

MATKALLA
TULEVAISUUTEEN
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Sustainability in nature-based tourism

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TOURISM AND THE NEED FOR SUSTAINABILITY

Tourism as the world's largest and fastest growing industry?

 Tourism matters!

Tourism has a huge capacity to cause changes, to create impacts to environment, especially at destinations

 Need for sustainability



SUSTAINABLE TOURISM



Sustainability and sustainable development rest on three/four integrated elements:

- ecological,
- socio-cultural and
- economic dimensions

In addition, there are three fundamental principles of sustainable development:

- futurity,
- equity and
- holism



GOALS OF SUSTAINABLE TOURISM

- To maintain the quality of the environment
- To improve the quality of life in host community
- To develop greater awareness and understanding of the impacts tourism can make to environment and economy
- To provide a high quality of experience for the visitor
- To promote equity and development



tourism increasingly seen as a tool for sustainable development (UNWTO); especially so in the Nordic countries



- Nordic environmental image based on physical environment, role of nature-based tourism important
- Sustainability a strategic matter relating to tourism and settlement (regional development, rural and peripheral areas)



- Nature and nature conservation areas have been relatively important attractions in tourism for a long time
- Tourism is highly dependent on the environment it uses and the quality of that environment
- The importance of environment and nature has grown
- Nature-based tourism is said to be the fastest growing sector of tourism industry (8-10%)



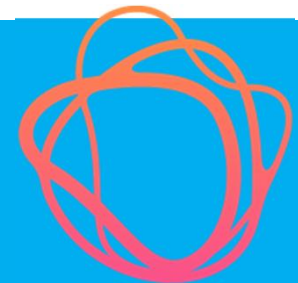
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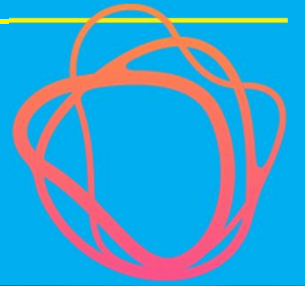
SUSTAINABLE FINLAND

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Respect, treasure, enjoy, love. Use these words as your mantra when you are in Finland and you will enrich your visit and help to preserve this beautiful country. Finland's untouched and pristine nature is at the core of Finnish life and its sanctity is paramount. Living sustainably and in harmony with the environment is deep-rooted here and is an essential element of responsible travel. This includes not only a respect for nature and wildlife, but also people and their age-old customs

Source: Visit Finland



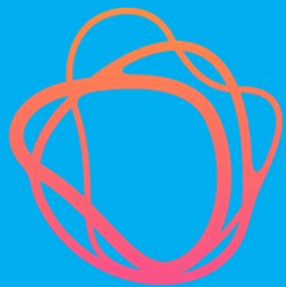


ARKTINEN KESTÄVÄ MATKAILUDESTINAATIO -PROJEKTI 2018-2019

”ARCTIC SUSTAINABLE DESTINATION”



TOWARDS ARCTIC SUSTAINABLE DESTINATION



- Increasing sustainability at destination level
- Sustainability know-how and operations becoming more common in tourism enterprises
- The number of sustainable tourism enterprises grows
- Sustainable destinations allure more (sustainable) visitors
- Finland receives better recognition for its sustainability, becomes one of the world's best-known sustainable tourism destinations by 2025

