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CHALLENGING TOURISM

Social Factors Affecting Tourism among both Tourists and Locals

Thesis

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ABSTRACT

Unit Kokkola-Pietarsaari Unit	Date April 2015	Author Gun Enqvist
Degree program Degree Program in Tourism		
Name of thesis CHALLENGING TOURISM Social Factors Affecting Tourism among both Tourists and Locals		
Instructor		Pages 28
Supervisor Katarina Broman		
<p>The purpose of this report was to find challenges facing tourism in Finland and internationally. The thesis started with a general survey about tourism and its importance for the global market; how the tourism market has risen in recent years and the importance it has for the community all over the world. Then it focused more on social factors affecting tourism both among tourists and the host population. The differences between countries and cultures have also been considered.</p> <p>Jakobstad has a huge number of students coming from universities in other countries to study the whole degree programme, or only as exchange students for a shorter period of half a year or one year. Also students from Jakobstad have participated in exchange programmes for longer or shorter time. It also assumes the challenge to take advantage of the experience we have gained through exchange activities at school and how we can use that experience in the tourism industry in the future.</p> <p>The history of hospitality has been considered. Focusing on awareness of the past can sometimes help the future. The way of thinking, doing and focusing in different times can be a useful knowledge. At the end of the thesis the social factors in tourism and its correlation with friends and family have been taken into account. When studying literature and looking closer to modern tourism experiences we can find that interaction with friends and family is a significant aspect of the tourism experience and social components are appointed as experience quality. The importance of understanding the impacts of the social consequences of development has been mentioned and analysed.</p> <p>The research method has been research based on literature review. The information has been taken from previous researches, such as statistics, journals, books and e-books. Also the writer's own observations and analyses have been made during the process.</p>		

Key words

ACEEPT, affecting tourists and locals, ancient hospitality, culture, economy, Finland, modern tourism, social aspects, social factors, tourism, tourists

ABSTRACT

Unit Karleby-Jakobstad	Date April 2015	Author Gun Enqvist
Degree program Degree Program in Tourism		
Name of thesis UTMANINGAR INOM TURISMEN Sociala faktorer som påverkar turismen både för turisterna och lokalbefolkningen		
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Supervisor Katarina Broman		
<p>Syftet med examensarbetet var att hitta utmaningar inom turismen i Finland samt internationellt. För examensarbetet gjordes en allmän undersökning om turismen och dess betydelse för den globala marknaden, hur turistmarknaden har ökat under de senaste åren och vilken betydelse den har för samhället i hela världen. Därefter fokuserades mer på sociala faktorer som påverkar turismen både bland turister och den lokala befolkningen. Olikheter mellan länder och kulturer har också beaktats.</p> <p>Jakobstad har många studerande som kommer från universitet i andra länder för att studera hela utbildningsprogram, eller bara som utbytesstuderande för en kortare period som ett halvt år eller helt. Även studerande från Jakobstad har deltagit i utbytesprogram för längre eller kortare perioder. Det ger också möjligheten att dra nytta av de erfarenheter man har fått genom utbytesverksamhet i skolan och hur man kan använda den i turistnäringen i framtiden.</p> <p>Historien om gästhus och hotellservice har granskats. Genom att fokusera på medvetenhet om det förflutna kan ibland förbättra framtiden. Sättet att tänka, göra och fokusera under olika tidsperioder kan vara till nytta i framtida utveckling. I examensarbetet beaktades sociala faktorer inom turismen och dess korrelation med vänner och familj. När man studerar litteratur och ser närmare på moderna turistupplevelser kan man se att interaktion med vänner och familj är en viktig aspekt av turismerfarenheter och sociala faktorer anses vara kvalitetserfarenhet. Vikten av att förstå konsekvenserna av de sociala faktorerna i utvecklingen har nämnts och analyserats.</p> <p>Som undersökningsmetod användes forskning baserad på litteraturforskning. Informationen hämtades från tidigare källor så som statistik, tidskrifter, böcker och e-böcker. Skribentens egna observationer och analyser har tagits i beaktande under processen.</p>		

Key words

ACEEPT, ekonomi, Finland, historisk gästfrihet, inverkan på turister och befolkningen, kultur, modern turism, sociala aspekter, sociala faktorer, turism, turister

ABBREVIATIONS

GDP	Gross Domestic Product
MARA	Finnish Hospitality Association MARA
WTO	World Trade Organization
WTTC	World Travel and Tourism Council
ACEEPT	European Network of University Colleges in Tourism
IAIA	International Principles for Social Impact Assessment
SIA	Social Impact Assessment

ABSTRACT

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1 INTRODUCTION

When God created the world, he gave a huge gift to the humankind. Now we use the gift and call it 'tourism'. While people have different motivations for traveling, the fact remains that traveling is a good way to meet people socially and to reach other people from different places in the world, with various backgrounds, cultures, religions and societies.

