

Tourism and Nature Conservation in Koillismaa Region, Northern Finland



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Cover picture: Volunteers attending a conservation event in Oulanka National Park.
Photo: Metsähallitus / Airi Kallunki.

Översättning: Pimma Åhman.



ISO 14001

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ISSN-L 1235-6549
ISSN (online) 1799-537X
ISBN 978-952-295-076-5 (pdf)

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NORDPLUS
Adult

UNIVERSITY of OULU
OULUN YLIOPISTO



METSÄHALLITUS

DOCUMENTATION PAGE

PUBLISHED BY	Metsähallitus	PUBLICATION DATE	26.6.2014
COMMISSIONED BY		DATE OF APPROVAL	
CONFIDENTIALITY	Public	REGISTRATION NO.	
PROTECTED AREA TYPE / CONSERVATION PROGRAMME	National Park, Natura 2000 Site		
NAME OF SITE	Oulanka National Park, Syöte National Park, Kylmäluoma National Hiking Area		
NATURA 2000 SITE NAME AND CODE	Oulanka FI1101645, Syöte FI 1103828, Maaselkä FI 1103813, Latva-Korte-Kärppävaara FI 1105407, Salmitunturi-Rääpysjärvi FI 1105405		
REGIONAL ORGANISATION	Natural Heritage Services, Ostrobothnia		
AUTHOR(S)	Miisa Pietilä, Jarkko Saarinen, Veikko Virkkunen and Mikko Kesälä		
TITLE	Tourism and nature conservation in Koillismaa region, northern Finland		
ABSTRACT	<p>In order to promote sustainable regional development, inclusion of local communities in natural resource management concerning their living environments is vital. Acknowledging residents' current attitudes towards tourism and nature conservation, as well as the possible changes in these attitudes, is important to enable proactive reactions to these changes. This study was conducted to find out how local people in Northeastern Finland (Koillismaa region) perceive tourism and nature conservation to affect their living environment and their everyday lives.</p> <p>The study was implemented as a postal survey in December 2013. Altogether 592 residents living in Koillismaa region responded to the survey. The study was carried out applying the research design used in a study carried out in the area in 2002–2003. The data of the previous study was used as a secondary data in this study. Survey data were analysed using statistical methods: presenting key figures and relative frequencies of findings.</p> <p>In Koillismaa, the responding residents perceived tourism to be an altogether positive thing and residents were willing to further develop tourism industry and to increase the amount of tourists. The core tourism destinations Ruka and Syöte were assessed to benefit most from tourism. Tourism was considered to affect positively on regional economy through increasing employment and improving services and infrastructure. Physical environment was considered to suffer most from tourism due to pollution, littering and degradation of the environment. Residents felt that they had been moderately taken into account in tourism planning, but majority of residents seemed though to be satisfied with their possibilities to participate in tourism planning.</p> <p>Koillismaa residents considered nature to have immaterial value and that nature should be conserved for future generations. Residents perceived nature conservation to impact positively on the beauty of the scenery, the enjoyment of the area and the diversity of nature as well as to promote tourism. Nature conservation was considered to cause limitations to everyman's rights and to commercial uses of the land. The attitudes towards tourism and nature conservation had remained the same or slightly improved during the past ten years.</p> <p>Residents' attitudes against tourism and conservation were not unanimous. Residents living in Ruka area were more supportive of tourism and nature conservation than residents living elsewhere, especially in Northern Kuusamo. Younger and highly educated residents reacted on average more positively to conservation and tourism than the others.</p> <p>This study encourages to further develop tourism in Koillismaa region. Nevertheless, more attention should be paid on the environmental issues to guarantee sustainable development. In addition to contextual information, this study gave valuable experiences on how the monitoring of residents' attitudes should be carried out in the future.</p>		
KEYWORDS	tourism, nature conservation, sustainability, local people, attitudes, postal survey		
OTHER INFORMATION	This study is part of the Community Programme for Sustainable Development project co-funded by the Nordic Council of Ministers NORDPLUS ADULT programme.		
SERIES NAME AND NO.	Nature Protection Publications of Metsähallitus. Series A 207		
ISSN-L ISSN (ONLINE)	1235-6549 1799-537X	ISBN (PDF)	978-952-295-076-5
NO. OF PAGES	56 p.	LANGUAGE	English
PUBLISHING CO.	Metsähallitus	PRINTED IN	
DISTRIBUTOR	Metsähallitus, Natural Heritage Services	PRICE	