Source: Visit Finland

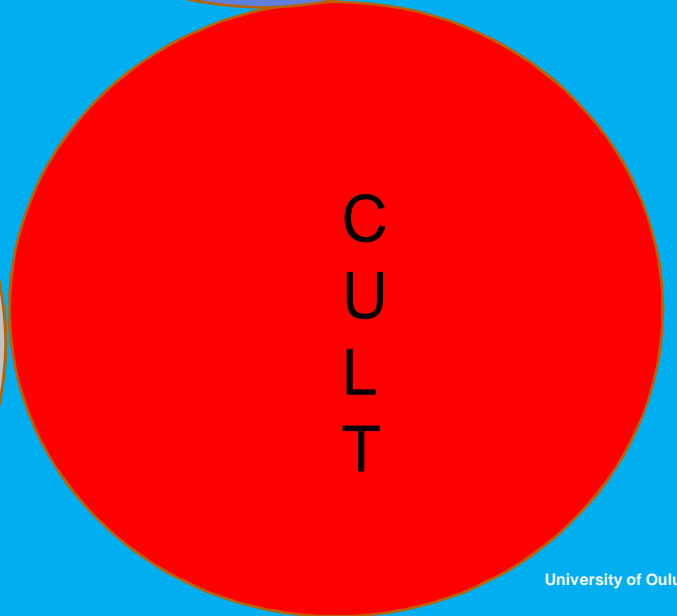
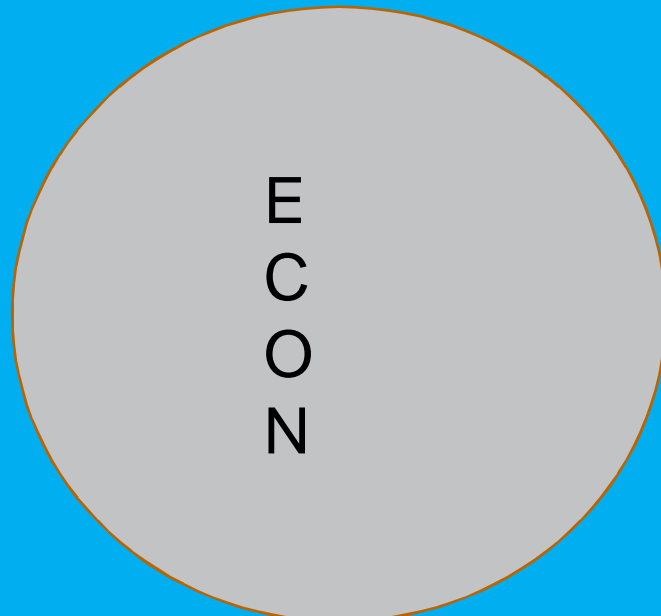
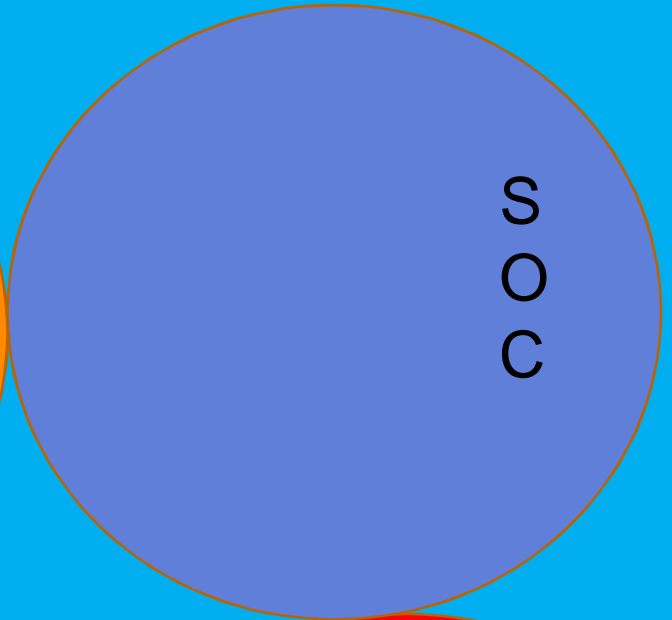
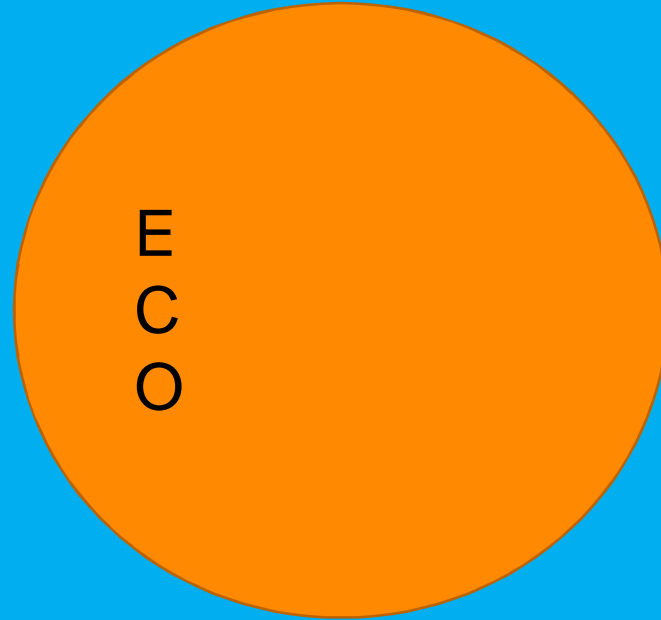


