

RESPONSIBILITY OF HOTELS IN TORNIO

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Thesis
Degree Programme in Tourism
Bachelor of Tourism and Hospitality

2024

Degree Programme in Tourism
Bachelor of Hospitality Management

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Työn nimi	Responsibility of hotels in Tornio		
Sivu- ja liitesivumäärä	33 + 2		

Tämän opinnäytetyön tutkimuksen tarkoituksena on analysoida Tornion hotellien vastuullisuuden ja vastuullisuus sertifikaattien tämänhetkistä tilannetta. Tutkimuksen tavoitteena on saada tietoa Tornion hotellien nykyisestä vastuullisuudesta, jotta vastuullisuuden tasoa ja vastuullisia toimia voitaisiin kehittää. Lisäksi tutkimus sisältää analyysin Rovaniemien hotelleista, jotta saataisiin verrannollista tietoa Lapin kaupunkihotellien kestävästä kehityksestä ja vastuullisista käytännöistä. Opinnäytetyön toimeksiantajana toimi Business Tornio, joka on Tornion kaupungin ja paikallisten pk-yritysten omistama kehitysyhtiö.

Tavoitteiden saavuttamiseksi tutkimuksessa käytettiin laadullisen tutkimuksen metodeja. Tornion hotellien vastuullisuutta tutkittiin teemahaastattelujen avulla, jotta saataisiin tietoa Tornion hotellien nykyisen vastuullisuuden tasosta. Hotellien edustajia haastateltiin teema haastattelun avulla. Rovaniemen hotellien vastuullisuuskäytäntöjä tutkittiin sisällönanalyysin avulla. Sisällön analyysissä tutkittiin Rovaniemen hotellien vastuullisia käytäntöjä analysoimalla hotellien nettisivuja ja Instagram sisältöä.

Tutkimustulokset paljastivat, että Tornion hotelleilla oli useita vastuullisia käytäntöjä. Siitä huolimatta, Tornion hotellit eivät olleet hankkineet vastuullisuus sertifikaatteja. Tutkimus Rovaniemen hotelleista tuotti tietoa siitä, kuinka Tornion hotellit voivat nostaa vastuullisuuden tasoaan. Lisäksi tutkimus Rovaniemen hotelleista antoi tietoa, millaisia sertifikaatteja myös Tornion hotellit voivat hankkia. Tutkimukseen osallistuneet yritykset voivat käyttää tutkimusta Tornion vastuullisuuden analysoimiseen. Lisäksi Tornion hotellit ja muut samanlaiset majoitusyritykset voivat hyödyntää tutkimusta yrityksen vastuullisuustoimien parantamiseen.

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Title of Thesis	Responsibility of Hotels in Tornio		
Number of pages	33 + 2		

This thesis project aims to analyze the current state of responsibility and responsibility certificates acquired in the hotels of Tornio. Examining the current level of responsibility and responsible operations is vital to be capable of developing responsibility further in the Tornio area. Additionally, the study includes an examination of the hotels in Rovaniemi to get comparable information on the sustainability and responsible activities in the city hotels in Lapland. The thesis was commissioned by Business Tornio, a company that aids local entrepreneurs in starting a company and aims to help local companies in Tornio grow and become globally known.

Qualitative research methods were utilized to achieve the goals of the study. The method of interviewing was applied to research the level of responsibility of hotels in Tornio. The representatives of the hotels answered to theme interview questions to provide information on their level of responsibility and responsible operations. The method of content analysis was applied to examine hotels in Rovaniemi. The content analysis examined the responsible practices of hotels in Rovaniemi by examining their web pages and Instagram content.

The findings revealed that despite Tornio's hotels having responsible practices and business operations, the companies had not acquired any responsibility certificates. The examination of hotels in Rovaniemi provided information on how the hotels of Tornio can enhance their level of responsibility. Additionally, the examination of hotels in Rovaniemi provided information on what kind of certificates hotels in Tornio could acquire. The study is useful for local accommodation companies in Tornio and other similar accommodation companies who want to develop their level of responsibility. Companies participating in the study can utilize this thesis to analyze the responsibility operations in Tornio and to learn which practices they could apply to their businesses.

Key words accommodation, hotels, responsibility

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1 INTRODUCTION

Although many perceive Finland to already be a responsible and sustainable country, it has not prevented its companies from wanting to develop responsibility further through their daily practices and business operations. Additionally, customers are becoming more aware of the responsibility issues concerning several industries including tourism. Therefore more and more tourists demand responsible operations from the companies operating in the tourism industry and seek responsible and sustainable destinations to travel to.

The thesis project focuses on the responsibility of hotels in Tornio. The objectives of the study are to examine the current state of the responsibility of the hotels in Tornio, and if they have any certificates to prove their state of responsibility. Additionally, the study includes an examination of the hotels in Rovaniemi to get comparable information on the sustainability and responsible activities in the city hotels in Lapland. The purpose of the examination is to also give development ideas for similar accommodation providers by researching what could be done to enhance the level of responsibility.

The study is beneficial for local accommodation providers in Tornio. It is necessary to find out the current state of responsibility in these companies to be capable of developing responsibility further in the area. The study also researches if the hotels have the knowledge and skills to develop their services responsibly.

It is also vital to bring awareness of responsible issues because having certificates concerning responsible actions is also important for a large number of tourists and other stakeholders, such as companies wanting to cooperate with the accommodation services. The study also aims to find out how the responsibility of the hotels in Tornio could be enhanced. Additionally, the aim is to examine how the companies could be supported to increase the level of responsibility and acquire responsibility certificates.

Responsibility and sustainability are very similar concepts that are often utilized hand in hand. Therefore, the study will also define the concepts of responsibility and sustainability and the difference between the definitions. The study will also discuss different responsibility certificates and the differences between them.

The study will be conducted by utilizing qualitative research methodology. The study utilizes data gathered from interviews that were carried out with the staff of Tornio's hotels. The study will also utilize information gathered related to the best responsible practices of hotels in Rovaniemi. Additionally, the study will discuss existing data from previous researches that have been carried out concerning the topic.

Qualitative approach is the most appropriate way of researching the topic because the study requires plenty of interviewing and researching due to data on the responsibility of Tornio's hotels not existing yet. The study also includes plenty of analyzing text and other non-numerical data as a result of the interviews that will be carried out.

Additionally, the study will include content analysis examining the best responsible practices of hotels in Rovaniemi that have been granted a Sustainable Travel Finland label. Sustainable Travel Finland label is only granted to companies that meet a strict set of responsibility criteria. The research was carried out to give ideas on what kind of responsibility practices the hotels in Tornio could take into their operations from similar hotels in Tornio.