KUVAILULEHTI

JULKAISIJA	Metsähallitus	JULKAISUAIKA	26.6.2014
TOIMEKSIANTAJA	Metsähallitus	HYVÄKSYMISPAIVÄMÄÄRÄ	
LUOTTAMUKSELLISUUS	Julkinen	DIAARINUMERO	
SUOJELUALUETYYPPI/ SUOJELUOHJELMA	kansallispuisto, Natura 2000 -alue		
ALUEEN NIMI	Oulangan kansallispuisto, Syötteen kansallispuisto, Kylmäluoman retkeilyalue		
NATURA 2000 -ALUEEN NIMI JA KOODI	Oulanka FI1101645, Syöte FI1103828, Maaselkä FI 1103813, Latva-Korte–Kärppävaara FI1105407, Salmitunturi–Rääpysjärvi FI1105405		
ALUEYKSIKKÖ	Pohjanmaan luontopalvelut		
TEKIJÄ(T)	Miisa Pietilä, Jarkko Saarinen, Veikko Virkkunen ja Mikko Kesälä		
JULKAISUN NIMI	Paikallisväestön asenteet matkailua ja luonnonsuojelua kohtaan Koillismaalla		
TIIVISTELMÄ	<p>Kestävän aluekehittämisen periaatteiden mukaisesti paikallisväestöllä tulee olla mahdollisuus osallistua heidän elinympäristöään koskevaan luonnonvarojen käyttöön. Asukkaiden asenteiden tunnistaminen sekä näissä tapahtuneiden muutosten havaitseminen on tärkeää, jotta näihin pystytään reagoimaan ennakoivasti. Tässä tutkimuksessa tarkastellaan, kuinka Koillismaan asukkaat kokevat matkailun ja luonnonsuojelun vaikuttavan heidän elämäänsä ja elinympäristöönsä.</p> <p>Tutkimus toteutettiin postikyselynä joulukuussa 2013. Kyselyyn vastasi 592 asukasta Koillismaan alueelta. Tutkimus toteutettiin mukailen vuosina 2002–2003 tehdyn kyselytutkimuksen asetelmaa, jonka aineistoa hyödynnettiin tutkimuksen sekundaariaineistona. Tutkimusaineisto analysoitiin tilastollisin menetelmin vertaillen vastaajaryhmien välisiä jakaumia ja keskiarvoja.</p> <p>Tutkimukseen vastanneet asukkaat kokivat matkailun positiivisena asiana ja tärkeänä aluekehityksen veturina Koillismaalla. Asukkaat olivat halukkaita kehittämään matkailua entisestään ja lisäämään matkailijoiden määrää alueella. Rukan ja Syötteen matkailukeskusten koettiin hyötyvän matkailuelinkeinosta eniten. Matkailun koettiin vaikuttavan erityisen positiivisesti alueen talouteen lisäten työllisyyttä. Matkailun arvioitiin myös edistävän palveluiden ja infrastruktuurin säilymistä ja kehittymistä alueella. Matkailun negatiivisten vaikutusten koettiin kohdistuvan fyysiseen ympäristöön lisäten ympäristön saastuneisuutta, roskaisuutta ja kuluneisuutta. Asukkaat kokivat, että heidät on huomioitu matkailun kehittämisessä keskinkertaisesti. Suurin osa asukkaista oli kuitenkin tyytyväisiä osallistumismahdollisuuksiinsa matkailun kehittämisessä.