

SUSTAINABILITY COMMUNICATION IN ROVANIEMI'S RESTAURANTS

Virtanen Juulia

Thesis
Degree Programme in Tourism
Bachelor of Hospitality Management

2023

Degree programme in Tourism
Bachelor of Hospitality Management

Author(s)	Juulia Virtanen	Year	2023
Supervisor(s)	Teija Tekoniemi-Selkälä, Outi Kähkönen		
Commissioned by	Ruokamatkailun vastuullinen kehittäminen palvelumuotoilulla Via Karelialla		
Title	Sustainability communication in Rovaniemi's restaurants		
Number of pages	61 + 4		

The thesis project focuses on sustainability communication in Rovaniemi's restaurants. The purpose of the thesis is to get a better understanding about the importance of sustainability communication as a marketing tool. Furthermore, the aim was to map out the current state of sustainability communication in Rovaniemi's restaurants and to give suggestions on how sustainability communication can be utilized by the restaurants to discuss sustainability aspects. The commissioner for the thesis is Ruokamatkailun vastuullinen kehittäminen palvelumuotoilulla Via Karelialla project the aim of which was to increase sustainable food tourism in the Via Karelia region.

This thesis consists of theory and empirical research. The theory discusses food tourism and sustainability communication based on relevant literature and online sources. For the research, mixed methods were used as the methodology and quantitative and qualitative content analysis was used to carry out the research. In the content analysis, websites, menus and customer feedback of 16 restaurants were analysed and rated based on preset criteria.

According to the results, restaurants utilize aspects of sustainability communication on their websites and menus. The analysis shows that sustainability aspects are better discussed in the restaurant menus and the customer feedback focuses more on the food and menus of the restaurants rather than their websites. Nonetheless, this thesis focuses only on Rovaniemi's restaurants where the available information about sustainability communication is lacking. Therefore, further research on the topic is needed.

Keywords sustainability, communication, food tourism, restaurants

Matkailun koulutusohjelma
Restonomi (AMK)

Tekijä(t)	Juulia Virtanen	Vuosi	2023
Ohjaaja(t)	Teija Tekoniemi-Selkälä, Outi Kähkönen		
Toimeksiantaja	Ruokamatkailun vastuullinen kehittäminen palvelumuotoilulla Via Karelialla		
Työn nimi	Vastuullisuusviestintä Rovaniemen ravintoloissa		
Sivumäärä	61 + 4		

Tämä opinnäytetyö keskittyy vastuullisuusviestintään Rovaniemen ravintoloissa. Opinnäytetyön tarkoituksena on saada parempi käsitys vastuullisuusviestinnän tärkeydestä markkinoinnissa. Lisäksi tavoitteena oli kartoittaa vastuullisuusviestinnän tämänhetkistä tilannetta Rovaniemen ravintoloissa ja antaa ehdotuksia, kuinka ravintolat voivat hyödyntää vastuullisuusviestintää käsitellessä kestävyys-
den eri näkökulmia. Opinnäytetyön toimeksiantajana toimi Ruokamatkailun vastuullinen kehittäminen palvelumuotoilulla Via Karelialla -projekti, jonka tavoitteena oli kehittää vastuullista ruokamatkailua.

Opinnäytetyö kostuu teoriaosiesta ja empiirisestä tutkimuksesta. Teoriaosio keskittyy ruokamatkailuun ja vastuullisuusviestintään olennaisten kirjallisuus- ja verkkolähteiden pohjalta. Tässä monimenetelmätyössä käytettiin metodeina kvantitatiivista ja kvalitatiivista sisältöanalyysia. Sisällönanalyysissä analysoitiin ja arviotiin 16 ravintolan verkkosivuja, ruokalistoja ja asiakaspalautetta ennalta asetettujen kriteerien pohjalta.

Tuloksien perusteella kävi ilmi, että ravintoloiden nettisivut ja menu hyödyntävät joitain vastuullisuusviestinnän osia. Analyysistä käy ilmi, että kestävyys-
den näkökulmat mainitaan paremmin ravintoloiden menuissa ja että asiakaspalautte keskittyy enemmän ravintoloiden ruokaan ja menuihin eikä heidän nettisivuihin. Kuitenkin tämä opinnäytetyö keskittyy ainoastaan Rovaniemen ravintoloihin, joista saatavilla oleva informaatio vastuullisuusviestinnästä on puutteellista, minkä vuoksi aihetta on syytä tutkia laajemmin.

Avainsanat

kestävyys, viestintä, ruokamatkailu, ravintolat

CONTENTS

1	INTRODUCTION	6
2	CULINARY TOURISM	8
2.1	Definition of food tourism	8
2.2	Trends within culinary tourism	12
2.2.1	Global trends in culinary tourism	12
2.2.2	Finnish trends in culinary tourism	14
2.3	Tourism in Rovaniemi	15
2.4	Culinary tourism in Rovaniemi	17
3	SUSTAINABILITY COMMUNICATION	20
3.1	Definition of sustainability communication	20
3.2	Sustainability communication in marketing	22
3.3	Greenwashing and greenhushing in marketing	22
3.4	Sustainability communication in culinary tourism	24
4	THESIS PROCESS AND METHODOLOGY	25
4.1	Thesis process and ethics	25
4.2	Commissioner	26
4.3	Mixed methods as methodology	26
4.3.1	Qualitative content analysis	27
4.3.2	Quantitative content analysis	28
4.3.3	Validity and reliability of research and results	29
5	MAPPING SUSTAINABILITY COMMUNICATION	31
5.1	Criteria and analysis of websites	31
5.1.1	Language and locality	33
5.1.2	Visuals and ethics	34
5.1.3	Sustainability achievements	36
5.2	Criteria and analysis of menus	38
5.2.1	Language and locality	40
5.2.2	Special diets and seasonality	41
5.3	Criteria and analysis of customer feedback	44
5.3.1	Food and special diets	46
5.3.2	Sustainability, locality and origin of food	48

6 CONCLUSIONS	51
7 DISCUSSION	53
REFERENCES	55
APPENDICES.....	61

1 INTRODUCTION

Sustainability has been an important aspect in tourism for decades and recently its importance tourism operators has increased (Saarinen 2006, 1121–1122), therefore it is important to know how to communicate successfully about sustainability aspects. Sustainability is also crucial within the food tourism industry, especially in restaurants (Madanaguli, Dhir, Kaur, Srivastava, & Singh 2022, 304) since people are becoming more aware of the environmental impacts and value sustainable options in their everyday life (Han 2021, 1022). Therefore, sustainability communication in restaurants should be addressed and evaluated from the restaurant's perspective as well as the customers, to gain a better understanding of its current state.

The commissioner for the thesis is *Ruokamatkailun vastuullinen kehittäminen palvelumuotoilulla Via Karelialla* project which aims to increase sustainable food tourism services in the Via Karelia region (Lapland University of Applied Sciences 2022). The thesis is connected to the project through sustainability communication in restaurants, and it aims to map best practices of sustainability communication currently used in Rovaniemi's restaurants. The topic was chosen due to author's personal interest in restaurants, food tourism and sustainability as well as having prior experience in the restaurant field.

The objective of the thesis is to investigate the current state of sustainability communication in Rovaniemi's restaurants. The focus is on Rovaniemi's á la carte and dinner restaurants, of which websites, menus and customer feedback is analysed. The topic is connected to the degree programme in tourism through marketing, sustainability and local restaurants, which are current topics in the tourism industry in Rovaniemi. This thesis consists of theory and empirical research. The theory discusses food tourism and sustainability communication, and the research uses mixed methods as the methodology along with quantitative and qualitative content analysis to carry out the research.

With the help of the thesis, a better understanding about sustainability communication and its importance in restaurants' marketing can be achieved. Alternatively, sustainability communication may become more used as a marketing tool

in the region's restaurants. For the scope of the thesis, only restaurants in Rovaniemi are analysed, therefore the results can only be generalised within the region, Since the findings of the conducted research are based only on information found online, the results will rely on the information that is available on their websites and restaurants' view to sustainability communication is not presented.

2 CULINARY TOURISM

The theory background consists of two main chapters: Culinary tourism and Sustainability communication. This chapter will define food tourism through the different variety of tourism and applications within the tourism field. Some examples of current trends are mentioned as well. It will also discuss Rovaniemi as a tourism destination, the current state of food tourism in the area as well as trends related to field in Rovaniemi's region. Additionally, justifications for the use of the term "culinary tourism" in the thesis will be presented.

2.1 Definition of food tourism

The World Food Travel Association (2023, 8) defines food tourism as "travelling for taste of place in order to get a sense of place". Typically, this means that people travel to certain destinations mainly for the food and food related activities. (Visit Finland 2021, 5). These definitions apply to both food and beverage industry although nowadays many different definitions for different varieties of food tourism exists and can be used to define these products more precisely.

Food tourism can also be defined through different themes that can be seen as the key concepts within food tourism (see Figure 1). In food tourism motivation impacts the choice of destination and which activities food tourists participate in. Motivation is a "combination of need and an excuse to travel" (Ellis, Parkb, Kimc & Yeoman 2018, 255). which is why it is an important aspect to consider since it gives the reason for travellers to visit new places. Culture, however, is a way to immerse oneself with the destination, which in this case is done through food. Through food tourism, one can learn about the history, local ways of life and most importantly food culture within the region. Authenticity focuses on the culture as well, but through it food can be seen as a concept that defines the area of its origin. An example of this is icon dishes that aim to describe the area and its history, while giving tourists an authentic food experience. Management and marketing have an important role as they define the area and create the destination which is important for locals and the local community. Marketing is crucial since it can transform a location into food tourism destination. Destination orientation is

important for the heritage and culture of the region since some foods are tightly connected to a specific location. They help to create the image and branding for the destination which in return, can boost food tourism within the area. (Ellis, Parkb, Kimc & Yeoman 2018, 257–260).



Figure 1. Food tourism themes (Ellis, Parkb, Kimc & Yeoman 2018, 257)

Food tourism can be used as a general term to define all types of tourism related to food without being too specific about the content. Traditionally, food tourism would be defined as “food and wine tourism” which only focuses on tasting different type of products at specific locations (Hrelia 2015, 2). Food tourism was first introduced in the 1990s, when people first saw wine as an attraction and only in the early 2000’s food travel was introduced but the focus was mainly on restaurants and famous chefs. Since then, food tourism has branched out through different terms such as cuisine tourism, gastronomy tourism, culinary tourism and tasting tourism. (Albala 2013, 343.)

Food tourism can also be described as gastronomic tourism or culinary tourism, although these terms can be used interchangeably due to their definitions being somewhat similar (Zhang, Chen & Hu 2019, 2). Gastronomy tourism focuses on local food culture and aims to create an unforgettable experience for the customers. The most typical gastronomy tourism activities include food and beverage tastings, cooking classes and familiarizing oneself with the region's culture through the food. (Hsu, Liu & Lin 2022, 3280.) Therefore, cuisine tourism can be seen as a niche sub-category for gastronomic tourism. The aim of cuisine tourists is to taste the local cuisine, which can also be a major motivation for travelling to certain destinations. (Herrera et al. 2012, as cited in Millán Vázquez de la Torre, Hernández Rojas & Navajas Romero 2016, 176.) Culinary tourism, much like gastronomy tourism, can be defined as “pursuit of memorable eating and drinking experience” (Hall & Sharples 2003, as cited in Testa, Galati, Schifani, Trapani, & Migliore 2019, 2). Examples of culinary tourism are visiting local producers, different types of food fairs and markets and most importantly “any food-related tourism activities” (Testa, Galati, Schifani, Trapani & Migliore 2019, 2).

Another sub-category of food tourism is gourmet tourism which aims to bring high-end agricultural delicacies closer to tourists who have a specific interest in gourmet experiences. Typically, it's done by restaurants where gourmet level cuisine and drinks are combined to complement each other to create the most memorable and enjoyable experience for the customers. Through co-operation with the agriculture sector, a gourmet experience can be achieved by the tourists. (Etcheverria 2020, 141–142.)

This shows that similar names can be used depending on which best suits the situation and although some definitions may vary, they all aim to define the same phenomenon (The World Food Travel Association 2023, 8). The term which is used depends on the impact that the food has in the tourism industry and how relevant it is in the area (Henderson 2009, as cited in Hsu, Liu & Lin 2022, 3280).

As seen in Figure 2, the sub-categories of food tourism are portrayed based on the importance of food as a travel motivation (Hall & Sharples 2003, as cited in Hall & Mitchell 2006, 139). It shows that gourmet tourism has a more niche target

group whose primary motivation for travel is to gain gourmet food experiences. Whereas for the tourists who prioritise other motivations such as culture or nature, the segment of food tourists is much wider due to low or no interest in food experiences at all. Culinary tourism is situated roughly in the middle of the graph, since the motivation for culinary tourists is to gain a better understanding of the culture through food despite it being the main attraction of the visit.