The commissioner of the project is Business Tornio which is a company owned by the city of Tornio and its local small and medium-sized enterprises. It aims to help local companies to grow and become globally known. Its purpose is also to aid local entrepreneurs to start a company. (Business Tornio 2024.) The commissioners of the study were Tiina Vähä and Anni Lamomprom from Business Tornio.

2 SUSTAINABILITY AND RESPONSIBILITY IN TOURISM

2.1 Sustainable tourism

There are several different ways to define sustainability. Sustainability aims to leave the best possible world for our children, grandchildren, and future generations. Sustainable practices aim to support ecological, human, and economic health and vitality. Sustainable resources are defined to be finite. The aim is to utilize resources that cause minimal harm to the environment or do not pollute. It is also vital to acknowledge the risks and long-term impacts of utilizing these resources. (Ucla sustainability 2023.)

Sustainable tourism can be divided into three main principles that are economic sustainability, sociocultural sustainability, and environmental sustainability. Environmental sustainability focuses on reducing the harmful impacts of tourism on the environment and developing practices to protect the environment. Additionally, it aims to maintain essential ecological processes and conserve natural heritage and biodiversity. (UN Tourism 2024.)

Social sustainability and economic sustainability are crucial concepts in sustainable tourism and are often linked with each other. However, these definitions have different meanings. The main focus of economic sustainability is to maintain and improve the profit and capital of an organization while making sustainable choices and using its assets efficiently. On the other hand, social sustainability aims to preserve social capital by maintaining and improving social quality. (Future Learn 2024.) (UN Tourism 2024.) Supporting the local economy by using the services of the local people is an example of social and economic sustainability in tourism (Vieux loup de mer 2022).

Sustainability is a crucial part of Northern European tourism, and it is still a growing trend in Northern Europe. Sustainable and responsible issues are taken into account in many areas such as the economical use of water, and energy, recycling, waste separation, and the use of renewable energies and materials. Also, support and cooperation with local companies are viewed as an important part of sustainability. (Frederike 2019.)

2.2 Responsible tourism

Responsibility refers to the state or quality of acting ethically and being accountable for one's decisions, actions, and obligations. Responsibility involves fulfilling duties, commitments, and obligations to oneself, others, or a larger community. Responsibility can be divided into different areas and examined from different perspectives. (Williams 2024.)

Responsible tourism is defined as making better places for people to live in and visit. It requires that the government, locals, tourists, and different kinds of tourism providers such as accommodations services take action to operate in a more sustainable, and responsible manner. What is responsible in a certain place is defined by its environment and culture. (Goodwin 2014.) Responsibility in tourism can be divided into three main categories which are, environmental, social, and economic.

It is crucial to act responsibly as any stakeholder such as a tourism business owner or tourist. Fortunately, there are various ways to act responsibly. As a tourist one of the responsible habits is to support the local economy. This can be carried out by purchasing services from local people such as hotel or restaurant services. The most important factor is that the money will be given to local people and businesses, not an unknown organization. (Alpha Travel Insurance 2023.)

Another example of responsible practice as a tourist is to become "a temporary local" which signifies more responsible behavior and actions such as following the local dress code, especially in religious places. It is also appropriate to have some kind of understanding of the culture's manners and ways of communicating. The locals will have more respect for the tourists who respect their culture and traditions. (Alpha Travel Insurance 2023.)

2.3 Difference between responsible and sustainable tourism

Sustainable tourism and responsible tourism are two related and similar concepts. Both terms aim to decrease and minimize negative effects on destinations, preserve natural and cultural resources, and benefit local communities. However, there are some differences between these two concepts. (Ethical Adventures 2024.)

Responsible leadership is essential for achieving sustainability in business. This approach involves ethical decision-making, transparency, and a commitment to stakeholder engagement, all of which contribute to long-term sustainable success. The intersection of responsibility and sustainability is evident in the way responsible actions can lead to sustainable outcomes. For instance, a company that practices responsible leadership by considering its environmental impact and social responsibilities is more likely to achieve sustainable business practices. (Torelli 2020. 727,732.)

Responsibility generally refers to the obligation of individuals or organizations to act ethically and consider the impact of their actions on others, including social, environmental, and economic aspects. It is about being accountable and making decisions that benefit stakeholders and the broader community. However, Sustainability focuses on maintaining or supporting processes over the long term. Responsible actions form the foundation for sustainable development because, without responsible actions and practices achieving sustainability is challenging. Therefore, responsibility can be viewed as a pathway to sustainability. (Torelli 2020. 727,732.)

However, this study will mainly apply responsibility as a definition to measure and examine the operations and knowledge of the hotels. Responsibility as a main definition was selected because responsibility as a definition also includes sustainability and sustainable operations. Utilizing both definitions would make the study unnecessarily complicated to read and understand. Therefore, responsibility as a definition can be understood and utilized more effortlessly.

3 RESPONSIBILITY CERTIFICATES IN TOURISM

Certificates are documents including a certified statement that are utilized to prove something such as a skill of a person or a special feature of a company (Merriam Webster Dictionary 2023). Responsibility certificates are often awarded to organizations that have proven to be committed to responsible and sustainable practices. Multiple different certificates are utilized in the tourism industry. However, it is vital to keep in mind that many of the certificates are only available and valid in certain countries or areas.

Responsibility certificates can be divided into multiple categories. Responsibility certificates can be divided into categories such as eco-certifications, sustainable tourism certifications, safety and security certifications, accessibility certifications, and food and hygiene certifications. Two types of certificates are relevant to hotels. These certificates can be divided into environmental certifications for the building itself and environmental certifications for how the hotel is operated. (World Sustainable Hospitality Alliance 2024. 3.)

When acquiring a certificate it is crucial to acknowledge its purpose in the company. It is important to have a clear vision of the aims to be able to evaluate for whom the certificate could be valuable since some of the certificates may be more recognized only in certain areas such as Finland or Northern Europe. Therefore, the company needs to acknowledge whether it wants to have a certificate that is valuable for example only in Finland or globally. It is also vital to determine the target group of the organization to be able to discover a suitable certificate for the specific organization.

3.1 Certificates in Northern Europe

Northern European countries utilize different kinds of certificates to show proof of their responsible and sustainable actions. Nordic Swan is a Nordic eco-label that has a goal to reduce the environmental impact that is caused by producing goods and services. Nordic Swan is known and used in Finland, Sweden, Norway, Iceland, and Denmark. (Frederike 2019.)