The purpose of the thesis will be to find challenges facing tourism in Finland and internationally. The thesis starts with a general survey about tourism and its importance for the global market; how the tourism market has grown in recent years and the importance it has for communities all over the world. Then it will focus more on how social factors in tourism affect the community and vice versa. The differences between countries and cultures will also be taken into consideration. Jakobstad is a very international town because of students coming from different places. Students come from universities in other countries to Jakobstad to study the whole degree program or only as exchange students for a shorter period of half a year or one year. Also students from Jakobstad participate in exchange programmes for a longer or shorter time. Even yearly one-week-meeting programmes are organized by the tourism education in Europe. A collaboration program called ACEEPT has the purpose to gather students in the same degree program to develop skills in tourism.

This thesis will focus more on the social factors affecting tourism among both tourists and locals. It also assumes this challenge to take advantage of that experience we have gained through exchange activities at school and how we can use the knowledge in the tourism industry in the future. The history of hospitality will be considered. Focusing on awareness of the past can sometimes help the future. The way of thinking, doing and focusing in different times can be useful knowledge. It gives a deeper understanding of the dimensions of hospitality.

At the end of the thesis the social factors in tourism and its correlation with friends and family have been taken in account. In modern tourism interaction with friends and family is a significant aspect of the tourism experiences and social components are appointed as experience quality. The importance of understanding the impacts of the social consequences of development will be observed and analysed.

The research information will be searched from previous researches that can be found from statistics, journals, books, e-books and the writer's own observations. When choosing the topic then writer's own experiences and interests while studying tourism at Centria University of Applied Sciences have been taken into consideration. Also previous studies in crisis and disaster management have given incentivation for studying the social effects in society.

2 TOURISM IN GENERAL AND ECONOMY

Humankind has always been on the move. But a passenger who was mainly travelling for fun and recreation - what we today call tourism - first emerged in the late 1700s. It was then that a more developed, but exclusive, travel art was formed. Organized tourism started when Thomas Cook in the mid-1800s founded the first travel agency in Europe. (Travel Agents a lesson in history 2014)

Travelling is challenging and often alluring. While discovering new landscapes it gives opportunities to reach individual goals, get new perspectives, taste new food, listen to a new foreign language and share a part of yourself to the rest of the world. The following quote presents a common saying, taken from (My magazine 2014)

Absence makes the heart grow fonder, and seeing more of the world often makes you see what's special about your own little corner of the globe.

(My magazine 2014).

One of the most growing industries today is precisely the tourism industry. This assignment focuses on Finland's tourism strategy up until 2020 (Ministry of Employment and the economy 2014) and Travel and Tourism as well as the Economic impact in 2013 in the world. (World Travel and Tourism Council 2014) The purpose of the assignment has been to search and write about previous documented material about tourism. The most focus in this assignment is given to social factors in tourism, and how tourism affects tourists themselves and the locals at the place the tourists are visiting. The writer has also taken into consideration how tourism affects the market in Finland and in the world and how it affects the economy. The thesis will also analyse the results from different researches to give a picture of the future challenges and demands in tourism.

Based on previous statistics from the perspective of the national economy and regions alike, developing inbound tourism to Finland is the most efficient method of increasing the income generated by tourism. For some time now, foreign demand for tourism has grown constantly;

following the end of the recession, it is expected to resume a rising trend very quickly. Tourism is also the only export business in which consumption takes place in the home country while being subject to domestic value-added tax.

While traditional manufacturing industries minimized their workforces in Finland, the hospitality industry's workforce rose by 35 % between 1995 and 2011. The hospitality sector employs some 130,000 professionals, which stands for more than 11 % of the million employees in the private sector. (Mara 2014.)

The Finnish hospitality sector accounts for 3.8 % of Finland's GDP, which is more than are working for the forest industry. The Hospitality sector's annual turnover is €11 billion and generates over €5.2 billion in taxation for the Finnish government. That results in up to 5.4 % of the total taxes and tax-related fees collected by the government. (Mara 2014.)

International tourism to Finland has been cumulative continually in the 2000s. A number of 5.7 million international tourists visited Finland in 2009, i.e. 50 per cent more than in 2000. During that period, the number of those visiting for a day more than doubled, when the number of tourists staying at least one night in Finland only went up by one quarter. Finland's international tourism receipts came up to 3.1 billion euro (2009), up by almost 40 % since 2000. It is assumed that international tourism incomes will grow as well more intensely. Pursuant to Tourism Economics, a US-based tourism consultancy, international tourism incomes will double in the period 2010–2020. (Finland's Tourism Strategy to 2020 2014.)

3 SOCIAL ISSUES IN TOURISM

In this chapter the focus is on social aspects that affect tourism and the importance it has for the tourism sector. After going through tourism in general and the economic impact of tourism in the previous chapter I go further into the social aspects of tourism.

3.1 Inter-cultural skills

The first social contact with the new destination can be at the airport, on the bus, taxi, train station or any other public place. For traveling, all travelers need to be social in some way. Of course it is possible to travel by private transport and go almost unnoticed through a country or district. But to get in touch with other people and learn more about their lives you need to be open minded and quite social. It is often said that the first contact you get with another human being is the most important. Similarly, one can surely have the first meeting with visiting a new place. The first contact or experience you get in the place where you are traveling is likely to characterize the individual attitude to the whole trip and the resort. It will also be a great memory for the rest of your life. Nowadays we also talk about the New Socioquake.