TOWARDS ARCTIC SUSTAINABLE DESTINATION

- Finland receives better recognition for its sustainability, becomes one of the most best-known sustainable tourism destinations by 2025
- How to get there?
- ”Sustainable nature-based tourism”
= ”business as usual”?

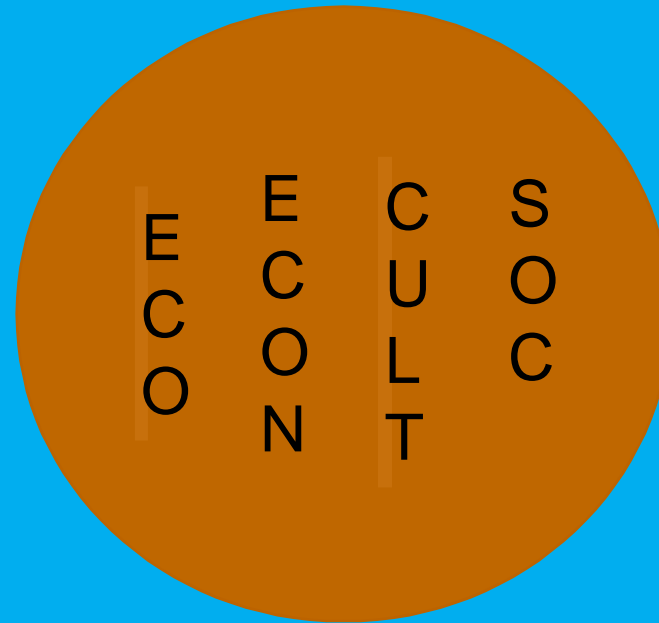


WHAT IS A SUSTAINABLE TOURISM DESTINATION?