Green Key is a globally recognized eco-label that signifies excellence in sustainable management and environmental practices and responsibility. It has been awarded to more than 3100 accommodations services and other tourism providers in 57 countries. Blue Flag is viewed as one of the most recognized eco certificates in the world for marine tourism. These are some of the most known tourism certificates utilized in Northern Europe. (Frederike 2019.)

3.2 Global certificates

Multiple responsibility and sustainability certificates are valued all around the world or in several countries and areas. One of the most known certificates in the tourism industry is the Travelife certificate, which also has its certification for accommodation providers. Travelife surveyed accommodation services that had been awarded their certificate. According to the survey, 92% of their customers stated that Travelife's certificate improved their organization. (Travelife 2023.)

Another globally known responsibility and sustainability certificate is called Green Globe which is already utilized in over 80 countries. Green Globe certificate is granted for businesses in multiple industries including accommodation services such as hotels. Green Globe states itself to be "the global leader in sustainable tourism certification." (Green Globe 2023.)

3.3 Finnish STF label

STF is a Finnish label granted to tourism companies that are making highly sustainable and responsible decisions and actions daily. STF is an abbreviation of the words Sustainable Travel Finland. STF is a program developed by Visit Finland and it aims to help Finnish travel companies adopt sustainable practices and actions into their daily operations.

STF label has already been granted to almost 250 companies in Finland. All companies that have been awarded an STF certificate can be found on Visit Finland's web page. The Sustainable Travel Finland program is an educational program that is completely free for all tourism companies in Finland. The program consists of seven steps that include digital tools to help companies adjust their practices to become more sustainable and responsible. (Visit Finland 2023.)

When the company applies to be part of the STF program it has to commit to the national principles of sustainable tourism and continuous responsible and sustainable development. The steps include several different kinds of actions to develop and maintain the responsibility and sustainability of the business such as competence building through training, analyzing the current state of sustainability, sustainability communication actions, and creating a sustainable development plan. The company must also have a sustainability certificate from a third party that is accepted by Sustainable Travel Finland. Additionally, the STF label must be renewed regularly. (Visit Finland 2023.)

4 METHODS AND METHODOLOGY

4.1 Selection of the methods

The study will be carried out by utilizing qualitative research. Qualitative research is understanding concepts, opinions, and experiences by collecting and analyzing non-numerical information. This kind of data can consist for example of text, video, or audio. (Bhandari 2020.) The study utilizes data gathered from interviews that were carried out with the staff of Tornio's hotels.

Qualitative research is the most appropriate way of researching the topic because the study requires interviewing and analyzing due to data on the responsibility of Tornio's hotels not existing yet. The study also includes plenty of analyzing text and other non-numerical data as a result of the interviews that will be carried out.

The study utilized interviewing to learn all the necessary information related to the responsibility of the accommodation providers in Tornio. Interviewing as a method was selected because the topic has been researched very little previously. Therefore, earlier data and information related to the responsibility of the accommodation providers in Tornio was almost non-existent.

Interviewing was also selected as a research method because of the need for new and updated information about the current state of responsibility in the area's accommodation providers. Additionally, the study aims to find out the answer to several questions that cannot be found through other sources such as the websites of the companies.

Additionally, the study will include content analysis examining the best responsible practices of hotels in Rovaniemi that have been granted a Sustainable Travel Finland label. Sustainable Travel Finland label is only granted to companies that meet a strict set of responsibility criteria. The research was carried out to give ideas on what kind of responsibility practices the hotels in Tornio could take into their operations from similar hotels in Tornio.

Content analysis is a research method that is utilized to interpret and analyze various forms of data such as written texts, audiovisual content, or digital media. It involves the examination of the contents of these sources to identify patterns, themes, and relationships. Additionally, content analysis can be utilized to draw inferences or make interpretations of underlying meanings or messages. Content analysis can be either qualitative or quantitative in nature. (Columbia mailman school of public health 2024.) However, this research was carried out with qualitative research methods.

4.2 Selection of the companies to be interviewed

To acquire the best research results, the three biggest accommodation providers in Tornio were selected to be interviewed for the study. The companies to be interviewed in the study are Park Hotel Tornio, Hotelli Olof Tornio, and Boutique Hotel Mustaparta. All of these accommodation providers are located in the centre of Tornio.

These companies were selected due to their significance and large effects on Tornio's tourism and accommodation industry. These three companies accommodate the majority of the people who stay in Tornio. Other accommodation providers are usually either Air BNB entrepreneurs or very small businesses with only one or two rooms.

The hotels selected to be researched in the content analysis were Lapland Hotels Sky Ounasvaara, Original Sokos Hotel Vaakuna, and Arctic Light Hotel. These hotels were selected because all of them were located in the city of Rovaniemi either in the center of the city or nearby it. All of the selected accommodation providers were hotel chains or companies. One of the requirements to be selected for content analysis was to have a Finnish STF label as proof of responsible actions and operations.

4.3 Introduction of the commissioner

The commissioner of the study is Business Tornio, which is a development company owned by the city of Tornio and local small- and medium-sized enterprises. Business Tornio's office is located in the center of Tornio in Tornio's city hall. (Business Tornio 2024.) The study was commissioned by two Business Tornio staff members: Tiina Vähä and Anni Lamomprom.

Business Tornio's main focuses are to aid local companies and entrepreneurs to start a business and help existing companies with their growth path and internalization. Additionally, Business Tornio's duty is to implement and apply for development projects for the region and operating environment. Shortly, the company aims to develop the area through different kinds of projects and help local companies and entrepreneurs. (Business Tornio 2024.)

The staff of Business Tornio has a large and strong knowledge of several aspects of business such as developing business life, international business, and business activities. Different staff members in Business Tornio have specialized in different kinds of fields and possess different kinds of skills. Tiina Vähä operates as a marketing advisor in Business Tornio, whereas Anni Lamomprom operates as a tourism coordinator. (Business Tornio 2024.)

5 RESULTS OF CONTENT ANALYSIS AND INTERVIEWS

5.1 Best responsible practices of hotels in Rovaniemi

The study also includes content analysis that researched the best responsible practices of hotels in Rovaniemi. Three hotels were picked for the research based on their location, operations, and Sustainable Travel Finland label. The aim was to select and research hotels that were similar to hotels that were researched in Tornio.

This research was carried out to examine what kind of responsible practices the accommodation providers that are similar to hotels in Tornio have utilized in their operations. Additionally, the aim was to perceive, what kind of responsible practices hotels in Tornio could utilize in their daily operations. One of the requirements to be selected for content analysis was to have a Finnish STF label as proof of responsible actions and operations.