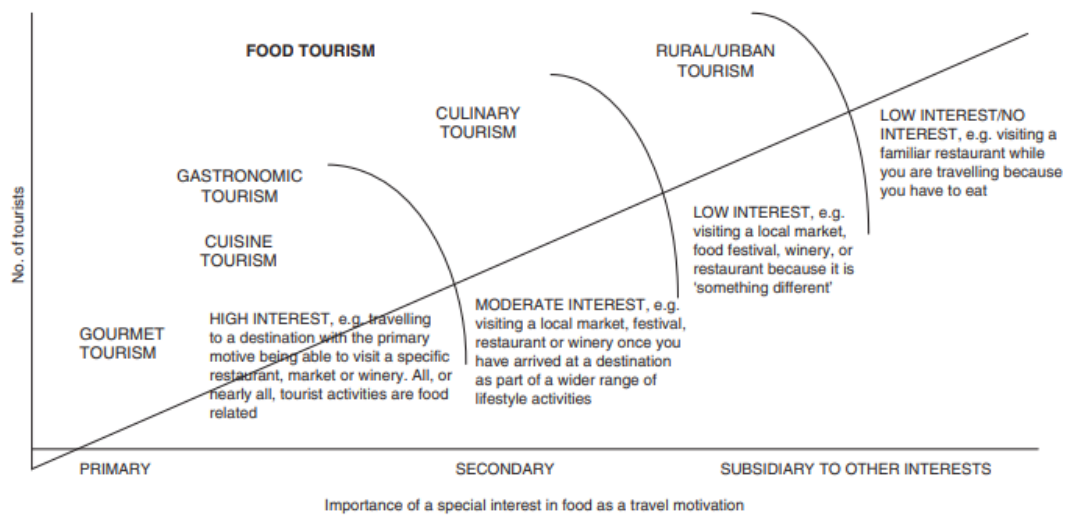


Figure 2. Food tourism as motivation (Hall & Sharples 2003)

This indicates how tourists are driven by their inner motivations about the importance of food tourism experiences during their travels, which impacts the choices they make for example when deciding on a restaurant. Additionally, it shows that although most people may not travel to experience food tourism, they still subconsciously contribute to food tourism. Since the terms food tourism and culinary tourism can be used interchangeably, the term culinary tourism is used in the thesis to create the wanted image. Culinary tourism tends to have a more “high-end” association with food and since the aim of the thesis is to analyse à la carte and dinner restaurants, this term was found suitable. (Stone, Migacz, & Wolf 2019, 147–148.)

2.2 Trends within culinary tourism

2.2.1 Global trends in culinary tourism

World Tourism Organisation lists six most relevant trends within culinary tourism that are based on a survey from 2022. These trends include culinary culture, sustainability, agriculture and rural, wellness and health, wine and beverages as well as technology (see Figure 3). (The World Tourism Organisation 2023, 2, 12.) Culinary culture focuses on the country's culture and sharing it through food. It aims to present traditions within the region which helps to "preserve local heritage" in the area. Examples of this are cooking classes, food tours and trails as well as visits to local farms. This way the visitors have a chance to experience the culture through the food and gain new insights of the culture and its history. (The World Food Travel Association 2023, 14–15.)



Figure 3. Trends in culinary tourism (adapted from The World Tourism Organisation, 2023, 2,12)

Sustainability focuses on reducing waste through recycling and using either reusable or recyclable packaging materials. Reducing food waste and cooking from scratch are also popular within consumers who want to have an impact on the world. Using local and regional products, whether that is by co-operating with local farmers or collecting the ingredients by yourself, are also good examples as well as restaurants growing their own ingredients whenever possible. (Stephens 2022.)

A rising trend since Covid-19 has been rural and agriculture-based food tourism which focuses on the food production. This means visits to vineyards and farms that grow products specific to the area, which gives the visitors a better understanding of the production and appreciation of the terroir. (The World Food Travel Association 2023, 33.) A well-known example of agricultural tourism is the Champagne area in France which produces the authentic champagne at its vineyards. The location is well known for the champagne, and it has elevated the area's tourism services as well. (France.fr 2019.) This trend is popular with tourists who prefer to have a more intimate and unique experience rather than contributing to mass tourism.

Wellness and health have only recently been included within culinary tourism through healthier food options growing in demand. This trend focuses on providing healthier options and considering special diets and needs such as offering vegetarian or vegan options. (The World Food Travel Association 2023, 48–49.) Nowadays people are more aware of the impacts of unhealthy options and therefore prefer to eat more healthily and expect higher quality food and more variety (Hrelia 2015, 2).

Wine and beverages are becoming more important due to the one of the newer generation, Generation Z, being more interested and having more knowledge about drinks (Fáilte Ireland n.d., 11). Additionally, the interest in non-alcoholic options is on the rise and especially Generation Z are demanding for more creative options such as fancy mocktails or herbal infused drinks (The World Food Travel Association 2023, 61).

The last trend is technology which incorporates tourism in the tech-world (The World Food Travel Association 2023, 67). Already, some restaurants are using online platforms for marketing and sharing information about their companies while gaining valuable feedback online (Schimperna, Lombardi & Belyaeva 2021, 72–73). An example of technology in culinary tourism is ResQ Club which aims to decrease food waste allowing restaurants and cafés to sell their excess food which can be bought at a cheaper price than usually (ResQ Club 2023).

2.2.2 Finnish trends in culinary tourism

Havas & Adamsson (2020, 5) present Finland's three most important missions for the food tourism strategy (see Figure 4). These missions could be seen as the most important trends in Finland that should also be implemented in Rovaniemi, though the trends are directed to whole Finland and not just Rovaniemi.

1. Taste of place
2. Pure & natural
3. Cool and creative

Figure 4. Finnish food tourism's core messages (adapted from Havas & Adamsson 2020, 5)

Taste of place refers to eating local and familiarising oneself with the Finnish food culture through food and culinary experiences. More and more tourists want to experience the culture and gain authentic experiences, therefore it's an important trend. Examples of this trend are local cooking classes, food trails guided by locals, street food and combining foreign flavours with Finnish cuisine. Utilizing local, arctic ingredients and nearby produce can be used to boost Finnish cuisine and culture which in return emphasizes the relationship between Finnish food and nature. (Havas & Adamsson 2020, 9, 27.)

The trend "pure & natural" aims to encourage eating healthy and slow Finnish food which focuses on the Finnish advantage of pure water and clean air. Wild produce is seen as the most unique aspect of Finnish culinary tourism, since it portrays sustainability. (Havas & Adamsson 2020, 27.) In culinary tourism this trend comes across through utilization of local and self-gathered ingredients, choosing ecological and sustainable options and offering an array of vegetarian options.

The third trend listed is cool and creative which emphasise creativity in culinary tourism products and thinking outside the box. It encourages the use of nature, Finnish food innovations and personality in tourism offering. (Havas & Adamsson 2020, 27.) Although, the trend is already somewhat implemented through e.g. unusual taste combinations, it needs to be focused on more in Rovaniemi because the resources already exist, they just need to be better implemented in the tourism offering palette.

2.3 Tourism in Rovaniemi

Rovaniemi is a town in the Finnish Lapland, right by the Arctic Circle, situated in the intersection of two rivers, Kemijoki and Ounasjoki. It is the so-called capital of Finnish Lapland and the official hometown of Santa Claus, and therefore a popular tourism destination for international tourists and domestic ones, especially in the winter. Rovaniemi is known for having plenty of snow in the wintertime, with 180 snowy days on average. (Discovering Finland 2023.)

Rovaniemi has roots in tourism dating back to the late 1920s, almost a century ago, when the importance of Arctic Circle was realised and established as a stop for tourists. In 1950, Eleanor Roosevelt visited Rovaniemi in order to familiarize herself with the reconstruction of the town. A cottage was built at Arctic Circle to accommodate her stay and nowadays the cottage is known as “Roosevelt cottage” (Manninen 1997, 383; Mäkinen 1983, as cited in García-Rosell 2021) and still located at Arctic Circle, free for tourists to visit. The location was chosen because it was easily accessible, although the geographical location of Arctic Circle keeps moving, therefore a permanent location cannot be defined. Due to increasing number of tourists, more buildings were established in the area and nowadays the area is known as Christmas tourism destination. (García-Rosell 2021.) Thus, it could be said that this turn of events is the cornerstone of Rovaniemi’s tourism.

Since then, tourism has been growing in Rovaniemi due to increasing numbers of arriving tourists, domestic and international, as well as expanding array of tourism activities to satisfy all interests. Especially, winter activities such as skiing,

snowmobiling, husky and reindeer safaris as well as northern light tours are popular (VisitRovaniemi 2023a). The Santa Claus Village, located at the Arctic Circle, is also a popular destination for tourists. There visitors can meet Santa Claus every day of the year and cross the Arctic Circle as a unique once-in-a-lifetime experience. (Santa Claus Village 2023.)

According to Moore (2018), there are five reasons as of why tourists should visit Rovaniemi; the northern lights, local food, breathtaking nature, architecture and possibility to meet Santa. Added to this list should be the changing seasons of Lapland. In Lapland, eight different seasons has been identified instead of the typical four, which each bring something new to see and experience. Figure 5 illustrates the differences between each season. As can be seen in Figure 5, a majority of the season are related to wintertime, these being first snow, Christmas, frosty winter, crusty snow and departure of ice. (Rovaniemen kaupunki 2023.) Thus, it could be one the reasons why especially winter tourism is so popular in Rovaniemi.

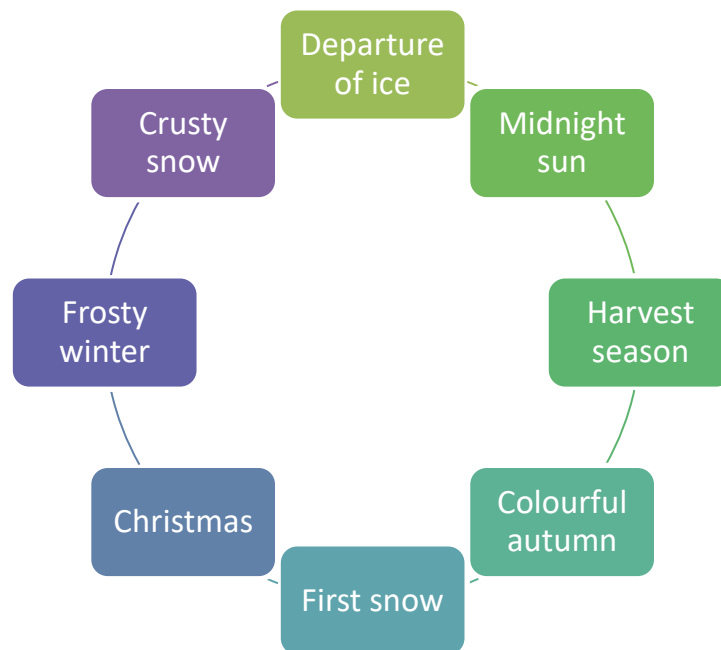


Figure 5. Seasons in Lapland (adapted from Rovaniemen kaupunki 2023)

According to Lapin Liitto (2017, 7), Lapland has the highest ratio of tourists to locals in Finland, meaning that the number of tourists visiting Lapland each year

exceeds the number of locals within the region. As of September 2023 (see Figure 6), in the year 2023 there have been over 540 000 registered overnight stays in Rovaniemi, of which 200 000 have been by domestic travellers and 340 000 by international travellers. The arrivals to Rovaniemi were 276 000, of which 152 000 are by international travellers. This indicates that the average number of overnight stays by each tourist was two. (Visitory 2023a.)