Within any business context, operators are at the mercy of social and cultural forces which influence values, perceptions, preferences and behaviours. However, facing the tourist industry now is the 'New Socioquake' which reflects the future of social values, but also the pace at which they infiltrate borders and become global trends. (Costa, Panyik and Buhalis, 2013, 317)

Intercultural skills are considered important properties to meet new people from different places with different cultures. By using these skills you will be able to meet different people in a positive way. The ability to respond and meet a person in the situation she/he is in just now, it strives for a contact with the individual regardless of the background, culture or nationality. You meet all people equally regardless of differences that may exist and usually also exist between individuals. To create a positive interaction between residents and foreign tourist is one of the crucial things for achieving sustainable tourism development in a region. The relationship between residents and foreign tourists is created by the ratio between the

behaviour of foreign tourists in the tourist destination and the way local people perceive this behaviour. The first contact with a tourist is important regardless of the differences that exist between those people who meet. There are significant cultural, religious, regional and personal differences between people from different parts of the world. No meeting is the same as another, and no one is the same as another. Because of that we can talk about a colorful world with exciting challenges and unprecedented opportunities. All the opportunities are given to the individuals. Do we want to explore or do we slope back? The chance may be given once or several times but it is you who decide whether you take the chance or not. When you travel open minded you have already chosen to catch the ball. How the ball flies back to the sender depends on the server. In other words, it is up to you. A ball in motion is useful both for the server and the opponent. Some important points when meeting a new person is that you see them. Your interest in them makes one feel seen and heard. Confirmation and a warm welcome are needed to openly and honestly move on in a relationship.

The World Commission on Culture and Development defined culture as ‘ways of living together’ and argued that this made culture a core element of sustainable development.

Almost all of the grave threats confronting human and planetary survival originate in human actions. However, much narrow thinking on sustainable development has focused almost exclusively on the relationships of people to the natural environment – without considering the people-to-people relationships that lie at the core of a sustainable society.

Fulfilling today’s human needs while preserving and protecting the natural environment for future generations requires equitable and harmonious interactions between individuals and communities. Developing cultural values that support these people-to-people and people-to-nature values has traditionally been the role of religion in most societies. Religion is a major influence in the world today. It seems that people in all cultures have a set of beliefs that go beyond both the self and the natural world. We use these beliefs to help explain reasons for human existence and to guide personal relationships and behaviour. (UNESCO 2010)

Once you have created a contact with a stranger other occasions are needed to build a relationship. A contact can be short-term from a second or prolonged, extending through a whole life, and of course everything in between. Most people we meet, we may never meet again. If we frequently travel or meet people when travelling, this group will increase significantly. They are people who you meet but never meet again. Someone has said that life is like sitting on a train, people getting on and off. Some of them you go farther along with and other a

shorter distance. Independent of length and time, the people you meet will put a personal stamp on both your and their lives. UNESCO gives the following information about values and principles:

TABLE 1. UNESCO (values <http://en.unesco.org/>)

Social Justice Values:	Conservation Values:
PEOPLE AND PEOPLE	PEOPLE AND NATURE
Meeting basic human needs	Respecting the interdependence of all things
Ensuring intergenerational equity	Conserving biodiversity
Respecting human rights	Living lightly on the Earth
Practising democracy	Respecting interspecies equity.

3.2 Welcoming the tourist

The first sign often encountered when entering a city, is often the sign “Welcome to our town.” In this way, the resort has a mark on the map for new people and visitors have received a greeting. The next step is to meet people in reality, face to face. For locals, the licence plate on the visitor’s car is the first sign of a tourist visiting the place. It may also be the person’s appearance or anything else, welcoming the tourist according to cultural diversity.

Cultural diversity is an important human right. It is a cornerstone of citizenship in any society. However, historical pressures and domestic political trends have limited the right to cultural autonomy and expression of some citizens. As a result, many minority peoples have been marginalised from the development processes in their own countries. This is tragic both for the marginalised groups and for development trajectory of the wider society. (UNESCO 2010)

The first meeting with a new tourist will be based on what kind of intuition the locals have. This in turn will play a crucial role in how the person will face the tourist. A positive welcoming creates a good basis for a continued relationship. Perhaps the tourist continues to another target destination soon or will stay a long time at the resort. Whichever it is a part of the journey and the tourist gets an influence of the resort or of the locals. The determining

factor how the person will remember the site, is likely to be strongly based on what kind of treatment one has received. Likewise, also the tourist left a trail in the sand where they resided. How fast the track is erased by the ravages of time will also be based on what kind of meetings there have been.

More and more, countries (especially in the South) are arguing that societies differ in their particular paths of development; that each society has its own history, political and social structures and cultural values; that development policies should respond to the needs and requirements of each society; and therefore that what is appropriate to one society may not be appropriate to another. (UNESCO 2011)

Traditionally, we could argue that the tourist visiting the city takes on the locals' customs. This means that the tourist adapts to the relevant local customs, and lives by them. This common practice can be important in many parts of the world. This way, the tourists adapt better into their new surroundings and the differences decrease. In developed countries including Finland, one can learn from the tourist by giving her/him opportunities to show her/his own culture or traditions. Mutual openness benefits both locals and tourists.