The hotels selected to be researched in the content analysis were: Lapland Hotels Sky Ounasvaara, Original Sokos Hotel Vaakuna, and Arctic Light Hotel. These hotels were selected because all of them were located in the city of Rovaniemi either in the center of the city or nearby it. All of the selected accommodation providers were hotel chains or companies.

The content analysis of the study examined the best responsible practices of the hotels in Rovaniemi by examining their websites and Instagram content. Instagram content was analyzed by viewing and analyzing every post from the first three months of the year 2024. In the analysis, the responsible practices were divided into three categories: environmental, social, and economic. The analysis also took into account stakeholder engagement, which signifies the examination of how responsibly the hotels in Rovaniemi engage with their stakeholders. In addition, the content analysis researched what other responsibility certificates the examined accommodation providers may have. These results were collected in an Excel table that can be found in the appendices.

The content analysis results will be discussed anonymously. The study will utilize codes to discuss the results of different companies. Utilized codes will be C1, C2, and C3. They refer to hotels that were analyzed for the study.

All of the hotels had plenty of information about their responsible practices and business operations on their websites. All of the hotels had listed plenty of environmental practices carried out in their hotel operations. However, the examined hotels had some common environmentally responsible practices and operations. According to the websites, all of the hotels aim to minimize throw-away food, and two of the hotels utilize the ResQ app to sell surplus food at lower prices. Furthermore, all of the hotels aim to minimize their energy consumption. Hotels have brought into use several different kinds of energy-saving practices such as energy efficiency, shorter customer sauna opening times, and lower parking hall temperatures.

Additionally, C1 and C2 have common environmentally responsible practices such as consuming only 100% green energy and keeping track of their energy consumption. Green energy refers to energy that is produced by completely renewable energy sources such as water, wind, or solar. According to the websites, many researched hotels also practiced recycling and minimizing material waste.

Especially C2 and C3 had several Instagram posts related to environmental responsibility. Both companies had, for instance, posts about global environmental events such as the global Earth Hour climate event and global recycling day. In addition, C2 and C3 have also created and published multiple other posts related to environmental responsibility. C2 has published Instagram posts for instance about food waste and its negative effects. C3 published a post about climate change and its effects on polar bears and C1 published a post about local souvenirs created from local ingredients.

When it comes to common socially responsible practices, all of the hotels support and cooperate with local people and companies. These practices include for example hiring locals to work in the company, selling and promoting the products of local companies, and cooperating with local schools by providing training for students. Common socially responsible practices also included ensuring the safety and well-being of the staff and the customers. C1 prioritizes the well-being of the staff through ethical work agreements, salaries, and inclusive education for different positions. According to the websites, the company also ensures the safety of its customers through new safety systems such as PRO24.fi. In addition, the hotel ensures safety through annual training for the staff and check-ups executed by the authorities.

All of the researched companies promoted local companies such as restaurants and cafes on their Instagram. Moreover, C2 and C3 also promoted local arts and music such as local museums and artists. C1 and C2 promoted local and domestic products on their Instagram accounts for instance local souvenirs and their use of Lumene's products which are Finnish cosmetic products.

The companies had also considered economic responsibility. According to the websites all of the companies support local economies through different actions and operations. Additionally, all of the companies have efficient resource management for instance by keeping track of energy consumption. On Instagram, all of the companies communicate about their ways of supporting the local economy for example through promoting local companies and events.

The analysis also examined the stakeholder engagement of the hotels. C2 and C3 have a section on their websites for how the customers can also act responsibly during their stay. The aim is to also educate the customers about responsibility and make the customers act more responsibly. The instructions on how to act more responsibly included for instance advice on how to decrease waste, save energy, and support local environment and businesses.

As mentioned earlier the hotels engage with local companies and local people. C1 and C2 promote local businesses and their products on their websites and Instagram content. In addition, the hotels promote local events and cooperate with local people through cooperating with local artists and events. For instance, C3 promoted Arctic Pride on its Instagram account and organized an Arctic Pride brunch at the hotel.

As mentioned earlier, the purpose of the table was also to examine the other responsibility certificates of the hotels of Rovaniemi. C1 has Eko Kompassi certificate. C2 has a Green Key certificate and an Authentic Finnish sauna experience certificate. C3 has three different certificates: Eko Kompassi, Travel Proud certificate, and WWF-ystävällisyys.

The hotels of Rovaniemi had acquired both globally and domestically known responsibility certificates. For instance, Green Key is a globally known responsibility certificate whereas Eko Kompassi is a known and appreciated responsibility certificate in Finland. These certificates could be examples of the kind of responsibility certificates that could also be suitable for hotels in Tornio.

5.2 Summary of content analysis results

The content analysis results have been summarized in tables presented in this section. The results have been summarized to provide an overview of the content analysis results. Additionally, the summary makes comparing the results easier. Tables 1–3 can be viewed below.

Table 1. Environmental, social, and economic best practices on the webpages

	Environmental (Webpages)	Social (Webpages)	Economic (Webpages)
C1	<ul style="list-style-type: none"> • Keeping track of consumption • Pellet-based heating • Avoiding use of single-use packages • Use of 100% green electricity only • Possibility of electric car charging • Recycling • Minimizing throw-away food • Environmentally friendly gasolines and lubricants • Part of Green DMN and Motivan Energiätehokas projects • Use of local ingredients 	<ul style="list-style-type: none"> • Ethical work agreements and salaries (according to laws) • Inclusive education for employees • Investing in the well-being of employees (for example through supporting exercising) • Ensuring the safety of the customers through new safety systems (PRO24.fi) and annual checkups and training • Supports local cultures and people 	<ul style="list-style-type: none"> • Supports local economy • Crisis management and adopting technology: Ensuring the safety of the customers through new safety systems (PRO24.fi) and annual checkups and training • Employment opportunities: provides fair wages and inclusive education • Efficient resource management
C2	<ul style="list-style-type: none"> • Waste sorting and recycling (also possible for customers) • Minimizing throw-away food (ResQ app) • Saves water through water pressure adjustment methods • Promotes to drink tap water • Energy saving methods: lower parking garage temperatures and shorter customer sauna opening times • Use of 100% green energy only • Energy-efficient lamps 	<ul style="list-style-type: none"> • Responsibility team • All saunas have a sauna from Finland certificate • Cooperation with local companies and schools: sells products made by a local company in their shop, provides training possibilities for students • Charity participation 	<ul style="list-style-type: none"> • Supports local economy • Community investment: charity participation • Employment opportunities: offers training and development opportunities • Efficient resource management
C3	<ul style="list-style-type: none"> • Buys local products and ingredients • Aims to minimize energy consumption • Aims to minimize food waste and material waste • Keeping track of consumption • Minimizing throw-away food (ResQ app) 	<ul style="list-style-type: none"> • Engages in providing a safe and hospital environment to all customers and staff • Supports minorities (Cooperation with Arctic Pride) • Cooperates with local companies and buys local products and ingredients 	<ul style="list-style-type: none"> • Supports local economy • Ensures good working conditions • Efficient resource management • Community investment: participates in local events

