environmental factors while planning your travel? (Air pollution, CO2 emissions, land degradation, water pollution etc.)

		Response (%)	Responses
Yes, I do always		14.14	14
I do, but only sometimes		44.44	44
I don't consider at all		36.36	36
I don't know		5.05	5
		Answered Question	99
		Skipped Question	1

12) 12. How much are you concerned or are aware about environmental facts while you are travelling?

		Response (%)	Responses
Very much		12.12	12
To some degree		48.48	48
Not that much		32.32	32
Not at all		7.07	7
		Answered Question	99
		Skipped Question	1

13) 13. Do you think travel providers (airline, cruise, travel agencies etc.) are giving enough information about environmental factors of travelling?

		Response (%)	Responses
Yes, I think so		11.11	11
Yes, but not that much		28.28	28
No, not really		52.53	52
No, not at all		8.08	8
		Answered Question	99
		Skipped Question	1

14) 14. While you are travelling, does the host destination provide any type of information about environmental awareness? (For example, a sign on the beach, "Don't throw trash in the ocean")

		Response (%)	Responses
Yes, they do most of the times		32.32	32
Yes, sometimes they do		43.43	43
No, not really		18.18	18
No, not at all		6.06	6
		Answered Question	99
		Skipped Question	1

15) Open comment concerning sustainability and environment factors

Text Answers (15)
Sustainability and environmental factors are really important issues to be more concerned about since this is our responsibility to keep a good environment for our next generation to come.
Transport providers, boarding and lodging providers and restaurants must provide information about environmental factors. It should also contain what factors they are considering what they are not.
Actually environmental factor does not depend on my tour plan because I always prefer historical and famous thing to visit.
Travel agencies they never give up proper information , they just try to do business but we should personally concent about environment polution . Then it can be better .thnx
I am not interested on hearing marketing departments nonsense about how my flight is somehow magically environmental. It is not. I want that states start taxing flying properly and also other real regulations by states and officials internationally, instead of some crap about consumers choices.
The cost and time of travel seems to be the crucial factors when it comes to choice of the mean of transportation. Finding a compromise between these and impact on the natural environment is difficult. It's like a triangle with "fast", "cheap" and "environmentally friendly" on the edges and a command "choose two". The analysis you are doing is great, I hope you will be able to get to some conclusions too. Good luck, Guys!
Finland does cool things. A lot of countried should co-operate with Finland and work on it like some countries already do.
People need to be educated about sustainable natural environment and adverse factors which is threatening the well being of the environment should be identified and solutions should be made available as soon as possible because the population keeps on growing bigger and bigger everyday while the total land surface is getting smaller and if the land surface is suffering contamination then human life is also under thread.
Int så myki onformation ov resekompanier m.m. egentligen och kunde nog vara bättre.
Travelling is not usually associated with environmental pollution so choosing ethical and responsible way to travel has never crossed my mind as being high priority.
When traveling in Finland, I would surely use the public transport if it was any cheaper. Trains and buses are actually ridiculously expensive... It's much cheaper yo go by car.
In some countries it is culturally acceptable to litter; beautiful areas turn into garbage dumps. I travel often by plane and I know it isn't "green" however I do not have a car at home and I tend to walk or use my bicycle. Worse than airplanes are cruise ships. Some cruises have the nerve to call themselves "green" yet still dump massive amounts of raw sewage into the ocean. Furthermore, their massive size can destroy delicate environments in small ports, as well as ruin man-made historic/ancient sites.
Yolo!
I think the public the transport system should be developed and made more widely available as well as affordable for people. It is difficult to use more environmental friendly transport options while travelling if these are not available or are far too expensive.

Appendix 3

Semi-structured qualitative interview

Sustainability:

1. How has or has the atmosphere of tourism business or tourism nature changed during your years of work with tourism? 5- 10 years time? Have the people changed? Have the regulations changed? Has the business life/rhythm changed?
2. How much do you focus on sustainability or environmental factors while planning of or doing a business / events? Trashing, pollution, footmark left by people on the nature?
3. Do you provide any information to the customers to aware them about the sustainability or environmental concerns? (e.g. in Australia usually hotels encourage their customers to reuse towels to reduce use of washing chemical as well as to prevent water pollution.)
4. Do the Municipality / Local government authority/ Environment / Tourism related organization or authority provide you any information regarding to this issue?

Social Influence:

5. Since the region is showing an increasing trend in terms of tourism turnover. What is your view about social impact on the local community of tourism development? (e.g. social value, local culture and cultural influence)
6. In your opinion what could be the positive impact of tourism development that can benefit the local community?
7. Are there any negative impacts of tourism development in your view? If there is, how can we reduce this negative impact?

Economic:

8. According to our studies, the economic growth of tourism sector has certainly made a positive impact on the business life, such as more jobs, more trade, and more tourists. Is there however, from your point of view, any negative impacts that you have noticed or concerned about? (For example, in Kalajoki summer season, there are lots and lots of trash, left by the tourists. high and low season)
9. Tourist behavior can be considered to have a negative impact, how has the tourist behavior changed or has it changed during the past few years? (e.g. The negative impact of trashing can be tried to reduce by setting more trash collectors / more trash bins during the high season times and events)
10. For the organization: Do you have any awareness program about sustainability or danger of environmental pollution for the service providers in the region?
11. Do you think that the increase in tourism development puts a greater stress to environment, thus hindering sustainability of the nature and the touristic area?
12. For a balanced tourism development, what are the steps you expect to be taken into consideration? (For example, marketing the destination, branding the city/region/area, promoting and organizing special events)
13. Economic benefits and business VS Environment and sustainability: Do you think that a balance between these two is possible and how can we ensure it?