Development is done through cooperation. Customs vary greatly between different countries and cultures. In civilized society there is a general tendency that people become more individualized. More and more interest is directed toward the individual and the personal development and career. Finding a healthy balance between the individual and society is a challenge in tourism.

One can well imagine that the individual's positive curiosity and interests have helped one to travel and discover new people and environments. The same curiosity that the children's book describes Mulle Meck having when he wanted to know what was to find beyond the mountains. Mulle Meck once built a car that he drove to the end of the road to see what to find there. At the road's end there was an ocean. He decided to build a boat to get on. (Johansson & Ahlbom 1994).

Local people also need to have the same curiosity in accepting new people from other places (tourists). One example that increases opportunities for this correlation is when the locals invite tourists to their home, for example for dinner and / or socializing. Through this trust

the understanding of different cultures increases and is based on knowledge and development.

Different countries have different customs and attitudes to the family and to elderly people. The more we learn to recognize the various similarities and differences the more we will be able to find opportunities that can be useful in the regional development. The personal development is also reflected by the society in which we find ourselves. Social network of tourism and development could be useful for the tourism industry in the future.

Tourism makes a positive contribution to ... (the community) through the creation of jobs for local residents, and the provision of additional facilities which adds to local quality of life. The continued development of tourism will therefore be encouraged where it is seen to lead to further improvements in the quality of the visitor experience, the facilities available for their use, encourage them to stay longer and ensure any adverse social, economic and/or environmental impacts are minimized. (Godfrey, 2000, 55)

Tourism is not only accounted in materialistic values. The new trend is that people more and more search for deeper meaning in their lives by taking the consumption of consumer goods less into consideration. Instead they focus more on the humanistic value which also is explained in Maslow's self-actualisation concept.

The new luxury is not related to wealth but time, simplicity and a richness of experience that creates long-last memories. The sector is seeing a move away from ostentation and conspicuous consumption, although luxury will always have a place in the market, and instead a move towards a growing demand for tourism which fulfils these back-to-basic needs. (Costa, Panyik and Buhalis, 2013, 317)

The new trend in tourism shows that we need to take more account of the tourist as a separate unique individual with their own identity. That is a humane approach to the tourist. Strategic management in tourism in the new model brings a new challenging set of values and behaviors. We talk also about the new consumer.

The development of the new consumer or indeed the new tourist is a significant trend-tourists are increasingly knowledgeable, more experienced and have higher educations than before. The emerging consumer is not easily categorized by a classic segmentation typology but is an individual, a human being

who has become a sophisticated high frequency traveler, who is technologically literate and who has ability to adapt and function in multicultural environments. (Moutinho 2011, 25)

More and more people have a possibility to study longer and that way get higher education. People have also become more international through different degree programs in different schools all over the world. Nowadays people can take a degree program in another country for a shorter or longer time. Many companies have evolved so that they often have international trade as an important part of their business. It is not just bound by the local population as before. The modern technology and improved infrastructure have affected our possibilities to become more international. Through education people speak several languages which also improves the ability to communicate both electronically and virtually with foreign people in other countries.

The new realities of branding are, then, upon us-innovative companies are dispensing with the mass economy tactics of old and replacing them with tactics more suited to the consumers economy. Strategic tourism planners must, then recognize that markets consists of human beings and not segmentation typologies. (Moutinho 2011, 30)

4 HOSPITALITY AND SOCIAL FACTORS OF TOURISM

Awareness of the past can sometimes help the future. The way of thinking, doing and focusing in different times can be a useful lesson. It gives a deeper understanding of the dimensions of hospitality

The provision of hospitality is as old as recorded human history. The span of written history is roughly 5000 years, with Sumerian cuneiform being the oldest form of writing discovered so far. This writing tends to be used as the beginning of history by definition used by all historians; the period before writing is known as prehistory. The oldest collection of texts that refer to hospitality would be from a literary genre known as 'Ancient Near East texts'. These text belongs to a large family of Eastern Mediterranean traditions from Mesopotamia, Asia Minor, Syria-Palestine, and Egypt. Normally these texts are seen in parallel with the Old Testament; certain works date back to around 3500 BC, and are as old as the history of written itself.
(K.D.Ó Gorman, 2010, 3)

4.1 Hospitality as part of early human history

In the following chapters, I will go deeper into hospitality, its history and origin. In hospitality services we can discuss social factors in tourism among both guests and hosts. Sources taken from literature and research with sources from the Bible and its stories from both the Old and New Testament, beginning from Adam and Eve until the New Testament and Jesus' birth. Kevin D.O'Gorman is an author who provides a unique and rich analysis in hospitality and tourism. He writes the following:

The followers of Jesus did not expect earthly rewards for their hospitality actions, but expected metaphysical advantages after death. The early Christians would have been familiar with the theological anthropology of the old Testament; Adam and Eve were guests in the garden of Eden, humanity is a guest in God's creation. Mankind is a guest and stranger in the created order and therefore should be hospitable to fellow guests and strangers. Hospitality was seen as a societal need, something human beings owed to each other. This leads to eschatological motivation, where those who are inhospitable to strangers here on earth, jeopardise their hopes of receiving hospitality in heaven.
(K. D.O'Gorman, 2010, 97)