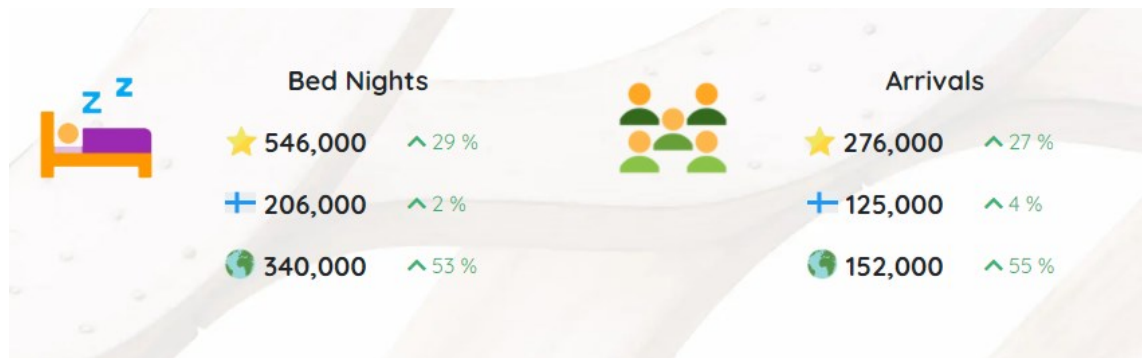


Figure 6. Tourism statistic in Rovaniemi in 2023 (Visitory 2023a)

Rovaniemi's market share of overnight stays in 2023 in Lapland by September was 22,4% (Visitory 2023a). This shows that tourism in Rovaniemi is vital for Lapland's income since almost a quarter of the overnight stays were in Rovaniemi. Additionally, compared to 2022 the number of overnight stays has increased 27% and the number of international tourists increased 54,9% (Visitory 2023a). It implies that tourism is on the rise again in Rovaniemi and there are more and more international visitors arriving. Of the registered arrivals in 2023, 8,5% were by Germans, 5,7% by French and 3,1% by Italians (Visitory 2023a). For comparison, in 2010, the biggest customer group arriving to Rovaniemi was Chinese, with registered arrivals being 9.2% of the total arrivals, German as second with 5% and French third with 3,1% (Visitory 2023b).

2.4 Culinary tourism in Rovaniemi

According to Finland's food tourism strategy, nature, local way of life and experiencing culture are the corner stones for Finnish culinary tourism. Food tourists are more interested in destinations that offer an array of culinary tourism experiences. (Havas & Adamsson 2020, 2.) Therefore, it is crucial for destinations to

establish the current state of their culinary tourism for them to be seen as attractive and to be realised as culinary tourism destinations.

Rovaniemi's internationalisation strategy (2023, 6) states that Lapland is an interesting destination for its culinary offering. Culinary tourism has been "ground-breaking" and even won awards within the region (Rovaniemi's internationalisation strategy 2023, 6). An example of this is restaurant Gustav and Sky Kitchen which have been listed as some of the best fine-dining restaurants in Finland (Kauppalehti 2023). Although the restaurants in Rovaniemi are well known, the subject is lacking in research and a lot of information is outdated.

As a culinary tourism destination, Rovaniemi offers many different services and experiences. Visit Rovaniemi (2023b) lists 66 culinary tourism locations in Rovaniemi which includes restaurants, cafes and bars. Additionally, there are some fast-food restaurants excluded from the listing. TripAdvisor however, when searching for "restaurants in Rovaniemi" gives 95 options, thus it is difficult to clarify the actual number of restaurants and culinary tourism locations in Rovaniemi (TripAdvisor 2023a). Whilst the restaurants and cafes in the area offer local food, there are other experiences available for tourists as well. For example, Food Tours Rovaniemi (2023) offers a supermarket tour where tourists can familiarize themselves with the Finnish supermarket offering and learn about local eating habits. Another option is a visit to a local brewery, Lapin Panimo, to learn how their beer is made (Lapin Panimo 2023). This implicates the innovativeness of culinary tourism in Rovaniemi while also having some traditional experiences as well.

Finland and especially Lapland are well known for their local cuisine. Visit Rovaniemi (2023c), lists the most popular cuisines that Lapland is known for which include reindeer, game, fish, root vegetables and berries. These are the cornerstones of Lappish cuisine and almost every restaurant in Rovaniemi that offers traditional Lappish food utilizes these ingredients in their menus. There are also some traditional delicacies that originate from Rovaniemi. These include "bread cheese" or more commonly known as "leipäjuusto" in Finnish, which is traditionally made from milk, cooked on an open fire and served with cloudberry,

barley flatbread or “rieska” and “kampanisu” which is a sweet pastry in the shape of a comb. (Visit Rovaniemi 2023c.)

3 SUSTAINABILITY COMMUNICATION

This chapter will focus on sustainability communication, defining it, and how it comes across in marketing and in restaurants, specifically in Rovaniemi. The aim of this chapter is to gain an understanding of sustainability communication and how it is currently utilised.

3.1 Definition of sustainability communication

According to Golob, Podnar & Zabkar (2023, 42), Ziemann (2011) defines sustainability communication as process which aims to increase the ecological, social and economic sustainability through reoccurring contributions for the cause. As a result, sustainability communication aims to impact the different aspects of sustainability and it has to be continuous and not just a one-time occurrence. Sustainability communication aims to educate people about how customer needs and sustainability criteria are met in practice as well as showcase products and services which support sustainability (Tölkes 2018, 10; Kapoor, Balaji & Jiang 2021, 950.) Thus, sustainability communication is used as a communication tool between providers and consumers in which the aim is to share values and practical examples of taken actions.

As mentioned, sustainability has three different aspects: ecological, social and economic. It is important to communicate efficiently about all these subjects, therefore understanding what they mean is crucial. Figure 7 presents the aspects and objectives of sustainable development which will be discussed further on.

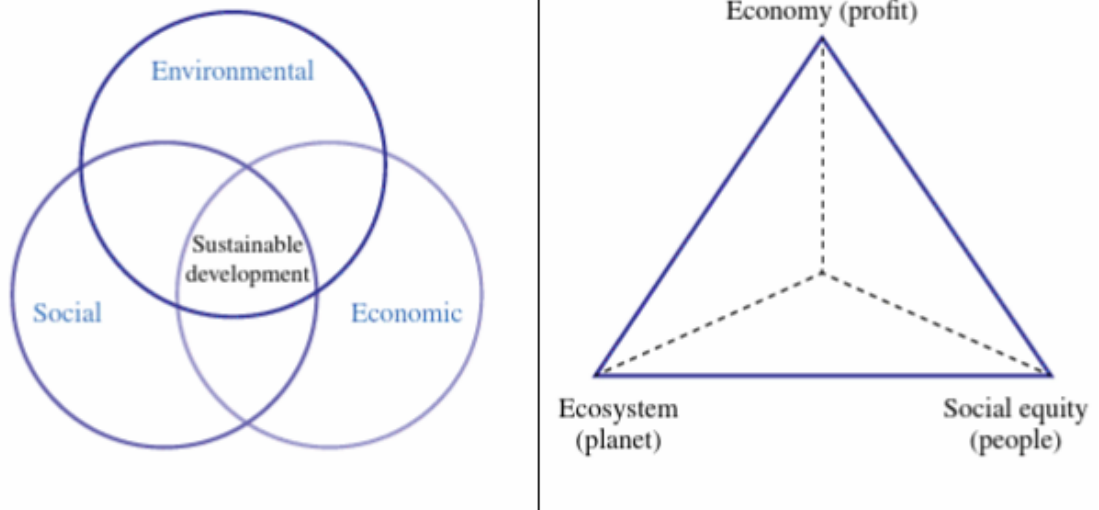


Figure 7. Aspects of sustainable development and objectives (Andrady 2015, 36)

According to Rehman, Bhatti, Kraus & Ferreira (2021, 2218), Starik & Rands (1995) define ecological sustainability as capability of existing together without hindering others' existence. This indicates that people will have to live in such ways that allows others to have the same possibilities without excessively harming nature. Social sustainability focuses on "human-centred development, sustainability and community wellbeing" (Dillard, Dujon & King 2009, 16). This indicates that social sustainability impacts both an individual and the whole community at hand. Åhman (2013, 1156) identifies social sustainability as development of society and community without compromising development of communities to come. Therefore, social sustainability can also be seen as part of ecological sustainability due to similar definitions. According to Jelinčić & Šveb (2021, 1), Eppich & Grinda (2019) define economic sustainability as "process of allocating and protecting scarce resources while ensuring positive social and environmental outcomes". Much like the other aspects of sustainability, economic sustainability aims to protect the nature, while contributing to the society. Although not mentioned by Golob, Podnar & Zabkar (2023, 43), environmental sustainability should also be considered. Andrady (2015, 35), defines environmental sustainability as global management which preserves the ecosystem but also contributes to economy and social equity. This shows that although sustainability can be viewed from different angles, they are all intertwined with each other.

3.2 Sustainability communication in marketing

As mentioned, sustainability consists of many aspects, each of which have their own goals, which in return sustainability communication is trying to communicate for to the consumers through marketing. The aim of marketing is to deliver your message across efficiency to the correct audience while using the correct tools (Stanley & Stanley 2015, 203.) Since sustainability communication aims to raise awareness of sustainable products and services through transparency, it could be said to be crucial in the marketing strategy as well (Tölkes 2018, 10). Thus, when using sustainability communication in marketing it is important to know who you are marketing to and what is the aimed message. Villarino & Font (2015, 326), define sustainability marketing as process where consumers needs are satisfied while creating a “favourable position” for the company which highlights their concerns for sustainability. It aims to meet consumer values through the company’s offering, while creating a space for discussion about sustainability matters. (Villarino & Font 2015, 326). This presents the aim for sustainability communication: meeting consumer values through company’s values that should be related to sustainability.

According to Häikiö and Koivunen (2022, 21), the best way to communicate with your potential customers is online and especially on the company’s website or social medias since it allows communication before, during and after the experience. This means, that using sustainability communication in the online channel’s marketing, is an effective way to pass on the company’s message and reach the wanted target audience. According to a study by Visit Finland (2020, as cited in Häikiö and Koivunen 2022, 22) on how sustainable travel comes across in search terms, words such as “sustainability” and “eco-friendly” were used, meaning that consumers are seeking for sustainable options, which furthermore emphasises the importance of sustainability communication.

3.3 Greenwashing and greenhushing in marketing

The issue with sustainability communication comes across through greenwashing in which companies give false information about them being green or ecological. The aim of greenwashing is to be misleading and make the company seem more eco-friendly than they are or that they have proof of. Greenwashing is especially harmful for environmentalism, but also the company and more importantly their customers. (Oncioiu 2021, 90–91.) This is due to customers getting false information about the companies which impacts the decisions customer make and they may end up supporting such companies against their values. Through greenwashing, companies are trying to take advantage of the growing demand of sustainability products and services. This is also harmful for those companies that are sustainable since it increases competitiveness between due to false information. (Häikiö & Koivunen 2022, 15.) An online platform and website sweep focusing on misleading sustainability claims conducted by the European Commission in 2020, 42% of the websites analysed were claimed to have misleading or decisive information about sustainability (European Commission 2021). This shows that the issue with greenwashing isn't minor and therefore should be addressed.

Greenhushing should also be addressed within sustainability communication. Greenhushing aims to tone down the information that a company shares about their sustainability and achievements related to it. (Häikiö & Koivunen 2022, 17.) According to Font, Elgammal & Lamondi (2017, as cited in Häikönen & Koivunen 2022, 17), greenhushing is used by companies to avoid preaching to customers and making them feel guilty about their choices and carbon footprint. Furthermore, it may impact customers negatively which leads in dissatisfaction and bad reviews due to companies being unaware of consumer's values (Häikönen & Koivunen 2022, 17). Villarino & Font (2015, 327) point out that sustainability communication whilst typically seen as opportunity it may have some backlash as well. If sustainability values are communicated in a way that makes the company seem superior, customers may feel threatened and show dislikeable towards the company (Villarino & Font 2015, 327). Therefore, some tourism companies may prefer greenhushing to avoid losing customers.

3.4 Sustainability communication in culinary tourism

Bogren & Sörensson (2021, 477) suggest that tourism companies focus on different aspects of sustainability and typically restaurants tend to gravitate towards environmental sustainability. Since environmental sustainability aims to prevent the nature, in restaurants the amount of carbon footprint is very crucial. According to Natural Resources Institute Finland (as cited in Kuuluvainen et al. 2022, 5) food production and consumption provides over one fifth of the carbon footprint, which is harmful to the nature. Kuuluvainen et al. (2022, 4) point out how food production and services create a lot of food waste which is also considered harmful. Therefore, it is important for restaurants to communicate about their sustainability, especially the positive actions.

The easiest way to discuss sustainability topics is through marketing. Sustainability communication is discussed in Finland's food tourism strategy which provides an action plan for the upcoming years. According to the strategy, Finland's strengths in culinary tourism are cleanliness, sustainability and safety (Havas & Adamsson 2020, 4, 34). Another aspect used in the marketing is storytelling, which separates the company from competitors and through which, the sustainability of a company can also be illustrated (Arolaakso, Witting & Nurro 2021, 29). These strengths should be utilised in marketing since they provide additional value not only to the restaurants, but for the customers as well.

4 THESIS PROCESS AND METHODOLOGY

4.1 Thesis process and ethics

The thesis process started in January 2023, and it's meant to finish in November 2023. Table 1 shows a more specific timeline for the process, each date is given and an objective for that timeframe defined.