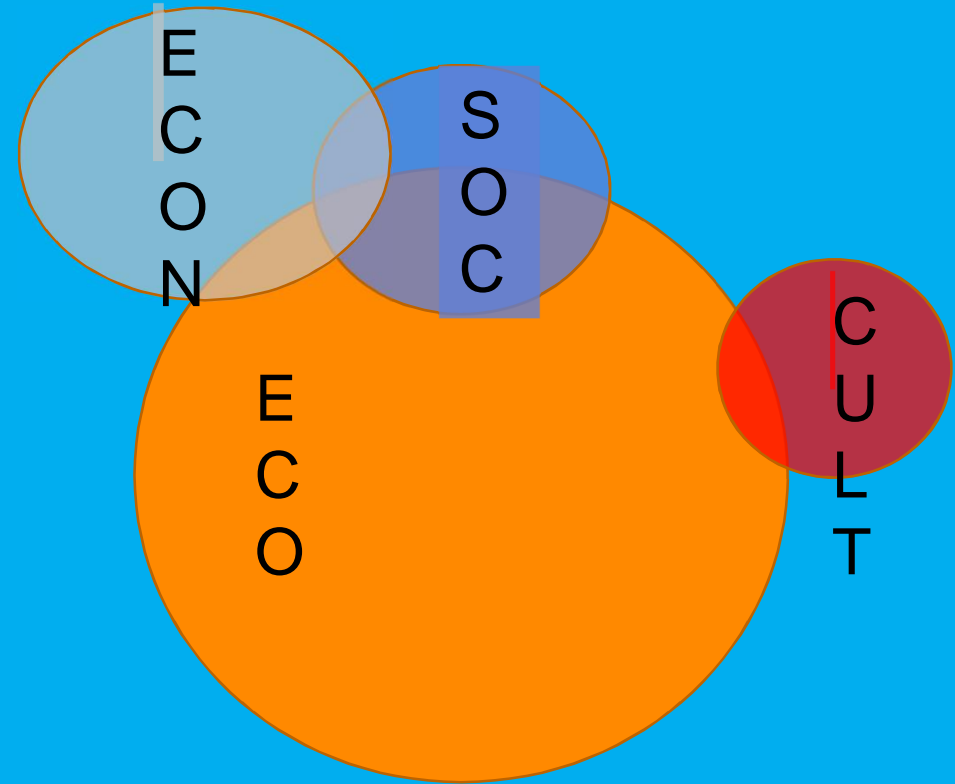


WHAT IS A SUSTAINABLE TOURISM DESTINATION?





BUSINESS AS USUAL?





Collaboration of local enterprises

Employment of local population

Wellbeing and education of personnel

Participating in tourism development

Respecting local culture

Encouraging the customers in responsible action

Conserving natural environment

Treating customers equally

Wellbeing of animals

Considering other livelihoods

Utilising recycled materials

Minimizing water consumption

Environmental certificates

Conserving biodiversity

Continuity of operation

Minimizing transportation

Waste sorting and recycling

Minimizing waste

New energy sources (e.g. bioenergy)

Minimizing energy consumption

Communication

Product development



SUSTAINABLE TOURISTS(?)

”Perhaps, tourists who may take sustainable development seriously in their everyday lives, believe that their annual vacation is the only time when they can behave hedonistically, without the need to be responsible” (Swarbrooke 1999).

”The findings suggest that tourists hold overly positive views of themselves generally concerning issues of environmental sustainability and that their environmental attitudes reflect perceived desirable standards. ” (Doran & Larsen 2014)

General assumption about increasing awareness and sustainability/responsibility
‘environmentally conscious tourist’

Trend analyses support

Majority of academic research does not support: despite the growing interest and awareness the actions are yet to come
- awareness - action gap

According to research, environmentally friendly behaviour decreases during holidays. Considerably.

Good intentions vs. reality



SUSTAINABLE TOURISTS(?)

Gender

Nationality

Nature-based tourism

Authenticity



Price an important factor in decision-making

Feeling comfortable/quality

Impact on environment and social responsibility

Certificates/ecosigns

recognition affects choice and behaviour

Persuasion (benefits) and appealing to norms

– the importance of narratives!!