From the text above we can read that hospitality started with Adam and Eve in the garden of Eden. They were the first people who were guests in the garden and therefore also the first visitors in God's created world. We can say that God was their host. When studying hospitality and social factors in tourism, there is literature referring to sources with a story from the beginning of time. As far back as writing skills have been used. One can also observe that hospitality has been an important part. The social factors have been included even if they have not been expressed in the same way as in our time. I will refer to some events where the social factors have been significant in this context. When looking at the author's analysis of the new testament we can find the following:

Even when he came to be born, there was no one who would take the family in. This, in a land where hospitality was considered so important, there was literally no room at the inn; mankind turned their backs and showed no hospitality to a pregnant woman. (K.D.Ó Gorman, 2010, 43)

The history tells us that hospitality was important but in those days there were no room for the family Josef and Maria at the Inn.

Now it happened that, while they were there, the time came for her to have her child, and she gave birth to a son, her first-born. She wrapped him in swaddling clothes and laid him in a manger because there was no room for them in the inn. (Bibelhub.com. Luc 2:6-7)

From the Bible we read how Mary and Joseph were met when Mary would give birth to her child. They did not fit in any shelter, but ended up giving birth in a stable. The important social factor around this birth was when the shepherds came to see the newborn child.

When the angels had left them and gone into heaven, the shepherds said to one another, "Let's go to Bethlehem and see this thing that has happened, which the Lord has told us about." So they hurried off and found Mary and Joseph, and the baby, who was lying in the manger. When they had seen him, they spread the word concerning what had been told them about this child, and all who heard it were amazed at what the shepherds said to them. But Mary treasured up all these things and pondered them in her heart. The shepherds returned, glorifying and praising God for all the things they had heard and seen, which were just as they had been told. (Luc. 2. 15-20)

Then wise men from the east came with gifts to worship and praise the newborn king:

After the Wise Men had listened to the king, they went on their way. The star they had seen when it rose went ahead of them. It finally stopped over the place where the child was. When they saw the star, they were filled with joy. The Wise Men went to the house. There they saw the child with his mother Mary. They bowed down and worshiped him. Then they opened their treasures. They gave him gold, frankincense and myrrh. (Matt. 2. 9-11)

When reading the history of the birth of Jesus, the social factors of the nativity story have a great significance for the entire context. So, it was important that Jesus was visited by shepherds and the wise men. We can say that they welcomed Jesus while they went to visit the family. It was thus the important social factor in this context.

4.2 Social factors in modern tourism

When studying literature and looking closer to modern tourism experiences (GJennings & N, P, Nickerson, 2006, 87) we can find that interaction with friends and family is a significant aspect of the tourism experience and social components are appointed as experience quality. To meet people during the trip and eat breakfast with them, without knowing their names or nationalities, background, religion or culture can give the needed chance to a closer social interaction. Sometimes the contact can lead to friendship between people. It can also lead to leaving friends during the course of the trip. The people have become your friends and you can feel sad to leave them during your visit in that place.

Natural areas are getting more important and can be used when developing tourism with focus on social factors and interaction between people. When planning green areas it can be necessary to think about tourism and how it will affect the area. (D Newsome, S.A. Moore and Ross K. Dowling, 2013, 188) When thinking of strategic tourism development one thing can be to maximise the ecological, social and economic benefits, to engage the stakeholders in the development, planning and management of any nature tourism opportunity.

Among the most widely cited set of tourism impacts are those of a socio-cultural nature. What communities desire most is jobs, but what they fear most about tourism are the negative social and cultural elements it brings with it. In the sphere of heritage tourism, several

major negative effects can be identified. These are conflict of social space; cultural change; cultural commodification; cultural theft; forced displacement; disharmonious resident-tourist or destination-tourism relations. (D.J. Timothy 2011, 151)

When a huge number of tourists is visiting the same place at the same time there can be some problems and conflicts. Overcrowding becomes a serious problem. Not only does this have ecological implications, but also deteriorates the social environment within which the heritage is located. It can be a problem in an area if the locals take the tourist's attitudes in a negative way and people, especially youth, copy the behavior of the tourists, which has the potential to result in permanent changes to lifestyle, dress, food family relations and other elements of culture. Many heritage-rich communities suffer this fate. Historic urban centers and heritage shopping villages are especially prone to pedestrian congestion.

(D.J. Timothy, 2011, 151)

4.3 Impacts of social consequences of tourism development

Social impact assessment (SIA) is an extension of a broader environmental impact assessment methodology that focuses on analysis, management and monitoring of the social consequences of development. (Colin, M Hall, Alan A Lew.) One of SIA's guiding principles proclaims that: "Human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature." SIA principles, International Principles For Social Impact Assessment (iaia.org.) Some key features of SIA are: The goal of impact assessment is to bring about more ecologically, socioculturally and economically sustainable and equitable environment. Impact assessment therefore, promotes community development and empowerment, builds capacity, and develops social capital (social network and trust) The focus on concern of SIA is a proactive stance to development and better development outcomes, not just the identification or amelioration of negative or unintended outcomes. Assisting communities and other stakeholders to identify development goals and ensuring that positive outcomes are maximised, can be more important than minimizing harm from negative. SIA builds on local knowledge and utilises participatory processes to analyse the concerns of interested affected parties. It involves stakeholders in the assessment of social impacts, the analysis of alternatives and monitoring of the planned

intervention. The good practice of SIA accepts that social, economic and biophysical impacts are inherently and inextricably interconnected. (Colin, M Hall, Alan A Lew. 2009, 57)