Table 2. Environmental, social, and economic best practices in Instagram

	Environmental (Instagram)	Social (Instagram)	Economic (Instagram)
C1	<ul style="list-style-type: none"> • Advertises local souvenirs made of local ingredients 	<ul style="list-style-type: none"> • Promotes local companies • Promotes local souvenirs prepared by local companies • Promotes local events • Post about use of local ingredients 	<ul style="list-style-type: none"> • Supports local economy: Promotes local companies, souvenirs, and events
C2	<ul style="list-style-type: none"> • Use of hashtags #greenkey #greenkeyfinland #visitrovaniemi • Toys made of recycled materials • Post about global Earth Hour Climate event • Post about of global recycling day • Promotes local activities in nature • Educates customers on how to stay more responsible (post about food waste and its negative effects) 	<ul style="list-style-type: none"> • Use of hashtags #greenkey #greenkeyfinland #visitrovaniemi • Promotes local companies (restaurants, cafes) • Mentioned Authentic Finnish sauna certificate • Post about donating blankets to charity • Promotes local cultural and historical activities (Korundi, Pilke, Arktikum) • Promotes local tourist attractions • Promotes domestic arts and musicians • Post of use of domestic products (Lumene) 	<ul style="list-style-type: none"> • Supports local economy: Promotes local companies, domestic products, and local musicians
C3	<ul style="list-style-type: none"> • Post about global Earth Hour Climate event • Post about climate change and its effects on polar bears 	<ul style="list-style-type: none"> • Promotes Arctic Pride • Promotes Arctic Pride brunch organized by the company • Promotion and cooperation with local musicians • Promotion and cooperation with local companies • Post about Travel Proud certificate • Post about Traveller Review award 	<ul style="list-style-type: none"> • Supports local economy: promotes local events, musicians, and companies

Table 3. Certificates and stakeholder engagement of the companies

	Certificates	Stakeholder Engagement (Webpages)	Stakeholder Engagement (Instagram)
C1	•Eko Kompassi	•No noticeable stakeholder engagement on the websites	•Posts about recruiting a new employee •Call to actions
C2	•Green Key •Authentic Finnish Sauna Experience certificate	•Provides tips on how customers can act responsibly during their stay in the hotel	•Educates customers on how to stay more responsible: post about food waste and its negative effects •Recommends energy-efficient choices during hotel stay (use of stairs instead of the elevator) •Posts about job recruitment •Posts about Green Key and Finnish sauna experience certificate
C3	•WWF ystävällisyys •Eko Kompassi •Travel Proud certificate	•Provides tips on how customers can act responsibly during their stay in the hotel •Engages customers to take part in developing a level of responsibility: the development ideas and questions can be sent to the staff of the hotel	•Posts about job recruitment •Post about cooperation with WWF

5.3 Responsibility of hotels in Tornio

The main topic and focus of the study was to research the current state of responsibility of hotels in Tornio and whether the hotels have acquired any responsibility certificates. As mentioned earlier, the research was carried out by interviewing three main hotels in Tornio's city center: Park Hotel Tornio, Hotelli Olof Tornio, and Boutique Hotel Mustaparta.

The interview results will be discussed anonymously. The study will utilize codes to discuss the results and the answers of the representatives of different companies. Utilized codes will be H1, H2, and H3. They refer to hotels that were interviewed for the study. The quotations taken from the interviews have been translated from Finnish to English.

At the beginning of the interview, the representatives of the companies were inquired about the background information of their represented company. During the interview, all of the representatives of the companies answered that their largest customer group is work travelers. All of the hotels operate in both domestic and international markets. Although the customers are mainly domestic travelers, two of the representatives also responded that the amount of international customers is increasing.

5.4 Current state of responsibility and certificates

The second theme of the interview included questions about the current state of the responsibility and certificates of the hotels. At the beginning of the interview, the interviewees were asked to define what responsibility and/or sustainability signifies for them. All of the representatives had inclusive answers to how they understood these definitions. One of the representatives defined responsibility and sustainability in the following way:

We understand that these are very important topics and more should be done to develop responsibility and sustainability. Although here in Finland these issues are developed compared to many other countries, we still have several aspects to improve and some small nuances should be fixed. Especially foreign stakeholders often inquire about the certificates and having one enhances the view of the company. (H1)

All of the interviewees were already familiar with responsibility certificates such as STF label and Greenkey certificate. The representatives of H2 and H3 also said that they had already attended different kinds of webinars and presentations that introduced and informed about responsibility certificate possibilities.

The interviewees were also asked whether they had already acquired responsibility certificates. None of the companies had acquired a responsibility certificate by the time they were interviewed. However, one representative stated that their company was on the STF path and intended to acquire the Ekokompassi certificate.

The companies were asked why they had not acquired responsibility certificates. The most common response to why the companies had not acquired the certificate yet was related to lack of time and having difficulties with finding the right time to process in building the knowledge about different certificates and begin the process of acquiring the certificate. All of the interviewees also mentioned that acquiring a responsibility certificate often does not feel very urgent or a priority compared to other business operations and therefore the process of acquiring a certificate is easy to delay or forget.

A representative of H1 answered that acquiring a responsibility certificate has been one of the aims of the company for years, but the COVID-19 pandemic and the changes in business management have delayed the process. A representative of H2 answered that the process of acquiring a responsibility certificate does not feel as concretical as several other business operations such as ongoing investment projects related to new hotel rooms. A representative of H3 mentioned that when thinking and planning future business operations, the new hotel season is often the priority and therefore it is difficult to find the right time for going on the path of acquiring a certificate.

5.5 Responsible operations

The third theme of the interview included questions related to the responsible operations of the companies. The theme included questions from all categories of responsibility that are environmental, social, and economic. The representatives were asked how they execute responsibility in their hotel operations.

First, the interviewees were asked how responsibility is carried out in their hotel's business operations. The interviewees had several different examples of how their companies act responsibly. H1 and H2 utilized environmentally responsible operations such as recycling and water-saving operations. H1 and H3 also aim to reduce waste and use of disposable products. The representative of H2 mentioned that they cooperate with responsible companies and their bed textiles come from a company that has a responsibility certificate.