Table 1. Thesis timeline

Date	Objective
13.1.2023	Returning Thesis Plan and Thesis Agreement with appendices
14.1. - 20.3.2023	Writing the theory, creating the templates for research
20.3.2023	Returning first version of thesis with templates, continuing the thesis process in the autumn
Autumn 2023	Conducting the research, analysing research results and continuing the thesis process
November 2023	Returning the final thesis, presenting it in the thesis seminar, completing maternity exam and publishing the final thesis

Ethics of the thesis process

When starting the thesis process agreements with the school and commissioner will be signed. Personal information from the commissioner and interviewees will be kept secret. An agreement with the interviewees will also be signed. Additionally, for the purpose of the thesis the restaurants analysed will be mentioned by name, whereas the interviewees names and the related restaurants will be anonymised for privacy protection.

The reliability is affected by the authors own thoughts and analyses and therefore if similar research was conducted, the results may vary. Another aspect affecting the results is the region where the research is conducted. If analysing restaurants from Southern Finland, the results may be different due to different restaurants and trends affecting them.

4.2 Commissioner

The commissioner for the thesis is *Ruokamatkailun vastuullinen kehittäminen palvelumuotoilulla Via Karelialla* (translation: Developing sustainable food tourism with service design at Via Karelia) -project. The project aims to develop culinary tourism offering at Via Karelia route to become more sustainable and to create new travel services through service design together with the entrepreneurs on the route. The project is set between September 2022 and September 2023 with Lapland University and Lapland University of Applied Sciences (LUAS) being responsible for the development work and implementation. (Lapland University of Applied Sciences 2022.)

The project was chosen as a commissioner due to the author's interest in culinary tourism. After defining the main themes (culinary tourism and sustainability communication) and with the help of their thesis advisor Teija Tekoniemi-Selkälä, the author was able to connect with the project's manager and agree on development tasks and goals for the thesis. Although the project finishes before the thesis is completed, the author will still provide useful information for the project about sustainability communication.

4.3 Mixed methods as methodology

In this thesis, mixed methods are used as a methodology to carry out the planned analysis. Mixed methods are a way of conducting they analysis which utilises both qualitative and quantitative methods. With the help of mixed methods, a better understanding of the phenomenon can be gained and answering the research question with reliable content. (Hesse-Biber 2010, 3–4.) Mixed methodology was

used to gain a better understanding about sustainability communication and utilizing quantitative and qualitative research at the same time allowed better definition of the phenomenon.

Equivalent, simultaneous design was chosen as the type of mixed method since it allows simultaneous research (see Figure 8). In equivalent research qualitative and quantitative research are equal and research is conducted using both methods simultaneously. (Jason & Glenwick 2016, 235.) In the research, this allows the analysis to be done more thoroughly and the results presented at the same time for each topic.

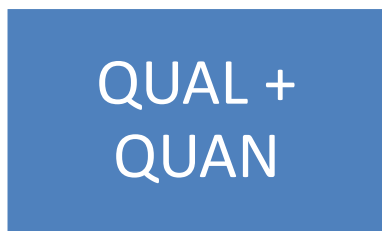


Figure 8. Equivalent simultaneous design (adapted from Jason & Glenwick 2016, 235)

4.3.1 Qualitative content analysis

Qualitative methodology focuses on studying phenomena in their natural habitat. Therefore, the research focuses on people's interpretations about the subjects. (Denzin & Lincoln 1994, as cited in Richards and Munsters 2010, 5.) Qualitative methods are practical ways to carry out the research which in qualitative research are focus groups, interviews and observations. The research results consist of written material such as a transcript of an interview, which are conducted with fewer interviewees. (Moilanen, Ojasalo & Ritalahti 2022, 134–135.)

Qualitative content analysis is a type of document analysis in which pre-existing data, such as articles or web pages are analysed in order to be used as a reliable source (Moilanen, Ojasalo & Ritalahti 2022, 170–171). Although content analysis is typically used as a quantitative research method, in this case it was used as a qualitative method in which the content of restaurants websites was analysed. Therefore, instead of analysing how many times specific words appear on the

websites, the content of the websites was analysed instead and practical examples such as words and sentences that appeared were presented in the results.

Qualitative content analysis of local restaurant's websites was used to map the ones that use sustainability communication (Appendix 1). The template was created based on the *Vastuullisuusviestinnästä lisäarvoa liiketoimintaan* -project's evaluation model which present issues related to sustainability communication and examples on how companies and entrepreneurs can utilize the information (Vastuullisuusviestinnästä lisäarvoa liiketoimintaan 2023a). In the content analysis websites of dinner and á la carte restaurants in Rovaniemi such as Nili, Arctic Restaurant and Rakas were analysed due to them having the most probability of using sustainability communications.

Additionally, customer feedback for the restaurants on the TripAdvisor and Google platforms were analysed (Appendix 2). This way the customer's perspective about sustainability communication can be measured and the current state identified. The analysis will give information how sustainability communication is viewed from the customer's perspective and if it had any value for the customers.

Therefore 32 restaurant's websites are collected and half of them will be analysed. As a sampling method, systematic random sample will be used define which restaurants are analysed (Appendix 3). In systematic sampling method, the analysed content is randomly listed, and every 2nd will be analysed due to a small number of restaurants chosen for the content analysis. (Hesse-Biber 2010, 50.) Additionally, due to the sampling method, the results can be generalised only within the restaurants analysed. Visit Rovaniemi lists 42 restaurants (2023b) of which 32 were chosen based on which ones offered á la carte or dinner options and were in Rovaniemi, thus for the research 32 restaurants were considered.

4.3.2 Quantitative content analysis

Quantitative methodologies measure a pre-existing theory or phenomenon, and the results are typically numeric. The results can be used to generalised due to

possibility of wide research. (Duhme 2012, 31–32.) Quantitative methods are typically surveys or structured interviews which are conducted with in large quantities to measure the validity of a theory. The results are in numeric form, making it possible to use in big groups. (Moilanen, Ojasalo & Ritalahti 2022, 134.)

In quantitative content analysis pre-existing material is used and analysed to present it as numeric material. It is used to measure, for example how many times certain words come across on websites or in the customer feedback. This can also be referred to as content specification where the written analysis is presented as numbers. (Moilanen, Ojasalo & Ritalahti 2022, 171.)

In the thesis, quantitative content analysis was used to measure which restaurants meet the criteria (Appendix 1) and which do not. This showed which criteria is the most used and which restaurants meet most of the set criteria, implying the usage of sustainability communication. Additionally, the customer feedback was analysed, and the ratings of each restaurant recorded (Appendix 2). Therefore, it can be seen if the ratings of the restaurants correlate with the amount of sustainability communication, for example whether a restaurant with a better rating utilises sustainability communication or not.

4.3.3 Validity and reliability of research and results

In quantitative and qualitative research, the validity and reliability of the research and the analysis need to be considered. In research, validity refers to if the results correspond with the wanted outcomes. Reliability however, measures whether similar research provides same outcomes or not when repeated. Additionally, for research to be considered as valid or reliable, it has to meet both of the criteria. (Cardozo & Magdalena 2009.)

Since for the purpose of the thesis, templates for content analysis are created and each criterion is defined to be used in the thesis, in case of a similar research the given information should be considered to guarantee validity and reliability. The criteria for the content analysis have been thoroughly identified and decided

so that the aim of the research can be met. Additionally, the reliability of the research depends on how the results are interpreted, thus if the research is repeated the results may vary.

5 MAPPING SUSTAINABILITY COMMUNICATION

For the content analysis, 16 restaurants websites, menus and customer feedback were viewed and analysed. Each analysis category: websites, menus and customer feedback, were given criteria and each criterion was defined. The restaurants were given ratings based on how their websites and menus are portrayed online and how each restaurant met the given criteria. For customer feedback, restaurants reviews on TripAdvisor platform were analysed and in case of low review numbers, reviews on Google platform were also analysed. The analysis criteria and results are in the following order: websites, menus and lastly customer feedback. Each criterion in content analysis is evaluated on a scale from 0-5 where rating 0 means no clear mentions or indications on the platform and rating 5 means the criterion is thoroughly discussed and practical examples given.

5.1 Criteria and analysis of websites

The criteria used for the content analysis is based on the “Growth and Value through Sustainability Communication” projects criteria that they use to assess the sustainability of companies (Vastuullisuusviestinnästä lisäarvoa toimintaan 2023b). In Table 2, the criteria used for the content analysis is presented and described. At first “activity” was also included in the criteria but while conducting research, it was realised not to be an important aspect of the analysis. This is due to most restaurants and companies being more active on their social media platforms rather than their websites and since the analysis is only done on restaurant websites, this criterion was left out.

Table 2. List of criteria for websites’ content analysis

Criteria	Description
Language	What kind of language is used on the website? Is sustainability/responsibility of the company mentioned?

Visuals	What kind of visuals are used on the website? Do they support the sustainability aspect of the restaurant?
Sustainability achievements	Does the restaurant have a sustainability tab or any sustainability certifications? Are any other achievements related to sustainability mentioned?
Locality	Does the website mention use of local ingredients and is their origin mentioned? Do they cooperate with other companies based in Lapland?
Ethics	Does the website in use inclusive pictures and language? Are they transparent in their marketing?

Each restaurant was given a rating from 0-5 depending on how well each criterion was presented on the websites and if each description was met accordingly. Figure 9 presents the average rating that each restaurant got based on the criteria on the websites' content analysis. None of the analysed restaurants got rating 5 from each category since the highest rating was 3,6 and lowest rating 0.

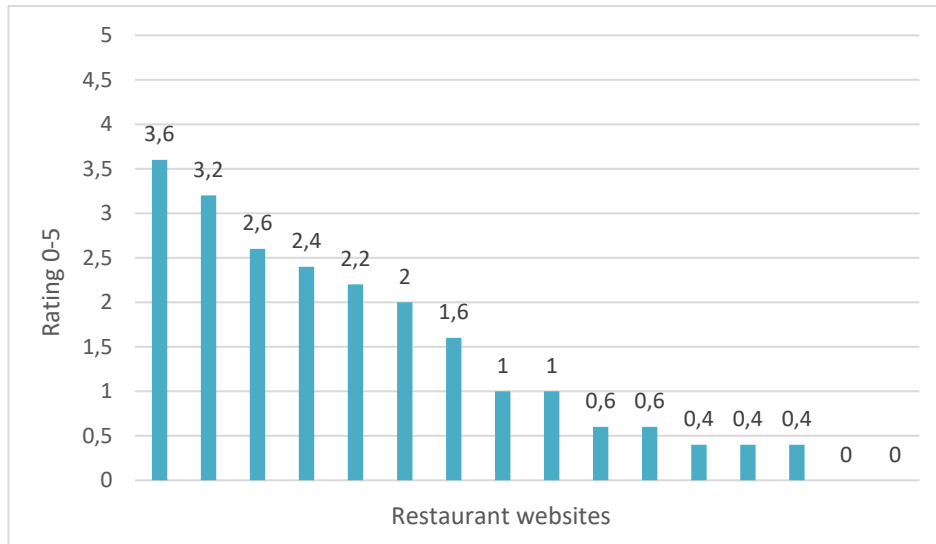


Figure 9. Average rating given for each restaurant's website (n=16)

5.1.1 Language and locality

The language on each page is mediocre from sustainability's perspective, since two restaurants got rating 5, four got rating 3, three got rating 2 and seven got rating 0 (see Figure 10). The restaurants that got the lowest rating had language that was aimed to attract customers but for example, no mentions about sustainability or locality. As for the restaurants with the highest rating phrases like "food from Lapland", "traditional Nordic ingredients" and "the richness of the region is celebrated" were.



Figure 10. Rating given for each website on language (n=16)

The websites mention locality at varying numbers, since out of the 16 restaurants, one got the rating 5 and eight websites got the rating 0 (see Figure 11). The website with the highest rating mentions usage of “locally sourced food from nearby small producers” and utilizing “various seasonal natural products collected by our staff from the local area into our menu”. Other websites that had a higher rating than 0, mention “local ingredients”, “food from Lapland” and “flavours from Lapland”, although there is no indication of what ingredients they gathered or what producers do the companies cooperate with. One restaurant mentions “our willow grouse is captured using traditional hunting methods from the pristine Enontekiö wilderness area” which clearly indicates the source of a specific. The reasoning behind lack of locality could be due to Rovaniemi having different types of restaurants that each cater to different customer groups. For example, there are Mexican, Italian and French restaurants which offer food only from those countries without incorporating Lappish tastes into the menus, therefore they lack in the locality aspect.



Figure 11. Rating given for each website on locality (n=16)

5.1.2 Visuals and ethics

For 13 of the restaurants analysed, their website’s visuals got the rating 0, meaning that the pictures on the website don’t portray the sustainability of the company

(see Figure 12). However, three out of the 16 restaurants got rating 3 which supports their sustainability. These restaurants had pictures of furniture made from natural resources such as wood, and other nature-based elements in the restaurants. Additionally, one of the restaurants was made of snow and ice and it utilizes plates and cups made of ice. Since 13 of the restaurants got the lowest rating, it could be that those restaurants utilize visuals better on their other online platforms such as social media pages, therefore the visual sustainability on their websites is lacking.