</p> <p>Koillismaan asukkaat kokivat alueen luonnolla olevan aineetonta arvoa, jonka vuoksi luontoa tulisi suojella myös tuleville sukupolville. Luonnonsuojelun koettiin vaikuttavan erityisen positiivisesti maiseman kauneuteen, ympäristön viihtyisyyteen, luonnon monimuotoisuuteen sekä edistävän matkailuelinkeinoa. Toisaalta luonnonsuojelun koettiin rajoittavan jokamiehenoikeuksia ja taloudellisen toiminnan harjoittamista. Asenteet luonnonsuojelua ja luontomatkailua kohtaan ovat säilyneet ennallaan tai muuttuneet myönteisimmiksi kymmenen viime vuoden aikana.</p> <p>Asenteet luonnonsuojelua ja luontomatkailua kohtaan vaihtelivat Koillismaan asukkaiden keskuudessa: Rukan alueen asukkaat suhtautuivat keskimäärin muita positiivisemmin luonnonsuojelua ja matkailua kohtaan, pohjoiskuusamolaisten ollessa muita asukkaita kriittisempiä. Korkeasti koulutetut ja nuoret suhtautuivat myös matkailua ja luonnonsuojelua kohtaan muita myönteisemmin.</p> <p>Tutkimuksen tulokset kannustavat kehittämään matkailuelinkeinoa Koillismaan alueella. Matkailun aiheuttamiin ympäristövaikutuksiin tulee kuitenkin kiinnittää entistä enemmän huomiota, jotta matkailukehittäminen tukee kokonaisuudessaan alueen kestävää kehittymistä. Tutkimuksen toteuttaminen lisäsi myös menetelmällistä tietämystä siitä, kuinka paikallisväestön asenteita matkailua ja luonnonsuojelua kohtaan tulee seurata tulevaisuudessa.</p>		
AVAINSANAT	matkailu, luonnonsuojelu, kestävä kehitys, paikallisväestö, asenteet, postikysely		
MUUT TIEDOT	Tutkimus on osa kansainvälistä Community Programme for Sustainable Development -hanketta, jonka on rahoittanut Pohjoismaiden ministerineuvoston NORDPLUS ADULT -ohjelma.		
SARJAN NIMI JA NUMERO	Metsähallituksen luonnonsuojelujulkaisuja. Sarja A 207		
ISSN-L	1235-6549	ISBN (PDF)	978-952-295-076-5
ISSN (VERKKOJULKAISU)	1799-537X		
SIVUMÄÄRÄ	56 s.	KIELI	suomi
KUSTANTAJA	Metsähallitus	PAINOPAIKKA	
JAKAJA	Metsähallitus, luontopalvelut	HINTA	