Next, the representatives of the companies were asked how the companies ensure the legal rights and well-being of their staff. The interviewees had several different answers to the question. The representative of H1 answered that they utilize meetings to discuss what could be done better and differently in the company. Additionally, according to her, the hotel manager is in charge of the wellbeing of the staff. The representative of H3 answered that they pay better salaries than required by the laws and aim to plan work shifts well to increase the well-being of the staff and increase the permanence of the staff. The representative of H2 stated that they have lately permitted the employees to have one cost-free breakfast every month from the hotel's breakfast.

The interviewees were also inquired about how the economic responsibility has been taken into account in their hotel operations. The question seemed to be slightly more difficult to answer and one of the representatives even asked what is meant by economic responsibility. Based on the answers of the representatives it also seemed like all of the interviewees understood the question differently.

The representative of H2 described how their company takes economic responsibility into account in the following way:

I think that covid-19 taught plenty about economic responsibility. We constantly aim to decrease the use of disposable items also when selecting materials and pieces of furniture. It also made us think that we should not purchase cheap items annually, but instead purchase sustainable products. Lately, we have been purchasing pieces of pieces of furniture that are old and too large and heavy to be utilized in normal economies. Instead, we have a suitable environment to utilize those pieces of furniture. In my opinion, it is an economically responsible operation in a way. (H2)

The next question was: How do you aim to decrease their environmental impacts and what kind of operations have you executed to reach your goal? H1 and H2 carried out different kinds of operations to reduce and minimize food waste. H1 observes the amount of biowaste and is going to have signs in the restaurant to make the customers pay attention to the amount of food waste. H2 has been examining the portions of the restaurant dishes to minimize food waste.

H3 had carried out multiple different operations to reduce the company's environmental impacts. The company utilizes durable towels and environmentally friendly detergents. According to the representative of H3, the company aims to reduce its environmental impacts through several small actions such as sending little-used napkins forward for example to car repair shops. Additionally, the company has been considering changing the disposable napkins into durable and washable napkins.

The last question of the theme was: What kind of challenges have you encountered while enhancing the level of responsibility in your hotel operations? The representative of H1 answered that the old age of the company's building causes different types of issues and makes it impossible to acquire some of the responsibility certificates. According to her some of the certificates would require large renovations in the company's premises such as changing old windows to new ones to enhance the energy efficiency of the building.

The representative of H2 answered that one of the challenges concerns attempting to make responsible decisions while purchasing pieces of furniture for hotel rooms. According to her, sometimes there have been issues with evaluating whether some of the investments for the rooms are just beautiful or also necessary. Therefore, it has been a challenge to decorate the rooms beautifully while making responsible decisions.

The representative of H3 answered that sometimes it is difficult to execute hotel operations both hygienically and responsibly. She also mentioned that these types of issues increased especially during covid-19 when everything had to be extremely hygienic and the use of disposable products increased. According to her one of the challenges is the differences of the customers. In her view, most of the customers understand the importance of responsibility and act responsibly during their stay. However, some of the customers for instance put too much food on their plates during the hotel breakfast and cause plenty of food waste. She mentioned that some of the customers act irresponsibly because they want to make the most of their stay since they have paid for the hotel experience.

5.6 Responsible communication and responsible cooperation

Theme four included questions related to responsible communication and responsible cooperation. First, the representatives were asked what kind of channels the companies use to communicate about their responsibility. All of the representatives replied that their responsibility communication is very minimal or close to non-existent.

The representative of H1 answered that they utilize their websites to communicate their responsibility whereas H3 utilizes social media. However, according to both representatives, the communication related to responsibility on different channels is very minimal. The representative of H2 answered that they do not utilize any channels to communicate about the company's responsibility. Additionally, two of the representatives also answered that the lack of responsibility certificates is one of the reasons why they do not communicate about their responsible practices.

The interviewees were also asked about how they communicate their responsibility to their stakeholders such as customers and cooperative partners. The representatives of H1 and H2 answered that they have communicated to their cooperative partners and customers that they have quit doing daytime clean-ups for the rooms automatically. These actions were necessary to prevent excess waste and energy consumption.

The representative of H3 mentioned that their company has also staff working for them from another organization and they educate all of the staff from their own and cooperative companies to operate responsibly. According to her all of the staff can be educated to act responsibly through simple examples such as avoiding the use of excess amounts of energy such as water or electricity. She also mentioned that one example has been educating the staff about avoiding producing waste for example through limiting the use of disposable cups.

The last question of the theme was: Do you demand responsible actions from other stakeholders such as customers or cooperative partners? Although hotels in Tornio's city center offer multiple ways to act more responsibly as a customer, all of the interviewees replied that they do not demand responsible actions from the customers. The representative of H2 commented that in her view, it would be risky to demand responsible operations from the customers. The representative of H3 commented that their company requires responsibility from the staff and cooperative companies. She added that enhancing the level of responsibility of their customers is going to be the next step when it comes to enhancing the level of responsibility in the company.

5.7 Future of the responsibility

Theme five was the last interview theme and it included questions related to the future plans of the responsibility in Tornio's hotels. The representatives were asked what kind of plans they have for the future regarding responsibility. Every interviewee answered that they aim to enhance their level of responsibility and go on a path of acquiring a responsibility certificate in the future.

The representatives of the companies also defined more precisely how they aim to increase the level of responsibility in their hotel services and operations. The representative of H1 had an idea of acquiring garbage cans that have different sections for different kinds of litter and waste to make the customers sort their garbage. She thought that such garbage cans could be brought to public spaces and hotel rooms. The representative of H3 replied that they aim to enhance their responsible communication. She added that the company is going to increase the level of responsibility and make the responsibility and the importance of responsible actions more visible to the customers and other stakeholders at the hotel's premises.

Lastly, the interviewees were inquired, how their accommodation companies could be supported to achieve a better level of responsibility and acquire a responsibility certificate. The representatives had several different views on how their companies could be supported. The representative of H2 answered that it would be helpful to get counseling on how to go on the path of acquiring the responsibility certificate without it being too costly or requiring too many resources.

The representative of H1 replied that it would be beneficial to get a presentation of the most significant responsibility certificates and their differences. According to her, it would also be important to get a presentation about the differences between the certificates and the compatibility of different certificates and accommodation companies. She added that such aid would make going into the process of acquiring a certificate much more simple. The representative of H3 answered that they have received plenty of help from Business Tornio. She also views that the company does not need help currently. She views that they are capable of asking for help from Business Tornio even in the future.

5.8 Summary of the interview results

The interview results have been summarized in tables presented in this section. The results have been summarized to provide an overview of the interview results. Additionally, the summary makes comparing the results easier. Tables 4–6 can be viewed below.