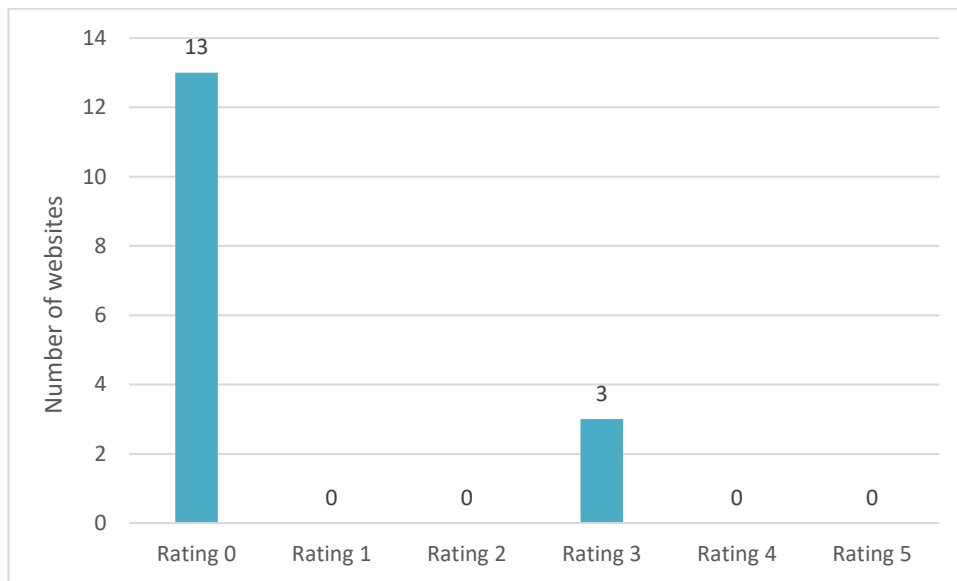


Figure 12. Number of websites with the corresponding visuals rating (n=16)

The ethics of each restaurant was lacking on their websites, and it was unclear how the restaurants address ethics or how it is considered within the company. Out of the 16 websites, 12 got the rating 0 which shows that those websites failed to mention any ethical aspects of the restaurant (see Figure 13). Three websites got the rating 5, which implies that those websites considered ethical aspects on their websites in more detail and more thoroughly than the other restaurants. Two of the restaurants with the highest rating were part of the same chain company, therefore their ethical aspects are identical. These websites included their “targets & achievements” reports and “governance” reports which indicate the transparency of sustainability actions and policies that the company and their restaurants follow. The third website with the rating 5 mentions “want to increase our

customers' environmental awareness of the green values" and "we treat our employees and customers with respect, fairness and equality". This shows the transparency of the restaurant and want to be ethical with their actions and showing it to their customers as well.

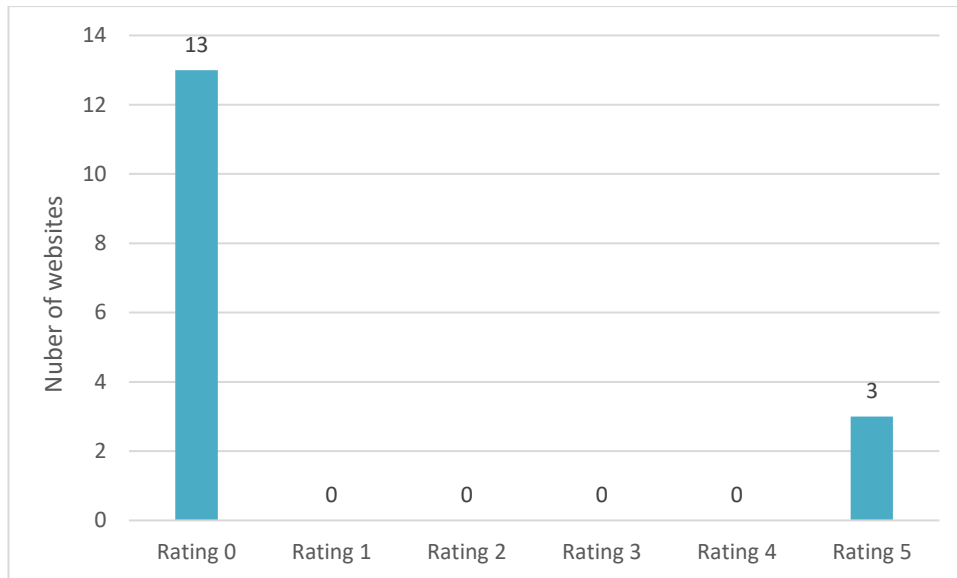


Figure 13. Number of websites with corresponding ethics rating (n=16)

5.1.3 Sustainability achievements

This criterion focuses on which restaurants have gained some sort of sustainability label and how they have contributed to sustainable lifestyles. Six out of the 16 restaurants gained the highest rating 5, one website the rating 3 and nine restaurants had the lowest rating of 0 (see Figure 14). This shows that although some restaurants discuss sustainability aspects well and are transparent about their actions, other restaurants are lacking in information or have decided not to include for example, their sustainability labels on their websites.



Figure 14. Rating given for each website on sustainability achievements (n=16)

Out of the 16 restaurants, seven had some sort of sustainability achievements. In Figure 15, the number of each mentioned sustainability label is presented as well as how many of the restaurants have a designated “sustainability” tab. Only four of restaurants had a specific tab for sustainability, though, it should be noted that some of the restaurants were part of a hotel chain which had acquired the label, therefore it is unsure if the labels relate also to the restaurants.

The most popular sustainability label among the analysed restaurants is Sustainable Travel Finland with six out of the seven restaurants having said label. The least popular sustainability labels include Ecompass (more commonly known as Ekokompassi in Finnish) and Nordic Swan label, both of which were used by two restaurants. The websites that have a tab for sustainability, had mentions of “annual sustainability report” and “sustainability development”. Additionally, sustainability was mentioned as “one of the company’s most important values and a meaningful part of the whole operation” by one of the restaurants.

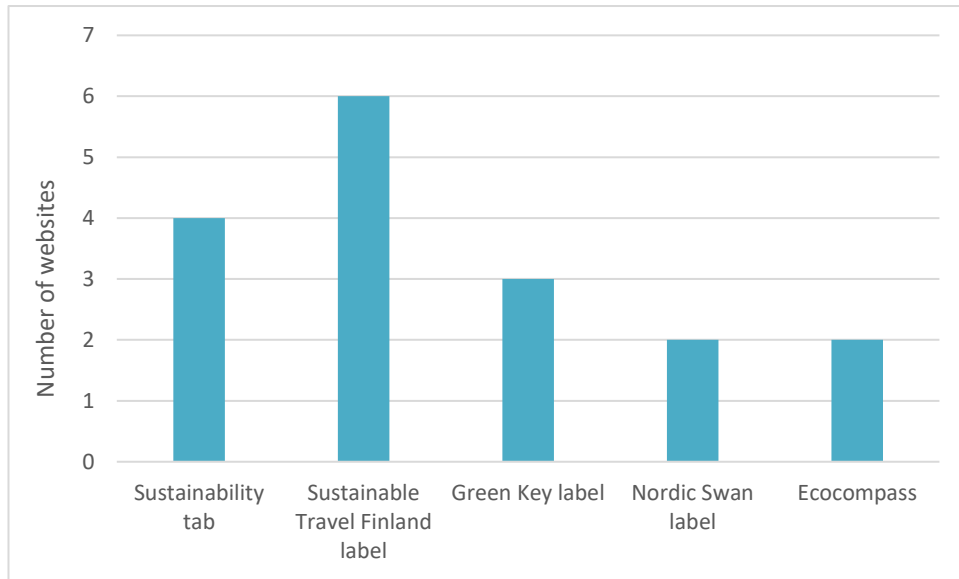


Figure 15. Number of sustainability labels on restaurant websites (n=7)

5.2 Criteria and analysis of menus

For the analysis of the restaurants' menus, different criteria are used which is presented in Table 3. Description and list of each criterion is given which are based on an article by Lo, King & Mackenzie (2017, 849–850), which focuses on customer attitude towards sustainability in restaurant's menus. Although the research points out that menus are based on cues and therefore, it's almost impossible to know the truth of sustainability and the restaurant's actions based on the menu alone. Maynard, Zandonadi, Nakano & Botelho's article (2020, 1), which focuses on development of a checklist for sustainability indicators in restaurants, was also utilized in the creation of the criteria.

Table 3. List of criteria for menu's content analysis

Criteria	Description
Language	What kind of language is used in the menu? Does it mention e.g., local ingredients?

Special diets	Are special diets taken into account? Does the menu offer vegetarian or vegan options?
Locality	Does the menu mention use of Finnish meat/poultry? Do the ingredients come from local farms or are they produced nearby?
Seasonality	Does the menu include ingredients that are suitable for the season? E.g. mushrooms during autumn/winter.

Each restaurant's á la carte or dinner menu was analysed based on the information available and on how well each menu met the criteria given related to sustainability communication. Figure 16 shows the average rating that each analysed menu received during the analysis. The highest rating was 4,8 and lowest rating 0,8 which shows that each menu met each criterion at varying levels.



Figure 16. Average rating given for each restaurant's menu (n=16)

5.2.1 Language and locality

In the menus, language was utilized at varying levels since some menus were more simplistic and others had used language for their advantage through descriptive names and ingredient lists. Therefore, the highest rating given was a 5 for two menus and all together four menus got the rating 0 (see Figure 17). The menus that received the highest rating had used descriptive language and additional text in the menus which brought additional value to the menu.

[...] surprising combinations of local produce [...], ecological thinking and environmental sustainability.

[...] including Lappish delicacies created using premium ingredients, favouring tasty local production.

Examples of language in the menus with rating 2 and 3 include “Lappish potato”, “specialities from Lapland”, “Nordic flavours” and “Arctic Ocean salmon” all of which are words related to the region.

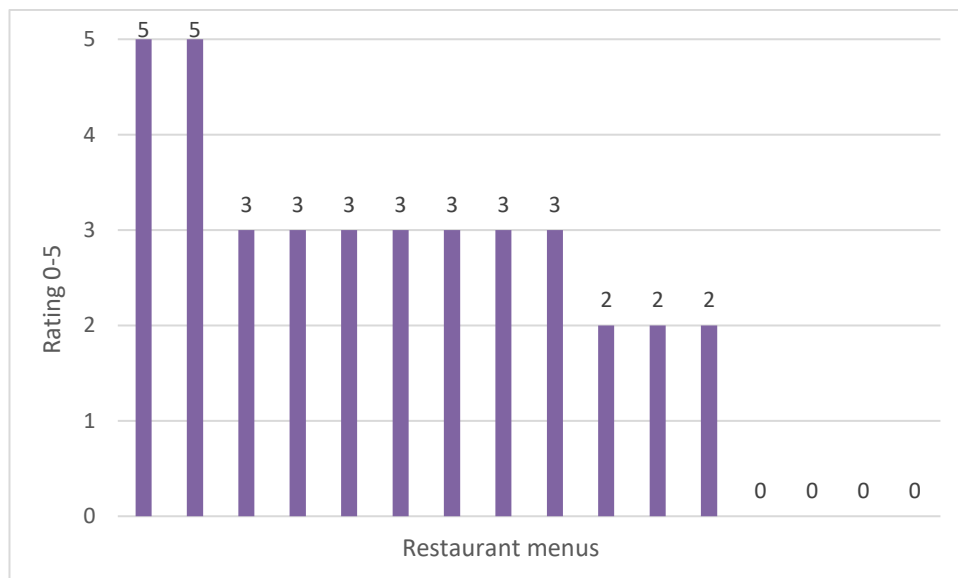


Figure 17. Rating given for each menu on language (n=16)

The locality in the menus came across through ingredients and wording used in the menus, although it cannot be guaranteed where the ingredients originate from. Figure 18 shows the rating each menu got on locality with six restaurants

having the highest rating and three restaurants having lowest rating. Out of the 16 menus, 13 mentioned some level of locality, meanwhile on the websites 10 restaurants had mentioned locality (see Figure 11). This indicates that restaurants perceive locality differently and therefore may not mention locality on their websites. In the menus wording such as “Lapland salad”, “Finnish salmon soup”, “reindeer fillet” and “warm Lappish cheese with cloudberry jam” were used to describe the dishes which all indicate the use of local ingredients. Since ingredients such as salmon, reindeer and cloudberry are typical in Finnish Lapland and therefore they can be considered local, whereas “Lapland salad” is vaguer with its ingredients. Additionally, a lot of the menus mention the word “traditional” which indicated that the dish is prepared in a traditional way from ingredients that are typical for the said dish and originated from Lapland.