Telling about the opportunities for exploring the local landscape

Telling about the availability/accessibility of local food supply

Telling about the natural state of the environment

Telling about local food and food culture

Telling about the recycling opportunities

Telling about the protected fauna and flora of the area

Telling about the measures taken to keep the nature and air clean

Telling about the ecological activities possible to do in the surroundings

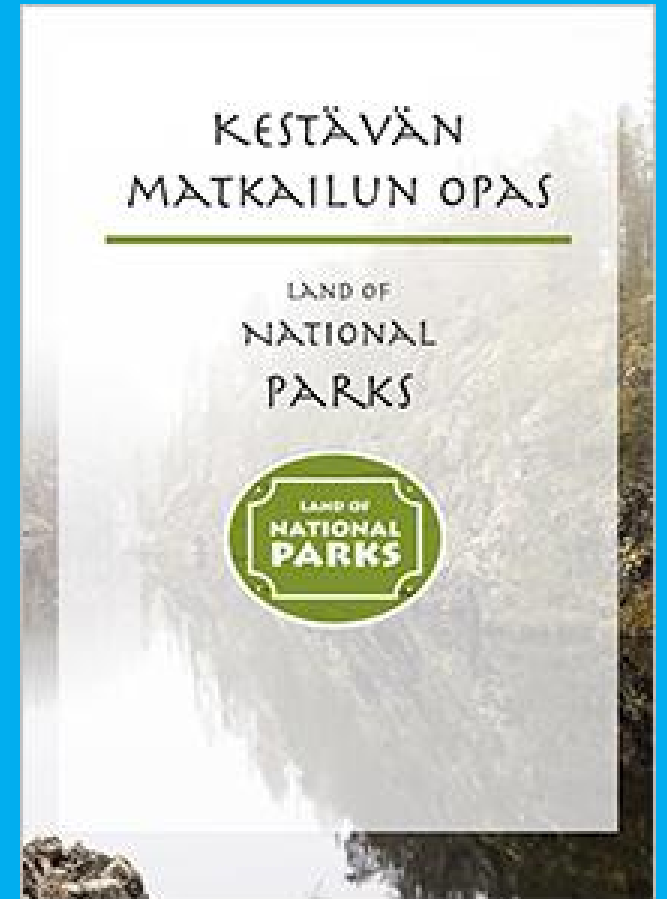
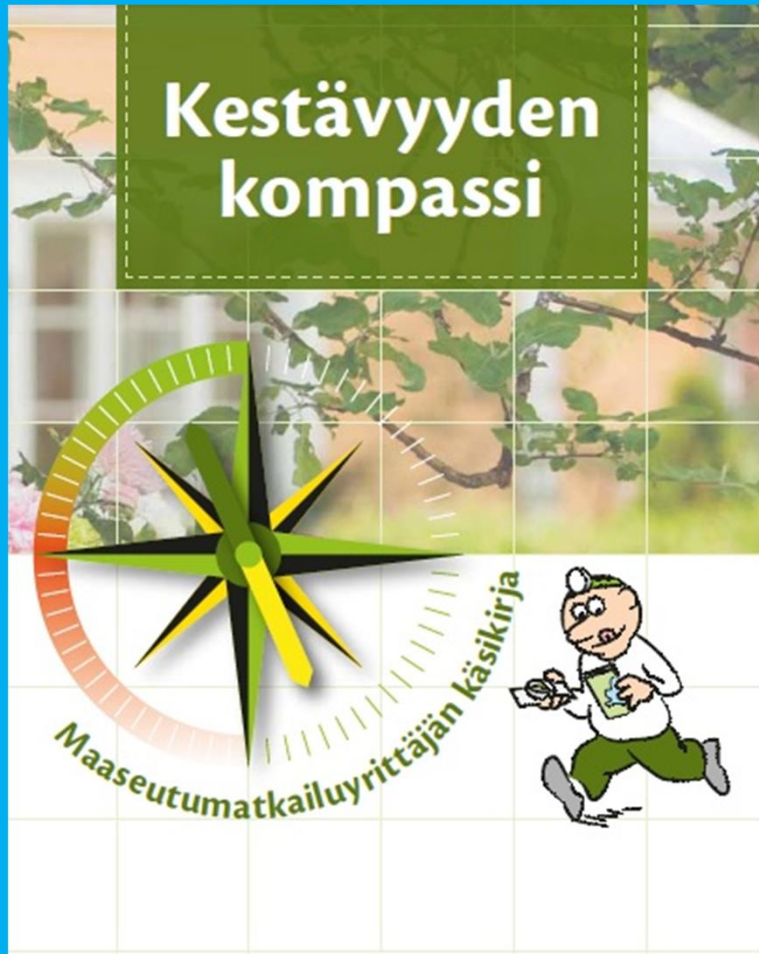
Description of how a traveller can try out local lifestyle

Telling about the possibility of using public transportation

Telling about the meaning of sauna

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CLIMATE CHANGE?

> Control and regulation are needed

- Tax on aviation?
- Taxes on energy in general?
- ??



Think globally,
act locally

Home > Sustainability products

PUSH FOR CHANGE

Actions can lead to big changes. Offset the emissions of your flight by buying Finnair's sustainability products.

Product	Price	Action
Offset, within Finland	1,00 €	ADD TO CART
Offset, European flights	2,00 €	ADD TO CART
Offset, intercontinental flights	6,00 €	ADD TO CART
Biofuel, within Finland	10,00 €	ADD TO CART
Biofuel, European flights	20,00 €	ADD TO CART
Biofuel, intercontinental flights	65,00 €	ADD TO CART

The importance of local sustainability increases!

- Emission are created locally, but their compensation and the carbon sinks also happen at the local level – it is local action that forms the basis for mitigation (enablers needed!)



THANK YOU



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