Generally speaking, in the past one lived you work, while today people work to live. Also, until some years ago, when people got old, the rest was used to prepare for dying. Today, they want to live, and live it up. These two practice and behavior shifts connect directly with tourism in at least two ways. One, people in addition to seeking better quality-of-life at home, expect the same-if not more- when on the move, seeking enriched experience, with "experience" becoming a popular research and practice focus on itself. (Dordrecht, Springer, 2012)

5 ACEEPT WEEK ORGANISED IN JAKOBSTAD

Jakobstad is a very international town because of students coming from different places. Students have come from universities in other countries to Jakobstad to study the whole degree program, or only as exchange students for a shorter period of half a year or one year. Also students from Jakobstad have participated in exchange programmes for a longer or shorter time. It also assumes the challenge to take advantage of the experience we have gained through exchange activities at school and how we can use the knowledge in the tourism industry in the future. During my studies in Centria University of Applied Sciences my knowledge of other cultures and religions has broadened. It has been instructive to learn from other students' lives, background, culture, religion and countries. Differences between countries are large and my opinion is that the best way to learn more about different cultures is to get to know these people. That way you can take advantage of the knowledge they have gained while being able to use this knowledge in the development of the region. The knowledge is of various kinds, but above all, I appreciate the personal contact with the people.



GRAPH 1. Jakobstad.fi, photogallery (www.jakobstad.fi)

5.1 ACEEPT

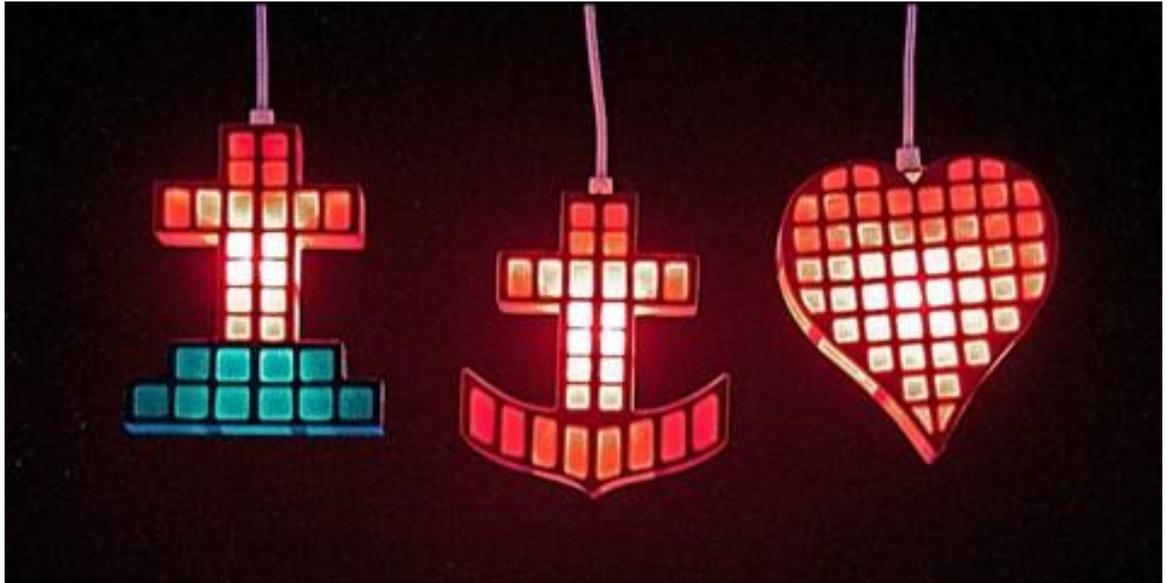
ACEEPT stands for European Network of University Colleges in Tourism. The official language of the association is English. International, Professional and Educational are the key words.

The ACEEPT program is a yearly meeting in a European country. The meeting is held every year in different countries. Participating countries can choose between being at first a visitor but later a partner of the organisation. ACEEPT is an international organization organized by several tourism education schools from Europe. The ACEEPT programme brings together students, teachers and professionals to give the students the possibilities to improve their individual and professional skills for the future and to get more professionalism and proficiency to a successful career in the working life in the future. The ACEEPT week is a yearly dynamic international meeting with a short term intensive programme based on a specific theme based on tourism. (<http://accept.jimdo.com>)



GRAPH 2. Accept logo (<http://accept.jimdo>)

Centria University of Applied Sciences was the host during ACEEPT 2013. The programme took place in Jakobstad during week 47. The programme was held Sunday 17 November to Saturday 23 November. The theme for this week was “Marketing destinations through events.”