PRESENTATIONSBLAD

UTGIVARE	Forststyrelsen	UTGIVNINGSDATUM	26.6.2014
UPPDRAGSGIVARE		DATUM FÖR GODKÄNNANDE	
SEKRETESSGRAD	Offentlig	DIARIENUMMER	
TYP AV SKYDDSOMRÅDE/ SKYDDSPROGRAM	nationalpark, Natura 2000-område		
OMRÅDETS NAMN	Oulanka nationalpark, Syöte nationalpark, Kylmäluoma strövområde		
NATURA 2000 -OMRÅDETS NAMN OCH KOD	Oulanka FI1101645, Syöte FI1103828, Maaselkä FI1103813, Latva-Korte-Kärppävaara FI1105407, Salmitunturi-Räापysjärvi FI1105405		
REGIONAL ENHET	Österbottens naturtjänster		
FÖRFATTARE	Miisa Pietilä, Jarkko Saarinen, Veikko Virkkunen och Mikko Kesälä		
PUBLIKATION	Turism och naturskydd i nordöstra Österbotten		
SAMMANDRAG	<p>Enligt principerna för hållbar regional utveckling ska lokalbefolkningen ha en möjlighet att delta i användningen av naturresurserna i sin livsmiljö. Det är viktigt att man känner till invånarnas åsikter och de förändringar som har skett i dessa, för att man ska kunna reagera på dem redan på förhand. I denna undersökning utreddes hur invånarna i nordöstra Österbotten (Koillismaa) upplever att turismen och naturskyddet inverkar på deras liv och livsmiljö.</p> <p>Undersökningen genomfördes som postenkät i december 2013. Man fick in 592 enkätsvar från invånare i nordöstra Österbotten. Undersökningen gjordes på liknande sätt som en enkät åren 2002–2003, och den tidigare enkätens material användes nu som sekundärmaterial. Undersökningsmaterialet analyserades med statistiska metoder så att man jämförde medelvärden och fördelningar mellan olika svarargrupper.</p> <p>De invånare som deltog i enkäten ansåg att turismen är en positiv sak och en viktig drivkraft för den regionala utvecklingen i nordöstra Österbotten. Invånarna var intresserade av att utveckla turismen vidare och av att utöka mängden turister i området. Ruka och Syöte turistcentra ansågs dra mest nytta av turistnäringen. Invånarna upplevde att turismen inverkar speciellt positivt på områdets ekonomi genom att öka sysselsättningen. Man ansåg också att turismen främjar bevarandet och utvecklingen av tjänster och infrastruktur i området. Negativa verkningar som svararna uppgav hade att göra med den fysiska miljön; ökad förorening, nedskräpning och slitage. Invånarna upplevde att de tagits medelmåttigt i beaktande i utvecklingen av turismen. Största delen av invånarna var dock nöjda med sina möjligheter att delta i utvecklingen av turismen.</p> <p>Invånarna i nordöstra Österbotten ansåg att naturen i området har ett immateriellt värde, varför naturen borde skyddas också med tanke på kommande generationer. Naturskyddet ansågs ha en speciellt stor positiv inverkan på landskapet, miljöns trivsel och den biologiska mångfalden. Dessutom ansåg svararna att naturskyddet främjar turistnäringen. Å andra sidan ansågs naturskyddet begränsa allemansrätten och utövande av ekonomisk verksamhet. Invånarnas åsikter om naturskyddet och naturturismen har inte förändrats nämnvärt eller så har de blivit positivare under de senaste tio åren.</p> <p>Inställningen till naturskydd och naturturism varierade bland invånarna i nordöstra Österbotten: i Ruka-området förhöll sig invånarna mer positivt än genomsnittet till naturskyddet och turismen, medan invånarna i norra Kuusamo förhöll sig mer kritiskt till dessa än de övriga invånarna. Högutbildade och unga förhöll sig också mer positivt till turism och naturskydd än övriga svarare.</p> <p>Undersökningsresultaten uppmuntrar till utveckling av turistnäringen i nordöstra Österbotten. Man bör dock fästa mer uppmärksamhet vid turismens miljökonsekvenser så att utvecklingen av turismen i sin helhet främjar den hållbara utvecklingen i området. Undersökningen utökade också kännedomen om vilka metoder det lönar sig att använda då man i fortsättningen följer upp lokalbefolkningens inställning till turism och naturskydd.</p>		
NYCKELORD	turism, naturskydd, hållbar utveckling, lokalbefolkning, åsikter, postenkät		
ÖVRIGA UPPGIFTER	Undersökningen är en del av det internationella projektet Community Programme for Sustainable Development, som finansierades av Nordiska ministerrådets program NORDPLUS ADULT.		
SERIENS NAMN OCH NUMMER	Forststyrelsens naturskyddspublikationer. Serie A 207		
ISSN-L	1235-6549	ISBN (PDF)	978-952-295-076-5
ISSN (ONLINE)	1799-537X		
SIDANTAL	56 s.	SPRÅK	
FÖRLAG	Forststyrelsen	TRYCKERI	
DISTRIBUTION	Forststyrelsen, naturtjänster	PRIS	

Foreword

Protection of natural, historical and cultural heritage is one of the key elements for providing high quality living conditions for the future generations. One of the most effective ways of fulfilling this task is designation of protected areas as the key storage sites for the common heritage of the whole society. Yet, the part of society that is most directly involved in these processes, i.e., people living either inside protected territories or in the nearest vicinity, are not always aware of the surrounding values and, consequently, the need of measures implemented to protect them. At the same time, benefits of tourism development remain unknown to them.