Figure 18. Rating given for each website on locality (n=16)

5.2.2 Special diets and seasonality

In most of the menus, special diets were presented well and options to alter dishes for special diets was also possible. Out of the 16 menus, 14 had addressed special diets and two menus had no mention at all on the menu itself (see Figure 19). Eight menus mentioned the special diets and explained each abbreviation used e.g., “L = lactose-free” and G = gluten-free”. Menus with a lower rating used the same abbreviation but the definitions were missing, thus it

was unclear if “VEG” in the menu means vegan or vegetarian. Menus also had mentions such as “separate vegetarian and vegan menu” and “available in gluten-free versions” which indicate that although the special diets may not be mentioned in the menu, they are still available upon request. This decreases the inclusivity of the menu which in return may make customers feel uncomfortable and unwelcomed.



Figure 19. Rating given for each website on special diets (n=16)

Figure 20 shows how each special diet was addressed in the menus. The five most typical dietary options were chosen due to them being mentioned the most in the menus, although “LL = low-lactose” was also mentioned in some of the menus special diets. Out of the 14 menus which mentioned special diets, 13 had gluten-free and lactose-free options available. Six menus mentioned dishes which were dairy free, four mentioned vegetarian options and seven mentioned vegan options. Although vegan dishes are also dairy free, some restaurants only mentioned their dishes being vegan, therefore the number of menus which mentioned dairy free dishes is lower. Some menus use only the abbreviations of their special diets which made it unclear which category their dishes belong to. For example, one restaurant used “AV” “AG” and “SG” in their menu without further explanation. Additionally, “VEG” and “V” were used without clarifying whether they mean vegan or vegetarian and since restaurants do not have an official way

to indicate their special diets, it was impossible to include these menus in Figure 19.



Figure 20. Number of menus with mention of special diets (n=13)

The analysed menus mention seasonality at varying rates, with the highest rating being 5 and only given to one menu and lowest rating being 0 given to seven menus (see Figure 21). The menus mention phrases such as “season’s vegetables”, “the freshest ingredients of the summer” and “menu is refreshed based on the availability of local ingredients”. These imply that the restaurants either utilize seasons ingredients in their existing menus or they alter their menus based on seasonality. One of the restaurants is open only during the summertime, thus it can be concluded that the menu utilizes seasonal ingredients. Although not all menus mention seasonality, it is important to point out that restaurants’ menus change time to time, e.g., during the content analysis for menus, two of the analysed menus were changing in the following day. Therefore, limitations about seasonality exist and the analysis results are only valid during the time of conducted analysis.



Figure 21. Rating given for each website on seasonality (n=16)

5.3 Criteria and analysis of customer feedback

For customer feedback, criteria were chosen based on what kind of elements can be rated in TripAdvisor (see Table 4). The restaurants are given an overall rating which can be seen in Figure 22. Additionally, the restaurant’s food can be rated on TripAdvisor and the average is shown. (TripAdvisor 2023b.)

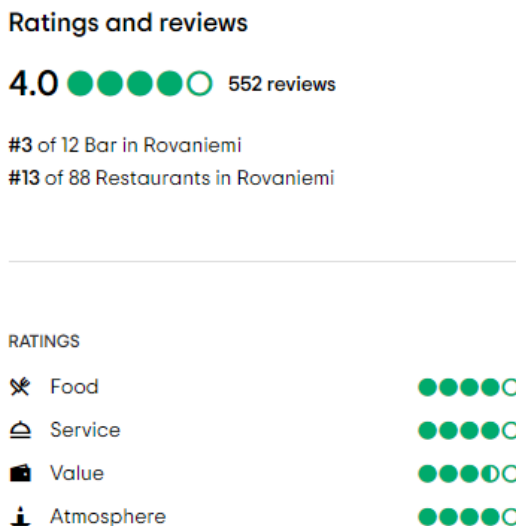


Figure 22. An example of feedback overview on TripAdvisor (TripAdvisor 2023b)

To keep the analysis as reliable as possible, only feedback that was given after year 2020 is analysed to portray an accurate overview of the restaurants. This is

due to many restaurants changing their menus and therefore it being difficult to monitor if the feedback is still relevant for the restaurant's current operating style. Since the aim is to analyse customer's thoughts on restaurant's sustainability, "sustainability" was added as one of the criteria. For the criteria, "special diets", "origin of food" and "locality" were included due to similar aspects in the websites and menus criteria, allowing comparison between websites and customer feedback.

Table 4. List of criteria for content analysis of customer feedback

Criteria	Description
Food	How is food rated from 1-5? What kind of comments about food is there?
Sustainability	How was sustainability addressed and commented on?
Special diets	What kind of feedback is there about special diets, e.g., vegan options?
Origin of food	Is the origin of food mentioned? How is it addressed?
Locality	How is the locality of the food portrayed? Does the restaurant use local products?

Out of the 16 analysed restaurants, only 15 had feedback available online, therefore the customer feedback analysis focuses on 15 restaurants only. Figure 23 presents the average rating that each restaurant has gotten both on TripAdvisor and Google reviews based on the customers' experiences. Out of the 15 restaurants, 14 has a rating above 3 on both platforms. One restaurant, although having a rating above 3 on TripAdvisor, has a lower rating than 3 on Google reviews. An interesting observation is that 10 restaurants have slightly higher rating on Google reviews and one restaurant has the same rating on both platforms: 5, with it also being the highest rated restaurant.

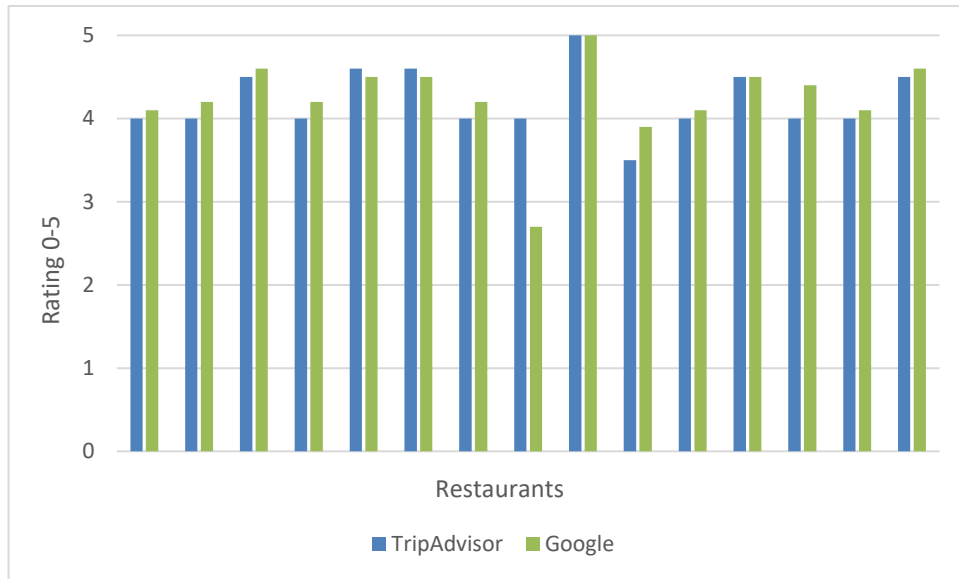


Figure 23. Restaurants' average rating on TripAdvisor and Google (n=15)

5.3.1 Food and special diets

On TripAdvisor, restaurants were given an average rating of their food based on customer feedback and if no rating was available, the feedback was analysed based on the food criteria and the rating was given by the author. The highest rating given was 5 and lowest rating given was 1 (see Figure 24). The restaurant with rating 5 had comments such as “absolutely delicious”, “wonderful food” and “portion sizes are decent and the prices are moderate”. The restaurant also got negative feedback such as “lacks zest” and “chips were only let down of the meal”. The restaurant with the lowest rating only had two comments on both platforms which include “good food” and “delicious food”, therefore the rating of 1 was given.



Figure 24. Rating given for food based on customer feedback (n=15)

For the special diets, customer feedback which mentions for example, gluten-free or vegan options was analysed, and ratings given based on how it was commented on in the feedback. In Figure 25, the rating for each restaurant are shows with one restaurant having the highest rating of 5 and four restaurant with the lowest rating of 0. The restaurant which got the highest rating had following comments about special diets: “vegan milk option” “meat and veggie/vegan options available” and “can cater for allergies” which show that the restaurant takes special diets well into consideration. The restaurants with the rating 0 had no comments about special diets, thus it was impossible to analyse their special diet offering from customers’ perspective. The other restaurants with ratings 1 through 4 had varying comments such as “pleasantly surprised of how good the vegan options were”, “definitely do not go if you are vegan” and “chef might prepare separately if you want to have something else in vegetarian”. Although in the analysis for menus most analysed restaurants had offering for special diets, it seems like the quality of the offering depends on the location. Additionally, it is interesting to notice that although restaurants menus have dietary options, the customer feedback lacks in information about said options.



Figure 25. Rating given for each restaurants' special diets based on customer feedback (n=15)

5.3.2 Sustainability, locality and origin of food

The customer feedback given to all of the 15 analysed restaurants fails to comment on sustainability since the word itself is not mentioned in the customer feedback at all. Though some of the restaurants claim to be sustainable and share their values about sustainability to their customers, nothing about sustainability is mentioned in the feedback which indicates a lack of information available for the customers when they are at the restaurant. The lack of comments could also be due to customers having different values to the restaurant and not caring about sustainability aspect when dining or choosing a restaurant.

Locality in each restaurant is commented on at varying levels, therefore the highest rating is 3 which was given to two restaurants meanwhile the lowest rating 0 was given to 6 restaurants (see Figure 26). The criterion for locality focuses on how local products and ingredients are portrayed from the customers point of view and how they perceive locality of the restaurants. For example, the restaurant with highest rating received comments about the dishes: "delicious Lappish food", "it is important that there are options of local meals" and "this should be your first choice if you want to try really good Lappish food". The restaurants with rating 0 mention nothing about local ingredients or locality in the restaurants,

meanwhile those with rating 1 and 2 commented as follows: “accompanied by traditional rye bread”, “local ingredients” and “if you are looking for a pure local restaurant go somewhere else”, which could be due to Rovaniemi having many different types of restaurants of which only a fraction offer only local, Lappish or traditional food in their menus.



Figure 26. Rating given for each restaurants' locality based on customer feedback (n=15)

The origin of food was commented on poorly or not at all. In Figure 27, the rating given for each restaurant based on comments about origin of food is presented and the highest rating given is 1 meanwhile the lowest rating given is 0. All nine of the restaurants which received the higher rating had comments about freshness of the food, implying that the food is made from fresh ingredients and not e.g., frozen or canned ingredients. The highest rated restaurants had comments such as “nothing is made fresh”, “home-made waffles and ice cream”, “fish from local river” and “pasta was regular storebought penne”. Since the comments address the origin of food, both in negative and positive aspects, they were considered important enough to mention in the analysis, meanwhile the six restaurants with rating 0 had no comments about origin of food or the freshness.

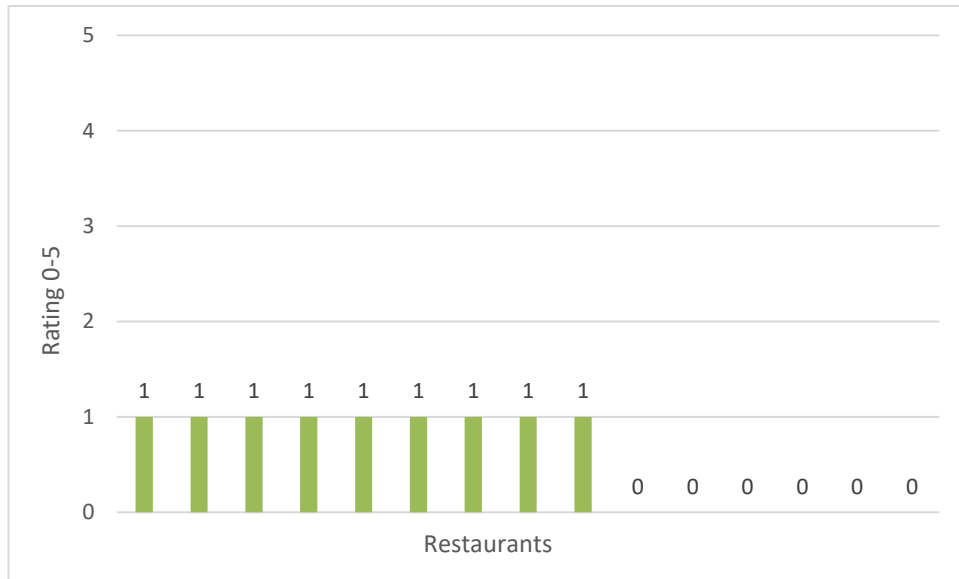


Figure 27. Rating given for each restaurants' origin of food based on customer feedback (n=15)

6 CONCLUSIONS

According to the results of the research, sustainability communication is used in restaurants at varying levels on websites and in menus, whereas the customer feedback had no comments about sustainability aspects whatsoever. In Figure 28, the total average given for each restaurant based on all the criteria in each content analysis is shown. This indicates that although the restaurants websites and menus lack in utilizing sustainability communication, based on the customer feedback the restaurants have gained remarkable ratings. It is also important to notice that the customer feedback mainly focuses on the food and menus and not so much on the sustainability of the restaurants.