GRAPH 3. ACEEPT 2013 in Jakobstad.
Jakobstad`s symbols faith, hope and love. (<http://accept.jimdo>)

5.2 Groupwork and cooperation

There was a huge number of different tasks for the participants before and during the ACEEPT week, especially for the host country, eg. transport, accommodation and all the pre-tasks for the students. The host country was very active because of the intensive program during the week, eg. checking with hotels and transportation companies, food, drinks and all the program during the week. At first the program had to be planned together with teachers and head of the unit. Inquiries had to be made and quotations asked for from the restaurant in the school. The price had to be discussed with teachers, special diet and allergies checked and the information sent to the restaurant, and discussed what kind of small snack were needed for the morning coffee in the cafeteria. Meetings were arranged with the students from the hospitality team and students were divided into two different groups, one group for practical and one for social tasks. The practical team made flags and nameplates, etc. One student was interested in photography, so she got a special tasks to take photos to use on Facebook for the ACEEPT 2013 group. Someone else was interested to make the nameplates. The social group planned different games and made social program for the week. The participants in the planning group made the work list for the group for the whole week. Students could choose according to their wishes the most suitable working time and task

according to their interests. This kind of work practice gave students knowledge about how to prepare for a bigger meeting and what kind of work tasks have to be done during a meeting. To be part of the whole process was for students a good choice and the knowledge will certainly be useful for all of them in the future. Students could also get some credits, as work practice for the work they had done before and during Acept week 2013.

Acept is an organization that has great importance for tourism education. It fills a very important function for all participants. It also gives a very positive impression and a good image to the tourist education in Europe. To travel and visit other countries and act as a tourist with the hosts provides a basic package that you do not get otherwise when travelling. Also social contacts got through this arrangement provide a good basis for future positive contacts between peoples and countries. The groupwork and cooperation in tourism development in the specific region give knowledge and more curiosity for the region and tourism market.

6 CONDUCTING RESEARCH

Developing tourism in a region can give positive changes in different areas. The social factors and improved quality of life have an impact both on the individual and collective level. It can improve the social structure and social organization in destination communities. The social relationship between tourists and hosts also has the potential for local social and cultural change due to increased exposure to capitalist consumption and foreign cultures.

While quality of life can be understood from philosophical, sociological, marketing management and other standpoints, all of which are applicable to tourism research from psychology could embellish current understandings of tourism and quality-of-life. (Dordrecht, Springer, 2012)

The good life results when people develop their virtues and strengths in activities that they are passionate of. This second domain consists of using positive individual traits, including strengths of characters and talents and is commonly linked to the notion of engagement. The character strengths are qualities which are considered virtuous across culture and historical eras, e.g. valour, leadership, kindness, integrity, originality, wisdom. (Dordrecht, Springer, 2012, 35)

We can notice that positive psychology and tourism have a strong connection. The reason for travelling is that you are looking for something that can fill lives with some sense and positive activity. To feel that you are living and thus fill life with experiences and memories. A trip can be an escape from something or a longing for something. Or it can be both of them. Sometimes people also need to relax and long for a stressless time.



GRAPH 4. Sportactivity (wallpaperlepi.com)

6.1 Developing tourism in Jakobstad region

When focusing on social factors in tourism various aspects can be important when developing tourism in the surrounding region. Firstly, one can say that the place where tourism is taking place act as a hostdestination for the tourist activity. The local people in a tourist destination will have a significant role for the tourist himself and for the development of tourism in the area. It's the people in the destination that make the area to the tourist destination it is. The tourist can influence their own attitudes to the destination but the actual host is the population itself. From the tourist's point of view, the visit will be affected by the atmosphere and mood and the welcoming the tourist gets. Even the local population's social, religious, economic and cultural status make an impression on the tourist. If the society is poor and unpleasant the tourist will get a more negative impression than if there are harmonious people with a higher welfare. Of course, the expectations of the tourist vary depending on the purpose of the trip but basically you can say that a well-functioning region with people who are doing well and living in harmony with each other is the best guarantee that the destination is successful.

A critical difference between tourism and many other agents of development is that of inseparability, in that tourism is consumed at the place of production, thus involving itself with the host community, and requiring some commodification and sharing of traditions, value systems and culture. (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2005)

Since regional, cultural, religious and social differences are large between countries they are differences that make an impression on the tourist. In a destination where there are many different cultures and religions it may be that the tourists themselves do not recognize themselves in the new environment. The environment may feel strange and uncomfortable. Whether these aspects the first meeting the tourist get will play a major role for him or her. The tolerance to the tourist who may have different appearance, language, religion and cultural background will have a decisive influence on her or him. Based on these aspects it is important for the local population to expand knowledge about tourism and how they can control it with their own behavior. A positive attitude and a healthy attitude to religious diversity creates the tools needed to accommodate tourists' needs. Even the local policy has an important significance both for the development of tourism and for the maintenance of sustainable development of tourism in an already existing tourist destination.