Table 4. Environmental, social, and economic responsibility in the hotels

	Environmental Responsibility	Social Responsibility	Economic Responsibility
H1	<ul style="list-style-type: none"> •Recycling •Water saving methods •Decreasing the use of disposable products •Use of more responsible options in products and ingredients (for example responsibly produced coffee) 	<ul style="list-style-type: none"> •Regular meetings with the staff •Clear division of responsibilities (the hotel manager and supervisors are in charge of the well-being of the whole staff) •Aims to create a good atmosphere and open discussion culture for the whole staff 	<ul style="list-style-type: none"> •Makes profit responsibly without taking advantage of any stakeholders
H2	<ul style="list-style-type: none"> •Increasing use of responsible products (for example bed textiles) •Recycling •Water saving methods 	<ul style="list-style-type: none"> •Cooperates with companies that have responsibility certificates •Employees are allowed to have one free breakfast every month from the company's breakfast service 	<ul style="list-style-type: none"> •Economically responsible investments: minimizes the use of disposable products, responsible selection of materials and decorations
H3	<ul style="list-style-type: none"> •Decreasing the use of disposable products •Actions to minimize waste (for example by not having anything unnecessary in hotel rooms) •Aims to minimize biowaste (for example by using small plates at breakfast) 	<ul style="list-style-type: none"> •Prioritizes the well-being of employees through enhancing work shift planning •Employees get paid better salaries than is set in the law •Provides training possibilities for employees and students •Aims to enhance the wellbeing and consistency of the staff 	<ul style="list-style-type: none"> •Aims to minimize consuming money on unnecessary investments

Table 5. Responsible cooperation, responsible communication, and the future of the responsibility in the hotels

	Responsible Cooperation	Responsible Communication	Future of Responsibility
H1	<ul style="list-style-type: none"> •Requires responsibility from cooperative companies •Does not require responsibility from customers 	<ul style="list-style-type: none"> •Very minimal responsibility communication through different channels such as social media or websites 	<ul style="list-style-type: none"> •Aims to acquire a responsibility certificate •More responsible operations (for example self-sorting garbage cans)
H2	<ul style="list-style-type: none"> •Requires responsibility from cooperative companies •Does not require responsibility from customers (views it risky for the business to require responsibility from customers) 	<ul style="list-style-type: none"> •Very minimal responsibility communication through different channels such as social media or websites •Informs customers about some responsibility practices (for example not automatically cleaning rooms or changing towels daily to save energy and avoid excess waste) 	<ul style="list-style-type: none"> •Aims to acquire a responsibility certificate
H3	<ul style="list-style-type: none"> •Requires responsibility from cooperative companies •Does not require responsibility from customers 	<ul style="list-style-type: none"> •Very minimal responsibility communication through different channels such as social media or websites •Educates their staff and employees from cooperative companies to operate responsibly 	<ul style="list-style-type: none"> •Aims to acquire a responsibility certificate •Making responsibility communication more visible

Table 6. Current certificates, reasoning for not having a certificate, and ways of supporting the hotels to enhance the level of responsibility or acquire responsibility certificates

	Current certificates	Reasoning for not having a certificate	Ways of supporting the company to enhance level of responsibility or acquire responsibility certificates
H1	No certificate (The hotel is on the STF path and has decided to acquire Ekokompassi certificate)	<ul style="list-style-type: none"> •Need to prioritize other business operations 	<ul style="list-style-type: none"> •Presentation of the most significant responsibility certificates and their differences
H2	No certificate	<ul style="list-style-type: none"> •Lack of time •Need to prioritize other business operations 	<ul style="list-style-type: none"> •Counseling on how to participate in the process of acquiring a responsibility certificate
H3	No certificate	<ul style="list-style-type: none"> •Lack of time •Need to prioritize other business operations (for example planning new season) 	<ul style="list-style-type: none"> •No need for support currently

6 DISCUSSION

The main goal of the study was to analyze the current state of responsibility of Tornio's hotels and whether they have acquired any certificates to prove their responsibility. The research was carried out by interviewing the representatives of Tornio's hotels. In addition, the study examined similar hotels in Rovaniemi and their responsible practices through content analysis. The aim of the examination of hotels in Rovaniemi was to provide comparable information on the sustainability and responsible activities in the city hotels in Lapland. Additionally, the aim was to acquire information on how the hotels of Tornio can enhance their level of responsibility.

The hotels in Tornio had taken some responsibility practices as a part of their business operations. All of the representatives of the hotels were capable of mentioning several environmentally and socially responsible practices that were carried out by their company. However, the interviewees had more difficulties talking about their economically responsible practices.

According to all of the interviewees, their responsibility communication was very minimal, especially on the web pages and social media. The companies require responsible actions from the cooperators but not from the customers. All of the representatives answered that their companies aim to acquire a responsibility certificate in the future. However, the companies did not have any responsibility certificates at the time they were interviewed.

The content analysis of hotels in Rovaniemi provided plenty of information about responsible practices that the hotels utilized. All of the hotels had plenty of information and communication about their environmentally, socially, and economically responsible practices on their websites and Instagram. All of the companies also had acquired at least one responsibility certificate. Additionally, the analysis examined the stakeholder engagement on the websites and Instagram. Overall, the content analysis provides plenty of information about responsibility practices that similar accommodation companies can utilize.

Operating responsibly is a vital part of the tourism industry and should be the aim of every company despite having the goal of maximizing profit. Fortunately, nowadays also stakeholders such as customers and cooperating companies demand responsibility from companies operating in the tourism industry. Even the hotels of Tornio recognize the need to enhance the level of responsibility and acquire certificates due to increasing pressure from stakeholders. Therefore, the future of responsibility in the tourism industry seems optimistic.