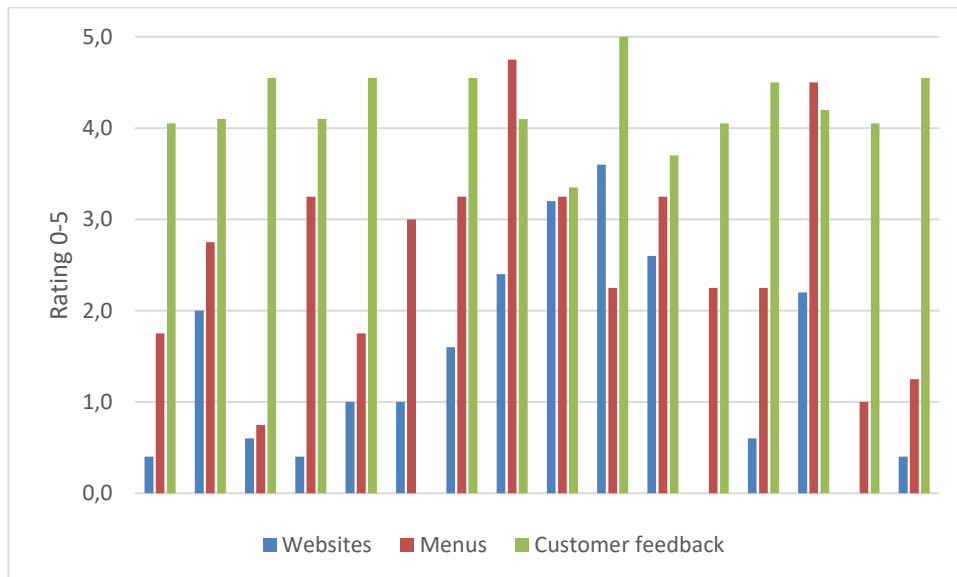


Figure 28. Average rating given for each restaurant based on websites, menus and customer feedback (n=16)

Out of the 16 restaurants analysed, 15 restaurants menus met more of criteria and therefore have a higher rating than the websites, which indicates that restaurants focus more on their menus when discussing about the sustainability of the company. It became apparent that only 7 of the restaurant's websites had specific tabs for sustainability which shows the lack of awareness in the restaurants without sustainability tabs and that those restaurants may not realise the importance of sustainability in their restaurants and how the information could be valuable for

potential customers. However, it is possible that the analysed restaurants use sustainability communication as a marketing tool, but since the research was conducted based on the information that the restaurants have available online, the results are given only from a customer's perspective.

The results show that on websites, language, locality and sustainability were the most used criteria since most restaurants got a higher rating in said topics. In the menus, locality and special diets were mostly focused on. This shows that these topics are the most used in Rovaniemi's restaurants, implying the need for development of the other criteria (visuals and ethics on websites and seasonality and language in menus) so that they are discussed as much so one criterion is not favoured above another. This development would also include limitations since some of the restaurants are chain restaurants where the food has to be identical despite the location or small businesses that have only been in the industry for few years, thus the restaurants may not have the resources to develop their websites or change their menus according to the seasons. Additionally, due to inflation it may be a financial decision for restaurants to utilize cheaper, store-bought ingredients rather than collection them yourself, which requires time and effort that not all restaurants have.

In customer feedback, food and special diets were mostly discussed. Therefore, restaurants need to share information about their sustainability and sustainability achievements since based on the feedback, it seems that customers are unaware of the topics. It could also be, that the customers who gave feedback to the restaurants are uninterested in sustainability, resulting in lack of comments on the topic. Therefore, the sustainability of the restaurants cannot be identified based on the customer feedback, but it indicates lack of information available for the customers online as well as onsite.

7 DISCUSSION

As mentioned in the introduction, the aim of the thesis was to map out the current state of sustainability communication in Rovaniemi's restaurants. The results show that although sustainability communication is used in some restaurants, the customer feedback given to the restaurant fails to mention these topics. Additionally, sustainability communication was better utilized in the menus rather than on the websites which could imply that restaurants value the customer onsite experience over the online experience. Therefore, it can be stated that the value of sustainability communication is yet to be realised within the region and restaurants should incorporate sustainability in their businesses at a higher level.

The most used criteria in restaurant websites were language, locality and sustainability and on the menus, locality and special diets. This shows that restaurants want to highlight the locality of their dishes and ingredients which contributes to sustainability. Although, the restaurants' sustainability actions and achievements were rarely mentioned. In the customer feedback, food and special diets were mainly commented on which indicates the lack of information of sustainability topics shared to the customers.

Through the content analysis the customers' perspective on the topic was achieved. The aim was to also conduct interviews (Appendix 4) with restaurants with the highest and lowest rating based on the content analysis, to gain the companies' perspective as well and to further deepen the understanding on the topic. Due to scheduling issues the interviews were left out, therefore in case of a further study, interviews should be conducted since they would present valuable information about sustainability communication and how restaurants possibly utilize it in their marketing.

Using mixed methods helped the research process, since it allowed the author to focus on quantitative and qualitative aspects at the same time, both of which complemented each other in the analysis part of the research. In the content analysis author's own perception was used to rate the websites and menus, thus when conducting similar research, the results may vary. When the theoretical

base was researched, the author realised that information about Rovaniemi's culinary tourism is lacking and difficult to find, especially when searching for academic literature. Also, defining the number of restaurants in Rovaniemi was complicated due to different websites having varying information about the number.

Since sustainability is valued more and more by tourists and tourism companies, sustainability communication is crucial part of the industry, especially in restaurant which typically are unknown for their sustainability actions. For future implementations of the study, more restaurants could be included in the research to gain a wider view of the topic and as mentioned previously, interviewing the restaurants would be beneficial as well. What comes to Rovaniemi's food tourism, the subject needs to further researched and more information about the restaurants should be available online.

REFERENCES

- Albala, K. 2013. *Routledge international handbook of food studies*. First edition. New York: Routledge. Accessed on 20 March 2023 <https://doi.org/10.4324/9780203819227>.
- Andrady, A. L. 2015. *Plastics and environmental sustainability*. Hoboken, New Jersey: Wiley.
- Arolaakso, A., Witting, A. & Nurro, M. 2021. *Kestävän ruokamatkailun opas*. Visit Finland. Accessed on 1 April 2023 <https://www.businessfinland.fi/491559/globalassets/finnish-customers/02-build-your-network/visit-finland/julkaisut/kestavan-ruokamatkailun-opas-2021.pdf>.
- Cardozo, R. & Magdalena, J. 2009. *Validity, reliability & practicality*. Accessed on 24 November 2023 https://www.slideshare.net/songoten77/presentation-validity-reliability?next_slideshow=1.
- Dillard, J. F., Dujon, V. & King, M. C. 2009. *Understanding the social dimension of sustainability*. New York: Routledge.
- Discovering Finland 2023. Rovaniemi. Accessed on 20 March 2023 <https://www.discoveringfinland.com/finnish-lapland/rovaniemi/>.
- Duhme, L. 2012. *Cultural tourism: Case study Portugal*. Hamburg: Diplomica Verlag.
- Ellis, A., Park, E., Kim, S. & Yeoman, I. 2018. What is food tourism? *Tourism management*, Vol 68, 250–263. Accessed on 7 November 2023 <https://doi.org/10.1016/j.tourman.2018.03.025>.
- Etcheverria, O. 2020. *The restaurant, a geographical approach: From invention to gourmet tourist destinations*. London; Hoboken, New Jersey: ISTE.
- European Commission 2021. *Screening of websites for 'greenwashing': Half of green claims lack evidence*. Accessed on 9 November https://ec.europa.eu/commission/presscorner/detail/en/ip_21_269.
- Fáilte Ireland 2023. *Food in tourism. Future trends and global best practices*. Accessed on 8 November 2023 https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/Key%20Projects/Taste%20the%20Island/Future-Trends_Best-Practice_Destinations.pdf.
- Food Tours Rovaniemi 2023. *Food and culture tours Rovaniemi, Finland*. Accessed on 9 November 2023 <https://www.foodtoursrovaniemi.com/experiences/>.
- France.fr 2019. *Champagne: what to do, what to see*. Accessed on 3 April 2023 <https://www.france.fr/en/champagne/list/champagne-what-to-do-what-to-see>.

García-Rosell, J.-C. 2021. How did the Arctic Circle in Rovaniemi become a tourism attraction? Accessed on 8 November 2023 <https://www.jcgarcia-rosell.com/post/how-did-the-arctic-circle-in-rovaniemi-become-a-tourism-attraction>.

Golob, U., Podnar, K. & Zabkar, V. 2023. Sustainability communication. *International journal of advertising*, Vol 42 No. 1, 42–51. Accessed on 23 February 2023 <https://doi.org/10.1080/02650487.2022.2144035>.

Hall, C. M. & Michell, R. 2006. Gastronomy, food and wine tourism. In D. Buhalis & C. Costa (Eds) *Tourism business frontiers: Consumers, products and industry*. Amsterdam: Elsevier Butterworth-Heinemann.

Han, H. 2021. Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of sustainable tourism* Vol. 29 No. 7, 1021–1042. Accessed on 24 November 2023 <https://doi.org/10.1080/09669582.2021.1903019>.

Havas, K. & Adamsson, K. 2020. Suomen ruokamatkailustrategia 2020-2028. Accessed on 23 February 2023 <https://www.businessfinland.fi/4a8376/globalassets/finnish-customers/02-build-your-network/visit-finland/julkaisut/ruokamatkailustrategia-2020-2028.pdf>.

Hesse-Biber, S. N. 2010. *Mixed methods research: Merging theory with practice*. New York: Guilford Press.

Hrelia, S. 2015. Food, tourism and health: A possible synergy? *AlmaTourism* Vol. 6 No. 11, 1–10. Accessed on 6 November 2023 <https://doi.org/10.6092/issn.2036-5195/5290>.

Hsu, F.-C., Liu, J. & Lin, H. 2022. Affective components of gastronomy tourism: measurement scale development and validation. *International Journal of Contemporary Hospitality Management*, Vol. 34 No. 9, 3278–3299. Accessed on 23 February 2023 <https://doi.org/10.1108/IJCHM-09-2021-1112>.

Jason, L. & Glenwick, D. 2016. *Handbook of methodological approaches to community-based research: Qualitative, quantitative, and mixed methods*. 1st edition. New York: Oxford University Press.

Jelinčić, D. A. & Šveb, M. 2021. Financial sustainability of cultural heritage: A review of crowdfunding in Europe. *Journal of risk and financial management*, Vol. 14 No. 101, 1–16. Accessed on 9 November 2023 <https://doi.org/10.3390/jrfm14030101>.

Kapoor, P. S., Balaji, M., & Jiang, Y. 2021. Effectiveness of sustainability communication on social media: Role of message appeal and message source. *International journal of contemporary hospitality management*, Vol 33 No. 3, 949–972. Accessed on 1 April <https://doi.org/10.1108/IJCHM-09-2020-0974>.

Kauppalehti 2023. Tässä ne ovat: Suomen parhaat ravintolat – Ullanlinnan uutuuspaikka kipusi listalle. 3.11.2023. Accessed on 8 November 2023 <https://www.kauppalehti.fi/uutiset/tassa-ne-ovat-suomen-parhaat-ravintolat-fine-dining-on-kuningaslaji-jonka-vain-harva-hallitsee/9bfb4914-43c8-4272-81ce-e6748906cb9e>.

Kuuluvainen, S., Päälyssaho, M., Rajala, T., Risu, E., Turunen, A. & Vitikka, M. 2022. Restaurants and carbon footprint mission zero foodprint. Accessed on 24 November 2023 <https://urn.fi/URN:ISBN:978-951-799-648-8>.

Lapin Liitto 2017. Matkailumenestystarina. Accessed on 8 November 2023 https://issuu.com/lapinliitto/docs/matkailumenestystarina?utm_medium=referral&utm_source=www.visitrovaniemi.fi.

Lapin Panimo 2023. Visit our local brewery. Accessed on 9 November 2023 <https://lapinpanimo.fi/ajankohtaista/visit-our-local-brewery/>.