The sociological basis of tourism development can be subdivided into (a) the social phenomenon of tourism and (b) the socio-economic basis underlying tourism development. Several factors of the modern world can be identified as the seeds from which international tourism has grown into an inscapable social phenomenon. (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2008, 192)

Collaborating across sectors, organizations and businesses can help tourism developing in the region. Alcohol policies among youth's drunkenness is one of the important aspects to carefully consider and evaluate. A region where alcohol consumption is high among young people and where disturbances related to alcohol consumption are large leads to insecurity for the tourist and the local population. Because alcohol can sometimes lead to addiction and increase violence in nightlife venues and restaurants as well as in other public places it can lead to marginalization of individuals and groups who do not have an alcohol culture like that. Also various other factors such as drug use increase the uncertainty of a destination. The conclusion of these factors gives a sign that it is good to develop an area from both the local population and the tourist's point of view. By providing the opportunity for young people to live in orderly conditions in a safe environment is created sustainable development

also for social aspects in tourism. Different cultural and religious activities could be a good base for the development of a region. Also various sports activities could be developed to offer to both the local population and also for the tourist.



GRAPH 5. Golf sport (wallpaperlepi.com)

By adjustment of supply to the natural conditions and environment of the destination area one can find different solutions that are regionally well adapted. For example, the archipelago, forests and nature. Investing in tourism in these areas can expand the range of sustainable tourism development. A well-developed tourist destination can offer tourist services for many different tourist groups. It can provide opportunities for the tourist to choose between different options. Tourist Service can be individually adapted or developed based on age, sex, marital status, interests. It can also be divided into three different groups or columns according to economic, ecological and social needs.

The use of marketing should take into account the issues surrounding the criticism of its application and such an understanding of consumerism, social responsibility and ethics is important.
(Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2008)

6.2 Research methodology

The method when writing this report has been non-empirical research. Different databases have been used, literature is the textual data. The purpose has been to synthesise the results of a number of small studies. Philosophically based research describe presents and argues the writer's methodology, describes methods with references to the literature method and demonstrates how each method has been used in this report. (Comerasamy 2012,)(Hazel Hall 2014.)The result of this research showed that tourism industry is economically, socially and culturally a very important industry also in the future, constantly develops and find new shapes. The results of the survey indicated that tourism as a worldwide industry has an increasing impact on the world economy.The social factors in tourism will be given a more important role and will also be more personally oriented. Comparing the origins of hospitality with modern tourism, one can see similarities that make it easier to develop tourism in the local region.Organisations were found working for developing social impacts. The goal of impact assessment is to bring about more ecologically, socioculturally and economically sustainable and equitable environment.The research material is gathered from internet research, books and e-books. The reason for selecting this kind of material is based on the choice of topic and the easy access to existing material. When the survey has been completed the process has been proceeded by reading existing material. The ability to review and repeat the survey is high because the material chosen is available and auditable. The research can be repeated and verified.

Now that I have formulated the purpose, gathered the material, performed the experiments and presented the research method of investigation it is time to analyze the material and present the results of analysis in writing. In the report of compiled and analyzed text, the results have been presented as objectively as possible.Interpretations and reflections have not been made. The results are presented as continuous text and the graphs and tables emphasize and highlight what has been important.

6.3 Analysis

When it comes to tourism and credible completion statistics it can be stated that tourism is a rapidly growing industry in the world but also in our own country Finland. Based on various investigations, it is believed that tourism will increase also continuously until 2020. Tourism has a big impact on the economy, both locally and internationally.

The study could have contained several sources related to social tourism and more previous studies and researches would have provided a deeper insight into the subject. One could use the existing material for the development of the region by focusing on specific areas to improve a tourist destination. Deeper researches in a specific area in a region could be useful as a base for further development. In this chapter the results have been summarized, critically examined and discussed. I have answered the questions I have presented in the introduction and discussed whether my hypothesis is correct. After that I have then gone back to the introduction and seen if my results correspond to my purpose. If these two did not correlate, I can rephrase my purpose - writing process is a process. In this chapter I have evaluated my work and my own text and pointed out any flaws. I have been aware and reflective. Finally, the chapter includes what could have been missed and what could be interesting for future writers to focus on.

7 CONCLUSION

Social factors affecting tourism is a modern way of thinking. Nowadays more and more people travelling like to be more social. Social factors in tourism are a broad concept that can be useful in all different tourist categories. The focus is given to the human beings who proclaim to have be the centre of concerns in sustainable development and feel entitled to a healthy and productive life in harmony with nature and people. Social factors in tourism can be developed by searching in literature from the early centuries.

Researching the history and modern time may help to understand tourism and how it has evolved through the ages. This thesis has reflected on both, the origin and modern tourism. By researching professional literature and textbooks, one can find the key to success in tourism. The research reflected on the social structure of society right now and assessed the options available. In this thesis the different directions to see the social factors in tourism has been analysed. It has also highlighted the areas that can be significant in our time. Since regional, cultural, religious and social differences are large between countries they are differences that make an impression on the tourist.

At the end of the thesis the social factors in tourism and its correlation with friends and family have been taken into account. In modern tourism interaction with friends and family are significant aspects of the tourism experiences and social components are appointed as experience quality. The importance of understanding the impacts of the social consequences of development has been observed and analysed.

The research information has been searched from previous researches as could be found from statistics, journals, books, e-books and the writer's own observations. When choosing the topic then writer's own experiences and interests while studying tourism at Centria University of Applied Sciences have been taken into consideration. Also previous studies in crisis and disaster management have given inspiration for studying social effects in society.

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