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APPENDICES

Appendix 1. Excel table

	Environmental (Web pages)	Environmental (Instagram)	Social (Web pages)	Social (Instagram)	Economic (Web pages)	Economic (Instagram)	Stakeholder engagement (Web pages)	Stakeholder engagement (Instagram)	Certificates
C1	<ul style="list-style-type: none"> • Keeping track on consumption • Pellet based heating • Avoiding use of single-use packages • Use of 100% green electricity only • Possibility of electric car charging • Recycling • Minimizing throw away food • Environmentally friendly gasolines and lubricants • Part of Green DMN and Motivan Energiatehokas projects • Use of local ingredients 	<ul style="list-style-type: none"> • Advertises local souvenirs made of local ingredients 	<ul style="list-style-type: none"> • Ethical Work agreements and salaries (according to laws) • Inclusive education for employees • Investing in well-being of employees (for example through supporting exercising) • Ensuring the safety of the customers through new safety systems (PRIO24 fi) and annual checkups and training • Supports local cultures and people 	<ul style="list-style-type: none"> • Promotes local companies prepared by local companies • Promotes local events • Use of local ingredients 	<ul style="list-style-type: none"> • Crisis management and adopting technology • Ensuring the safety of the customers through new safety systems (PRIO24 fi) and annual checkups and training • Employment opportunities: provides fair wages and inclusive education • Efficient resource 	<ul style="list-style-type: none"> • Supports local economy: Promotes local companies, souvenirs, and events 		<ul style="list-style-type: none"> • Post about recruiting a new employee • Promotes local companies (Arctic Rally) • Call to actions 	• Eko Kompaszi
C2	<ul style="list-style-type: none"> • Waste sorting and recycling (also possible for customers) • Minimizing throw away food (PiesQ app) • Saves water through water pressure adjustment methods • Promotes to drink tap water • Energy saving methods: lower parking garage temperatures and shorter customer sauna opening times • Use of 100% green energy only • Energy efficient lamps 	<ul style="list-style-type: none"> • Use of hashtags #greenkey #greenkeyinland #visitrovaniemi • Toys made of recycled materials • Promotion of global Earth Hour Climate event • Promotion of global recycling day • Promotes local activities in the nature • Educates customers on how to stay more responsibly: post about food waste and its negative effects 	<ul style="list-style-type: none"> • Responsibility team • All saunas have sauna from Finland certificate • Cooperation with local companies and schools: sells products made by a local company in their shop, provides training possibilities for students • Participates in charity 	<ul style="list-style-type: none"> • Use of hashtags #greenkey #greenkeyinland #visitrovaniemi • Promotes local companies (restaurants, cafes) • Mentioned Authentic Finnish sauna certificate • Post about donating blankets for charity • Promotes local cultural and historical activities (Korundi, Pilke, Arkkium) • Promotes local tourism attractions • Promotes domestic arts and artists • Post of use of local products (Lumene) 	<ul style="list-style-type: none"> • Supports local economy • Community investment: charity participation • Employment opportunities: offers training and development • Efficient resource management 	<ul style="list-style-type: none"> • Supports local economy: Promotes local companies, domestic products, and local musicians 	<ul style="list-style-type: none"> • Provides tips on how customers can act responsibly during their stay 	<ul style="list-style-type: none"> • Educates customers on how to stay more responsibly: post about food waste and its negative effects • Recommends energy efficient choices during hotel stay (use of stairs instead of the elevator) • Posts about job recruitment • Posts about Green key and Finnish sauna experience certificate 	• Green Key • Authentic Finnish sauna experience certificate
C3	<ul style="list-style-type: none"> • Buys local products and ingredients • Aims to minimize energy consumption • Aims to minimize food and material waste • Keeps track of their consumption • Utilizes PiesQ app 	<ul style="list-style-type: none"> • Promotion of global Earth Hour Climate event • Post about climate change and its effects to polar bears 	<ul style="list-style-type: none"> • Engages to provide safe and hospital environment to all customers and staff • Supports minorities: Cooperates with Arctic Pride • Cooperates with local companies and buys local products and ingredients 	<ul style="list-style-type: none"> • Promotes local events: organizes Arctic Pride brunch • Promotion and cooperation with local musicians • Promotion and cooperation with local companies • Post about travel proud certificate • Post about traveller review 	<ul style="list-style-type: none"> • Supports local economy • Ensures good working conditions • Efficient resource management • Community investment: participates in local events 	<ul style="list-style-type: none"> • Supports local economy: promotes local events, musicians, and companies 	<ul style="list-style-type: none"> • Provides tips on how customers can act responsibly during their stay • Engages customers to take part in developing responsibility: the development ideas and questions can be sent to a person in charge 	<ul style="list-style-type: none"> • Posts about job recruitment • Post about cooperation with V/VF 	• V/VF gästvärdigt • Eko Kompaszi • Travel Proud certificate

Appendix 2. Interview template 1

Teema 1: Taustatiedot hotellista

- Kuka olette ja mitä yritystä edustatte?
- Milloin yritys on perustettu?
- Mitkä ovat suurimmat asiakasryhmänne?
- Toimitteko sekä kotimaisilla että ulkomaisilla markkinoilla?

Teema 2: Hotellin nykyinen vastuullisuus ja sertifikaatit

- Kuinka ymmärrätte käsitteet vastuullisuus ja/tai kestävä kehitys?
- Kuinka käsitteet vastuullisuus ja/tai kestävä kehitys ymmärretään ja kuinka niitä hyödynnetään yrityksessänne?
- Ovatko vastuullisuus sertifikaatit kuten STF merkki tai Green Key sertifikaatti teille ennestään tuttuja?
- Onko yrityksellänne vastuullisuus sertifikaattia tai sertifikaatteja?

└ Jos ei: Miksi sertifikaatteja ei ole hankittu?

- Jos kyllä: Mikä sertifikaatti tai mitä sertifikaatteja yrityksellä on?

- Jos kyllä: Onko sertifikaatti vaikuttanut / ovatko sertifikaatit vaikuttaneet hotellitoimintaanne?

Appendix 3. Interview template 2

Teema 3: Vastuulliset toimet

- Kuinka toteutate vastuullisuuden hotellitoiminnassanne?
- Millaisia toimenpiteitä olette ottaneet käyttöön työntekijöiden hyvinvoinnin ja oikeuksien varmistamiseksi?
- Kuinka taloudellinen vastuullisuus on otettu huomioon hotellitoiminnassanne?
- Kuinka pyritte vähentämään ympäristövaikutuksianne ja mitä konkreettisia toimenpiteitä olette toteuttaneet tämän tavoitteen saavuttamiseksi?
- Millaisia haasteita olette kohdanneet vastuullisuuden edistämässä hotellitoiminnassanne?

Teema 4: Vastuullisuus viestintä ja vastuullinen yhteistyö

- Mitä kanavia käytätte vastuullisuuden viestimiseen?
- Miten viestitte muille sidosryhmille kuten asiakkaille ja yhteistyökumppaneille vastuullisuusteioistanne?
- Vaaditteko vastuullisia toimia sidosryhmiltä kuten asiakkailta ja yhteistyökumppaneilta?
- Keiltä ja millaisia vastuullisia toimia vaaditte?

Teema 5: Vastuullisuuden tulevaisuus

- Millaisia tavoitteita ja suunnitelmia teillä on vastuullisuuden osalta tulevaisuudessa?
- Aiotteko hankkia vastuullisuus sertifikaatteja?
- Kuinka yritystänne voitaisiin tukea paremman vastuullisuuden tai sertifikaattien saavuttamiseksi?