Lapland University of Applied Sciences 2022. Kehittämistyö alkaa – Via Kareliasta vetovoimainen ja vastuullinen ruokamatkailukohde. Accessed on 20 March 2023 <https://www.lapinamk.fi/news/Kehittamistyo-alkaa-%E2%80%93-Via-Kareliasta-vetovoimainen-ja-vastuullinen-ruokamatkailukohde-/29272/9a2b8ed8-40d7-43f1-82da-ad661dc046f8>.

Lo, A., King, B. & Mackenzie, M. 2017. Restaurant customers' attitude toward sustainability and nutritional menu labels. *Journal of hospitality marketing & management*, Vol. 26 No. 8, 846–867. Accessed on 2 November 2023 <https://doi.org/10.1080/19368623.2017.1326865>.

Madanaguli, A., Dhir, A., Kaur, P., Srivastava, S. & Singh, G. 2022. Environmental sustainability in restaurants. A systematic review and future research agenda on restaurant adoption of green practices. *Scandinavian journal of hospitality and tourism*, Vol. 22 No. 4–5, 303–330. Accessed on 24 November 2023 <https://doi.org/10.1080/15022250.2022.2134203>.

Maynard, D. d. C., Zandonadi, R. P., Nakano, E. Y., & Botelho, R. B. A. 2020. Sustainability indicators in restaurants: The development of a checklist. *Sustainability*, Vol. 12 No. 10, 1–25. Accessed on 7 November 2023 <https://doi.org/10.3390/su12104076>.

Millán Vázquez de la Torre, G., Hernández Rojas, R. & Navajas Romero, V. 2016. The study of gastronomic tourism in Cordoba and the association of the cuisine. An econometric analysis. *Tourism and Hospitality Management*, Vol. 22 No. 2, 173–191. Accessed on 6 November 2023 <https://doi.org/10.20867/thm.22.2.7>.

Moilanen, T., Ojasalo, K & Ritalahti, J. 2022. *Methods for development work: New kinds of competencies in business operations*. Helsinki: BoD – Books on Demand.

Moore, P. 2018. 5 reasons you must visit Rovaniemi, Finland. Accessed on 8 November 2023 <https://www.wanderlust.co.uk/content/reasons-you-must-visit-rovaniemi-arctic-finland-northern-lights-santa-claus/>.

- Rehman, S. U., Bhatti, A., Kraus, S. & Ferreira, J. J. M. 2021. The role of environmental management control systems for ecological sustainability and sustainable performance. *Management Decision*, Vol. 59 No. 9, 2217–2237. Accessed on 9 November 2023 <https://doi.org/10.1108/MD-06-2020-0800>.
- ResQ Club 2023. Sell. Accessed on 24 November 2023 <https://www.resq-club.com/sell>.
- Richards, G. & Munsters, W. 2010. *Cultural tourism research methods*. Wallingford, Oxfordshire, UK: Cambridge, MA.
- Rovaniemen kaupunki 2023. Eight seasons. Accessed on 8 November 2023 <https://international.rovaniemi.fi/en/8-seasons>.
- Rovaniemi's internationalisation strategy 2023. Accessed on 8 November 2023 <https://www.rovaniemi.fi/loader.aspx?id=d688411f-72ab-4531-bfd2-2e668b56522a>.
- Saarinen, J. 2006. Traditions of sustainability in tourism studies. *Annals of Tourism Research*, Vol. 33 No. 4, 1121–1140. Accessed on 24 November 2023 <https://doi.org/10.1016/j.annals.2006.06.007>.
- Santa Claus Village 2023. Welcome to Santa Claus Village & the Arctic Circle! Accessed on 8 November 2023 <https://santaclausvillage.info/>.
- Schimperna, F., Lombardi, R. and Belyaeva, Z. 2021. Technological transformation, culinary tourism and stakeholder engagement: Emerging trends from a systematic literature review. *Journal of Place Management and Development*, Vol. 14 No. 1, 66–80. Accessed on 24 November 2023 <https://doi-org.ez.lapinamk.fi/10.1108/JPMD-03-2020-0028>.
- Stanley, J., & Stanley, L. 2015. *Food tourism: A practical marketing guide*. Wallingford, Oxfordshire, England; Boston, Massachusetts: CABI.
- Stephens, R. 2023. These will be the biggest travel trends of 2023, according to experts. Accessed on 3 April 2023 <https://www.foodandwine.com/travel-trends-2023-food-drink-6834645>.
- Stone, M. J., Migacz, S. & Wolf, E. 2019. Beyond the journey: The lasting impact of culinary tourism activities. *Current Issues in Tourism*, Vol. 22 No. 2, 147–152. Accessed on 24 November 2023 <https://doi.org/10.1080/13683500.2018.1427705>.
- Testa, R., Galati, A., Schifani, G., Di Trapani, A. M. & Migliore, G. 2019. Culinary tourism experiences in agri-tourism destinations and sustainable consumption—Understanding Italian tourists' motivations. *Sustainability*, Vol. 11 No. 17, 1–18. Accessed on 6 November 2023 <https://doi.org/10.3390/su11174588>.
- TripAdvisor 2023a. Restaurants in Rovaniemi. Accessed on 24 November 2023 https://www.tripadvisor.com/Restaurants-g189922-Rovaniemi_Lapland.html.

– 2023b. Restaurant review. Accessed on 7 November 2023
https://www.tripadvisor.com/Restaurant_Review-g189922-d808519-Reviews-Amarillo-Rovaniemi_Lapland.html.

Tölkes, C. 2018. Sustainability communication in tourism – A literature review. *Tourism management perspectives*, Vol 27, 10–21. Accessed on 1 April
<https://doi.org/10.1016/j.tmp.2018.04.002>.

Vastuullisuusviestinnästä lisäarvoa liiketoimintaan 2023a.
 Yksityiskohtaisempien toimenpiteiden tarkistuslista. Accessed on 2 April 2023
<https://blogi.eoppimispalvelut.fi/value/digitaalisen-vastuullisuusviestinnan-syventava-itsearviointityokalu/>.

– 2023b. Self assesment tool. Accessed on 2 November 2023
<https://blogi.eoppimispalvelut.fi/value/self-assessment-tool/>.

Villarino, J. & Font, X. 2015. Sustainability marketing myopia: The lack of persuasiveness in sustainability communication. *Journal of vacation marketing*, Vol. 21 No. 4, 326–335. Accessed on 9 November 2023
<https://doi.org/10.1177/1356766715589428>.

Visit Finland 2021. Kestävän ruokamatkailun opas. Accessed on 6 November 2023
<https://www.businessfinland.fi/491559/globalassets/finnish-customers/02-build-your-network/visit-finland/julkaisut/kestavan-ruokamatkailun-opas-2021.pdf>.

VisitRovaniemi 2023a. Rovaniemi winter. Accessed on 20 March 2023
<https://www.visitrovaniemi.fi/rovaniemi-lapland-winter/>.

– 2023b. Restaurants. Accessed on 8 November 2023
<https://www.visitrovaniemi.fi/eat-and-drink-category/restaurants/>.

– 2023c. The pure tastes of Rovaniemi. Accessed on 8 November 2023
<https://www.visitrovaniemi.fi/love/local-food/>.

Visitory 2023a. Rovaniemi: Tourism in a nutshell. Accessed on 14 October 2023
<https://visitory.io/en/public/rovaniemi/2023-01/2023-10/>.

– 2023b. Rovaniemi: Tourism in a nutshell. Accessed on 8 November 2023
<https://visitory.io/en/public/rovaniemi/2018-01/2018-10/>.

The World Food Travel Association 2023. 2023 Annual report: State of the food & beverage tourism industry. Accessed on 17 March 2023
https://www.dropbox.com/s/xuxo4rs3wvdjlnj/2023_State%20of%20the%20Food%20Travel%20Industry.pdf?dl=0.

Zhang, T., Chen, J. & Hu, B. 2019. Authenticity, quality, and loyalty: Local food and sustainable tourism experience. *Sustainability*, Vol. 11 No. 12, 1–18. Accessed on 6 November
<https://doi.org/10.3390/su11123437>.

Åhman, H. 2013. Social sustainability - society at the intersection of development and maintenance. *Local environment*, Vol. 18 No. 10, 1153–1166. Accessed on 9 November 2023 <https://doi.org/10.1080/13549839.2013.78848>.

APPENDICES

- Appendix 1. Content analysis matrix for websites
- Appendix 2. Content analysis matrix for customer feedback
- Appendix 3. List of restaurants for content analysis
- Appendix 4. Themed semi-structured interview template

Appendix 3 List of restaurants for content analysis

Restaurant	Website
Amarillo	https://www.raflaamo.fi/en/restaurant/rovaniemi/amarillo-rovaniemi
Arctic Restaurant	https://arcticrestaurant.fi/en/
Arctic Snowhotel Ice restaurant & ice bar	https://arcticsnowhotel.fi/restaurants/ice-restaurant/
Bull bar & grill	https://bullbar.fi/#page-bull
Cafe & Bar 21	https://www.cafebar21.fi/home-eng
Christmas House Restaurant & Coffee Bar	https://www.santaclausholidayvillage.fi/restaurants/christmas-house-restaurant-coffee-bar
Frans & Cherie Bistro	https://www.raflaamo.fi/en/restaurant/rovaniemi/frans-cherie-rovaniemi
Himo	https://ravintolahimo.fi/en/etusivu-english/
Kesärafia Sauna	https://www.laplandhotels.com/EN/hotels-in-lapland/rovaniemi/lapland-hotels-ounasvaara-chalets/summer-restaurant-sa
Korean Restaurant Hanki	not found
Kota Restaurant	https://arcticsnowhotel.fi/restaurants/kota-restaurant/
Lapland Restaurant Kotahovi	https://www.laplandrestaurant.fi/
Nova Skyland Hotel and Restaurant	https://novaskyland.com/dining
Monte Rosa	https://www.monterosa.fi/
Rakas Restaurant & Bar	https://rakasrestaurant.com/
Restaurant Arctic Eye	https://santashotels.fi/en/restaurant-arctic-eye/
Restaurant Bord	https://www.scandichotels.com/hotels/finland/rovaniemi/scandic-rovaniemi-city/restaurant-bar/a-la-carte-restaurant
Restaurant Gaiassa	https://santashotels.fi/en/appish-restaurant-gaiassa/
Restaurant Gallis	https://glassresort.fi/restaurant-gallis/
Restaurant Nili	https://nili.fi/en/etusivu-english-copy/
Restaurant pohjanhovi	https://www.scandichotels.com/hotels/finland/rovaniemi/scandic-pohjanhovi/restaurant-bar/restaurant-pohjanhovi
Restaurant Valdemari	http://www.valdemari.fi/index.php/restaurant
Ristorante Rosso	https://www.raflaamo.fi/en/restaurant/rovaniemi/rosso-rovaniemi
Roka	https://ravintolaroka.fi/streetbistro/en
Roka Kitchen & Wine Bar	https://www.rokawinebar.fi/en
Saigon Noodle Bar	not found
Santamus	https://santamus.fi/en/
Sky Kitchen & View	https://www.kitchensky.fi/en/sky-kitchen-view.html
Snowman World Snow Restaurant & Ice Bar	https://snowmanworld.fi/food-and-drink/
Three Elves Restaurant	https://www.santaclausholidayvillage.fi/restaurants/three-elves-restaurant
Yuca	https://www.yuca.fi/restaurant

Appendix 4 Themed semi-structured interview template

Interview Themes and Related Sub-Themes

- **Responsible Cuisine Tourism in Rovaniemi**
 - How would you describe responsible cuisine tourism?
 - How would you describe cuisine tourism in Rovaniemi?
 - Is there currently enough responsible cuisine tourism offering?
 - Do trends effect the demand for responsible cuisine tourism?
 - How is responsible cuisine tourism marketed in Rovaniemi?
- **Usage of Sustainability Communication in Restaurants**
 - How would you define sustainability communication?
 - How does it appear in culinary tourism services?
 - Is the current sustainability communication within restaurants effective? How about sufficient?
 - Does sustainability communication have an impact on your choices? If so, how?
 - Does your company use sustainability communication? If yes, have you found it useful?
 - Have you noticed any change in demand?
- **Sustainability Communication in Marketing**
 - Do restaurants utilize sustainability communication in their marketing? If so, please specify.
 - Should restaurants utilize sustainability communication better?
 - Does your restaurant use sustainability communication as a tool for marketing?
- **Impacts of Sustainability Communication**
 - Has the usage of sustainability communication impacted the company's behaviour or values in any way? If so, how?
 - Have you noticed any changes in customer behaviour?
 - Has sustainability communication impacted the way you manage things in the restaurant? If so, what has changed?
 - Have you changed your cooperative partners due to sustainability issues or are your partners already sustainable?