Based on the previous experiences from the Baltic Sea region local community members and protected areas' personnel would value deeper collaboration and knowledge but have often reported a limited interaction between the interest groups. While time and financial resources have been evaluated as main reason for limited collaboration, the lacking information on protected areas management issues and local needs have also caused mismatch, mistrust and conflicting views between authorities and communities. For example, a key conclusion of COASTSUST project that focused on the Archipelago National Park (Finland), the West Estonian Archipelago Biosphere Reserve, the North Vidzeme Biosphere Reserve (Latvia) and the Curonian Spit National Park (Lithuania), was that there exists a major information gap between the areas (i.e. authorities) and the local people causing limited cooperation between the groups (Grönholm & Berghäll, 2007; see also Rämetsä et al. 2005). This has resulted in challenges for the sustainability of protected areas' management and community participation and involvement.

Considering the advantages provided by international networking, life-long and informal learning to be the best way of contribution to both - awareness of local people about the values surrounding them and awareness of the managers of protected areas about the needs of people living inside the areas; as well

as being convinced that this combination is a key to success in securing sustainable development and protection of our common heritage on a wider scale, the Project "Community Programme for Sustainable Development" was set up and started within Nordplus Adult Programme in 2013. It involves three case areas, differing by their country, management system, size, population, development of Sustainable tourism and other aspects – Northeastern Finland with Oulanka and Syöte National Parks in Finland (Pan Park / Charter parks with 10 years of experience), Ķemeri National Park in Latvia (awarded the Charter in 2012) and Gražute Regional Park in Lithuania (not a Charter Park, but working towards development of Sustainable Tourism). The Partners of the Project are Metsähallitus Natural Heritage Services (Finland), Oulu University (Finland), Ķemeri National Park Fund (Latvia) and Gražute Regional Park Directorate (Lithuania).

This report is the first step of this Project – analysis of results of a profound survey of local inhabitants in case areas conducted in the end of 2013. In Finland, the study report includes also a temporal approach, experimenting possibilities to monitor the change in locals' attitudes. This was enabled by a previous survey study conducted in Koillismaa region in 2002–2003. The project group is therefore thankful to Anne Törn, Jussi Rämetsä, Anne Tolvanen and Pirkko Siikamäki for giving the previous dataset to be used for this purpose. The study reports of each case area will serve as basis for creating Action plans for the territories to meet the needs of local people. The experiences of all the processes covered in the course of the Project – survey implementation and analyses, elaborating action plans, etc. – will be gathered together into a common "Community programme" for Protected areas involved in developing Sustainable Tourism. Further steps of implementation of the Action plans will be based on combination of resources and initiatives provided by local, regional and international development projects.

Contents

1 Introduction.....	9
1.1 Study area.....	11
1.1.1 Kuusamo.....	11
1.1.2 Taivalkoski	12
1.2 Research material.....	13
1.3 Methods.....	16
2 Community Perspectives to Tourism	18
2.1 Attitudes towards tourism	18
2.2 The perceived impact of tourism	22
2.2.1 The economic impact of tourism	23
2.2.2 Impact on social wellbeing.....	24
2.2.3 Impact on the environment	26
2.2.4 The influence on regional image.....	28
3 Perceptions of Nature Conservation.....	29
3.1 Impact on social wellbeing	30
3.2 Economic impact.....	31
3.3 Regional issues of nature conservation	32
3.4 Suitability of outdoor activities to nature conservation areas.....	32
4 Factors Affecting Conservation and Tourism Attitudes	34
5 Temporal Comparison of Attitudes in Kuusamo	37
5.1 Change in attitudes towards tourism.....	37
5.2 Change in conservation attitudes.....	39
6 Conclusions.....	42
References	44
Appendices	
Appendix 1 Survey questionnaire for Kuusamo residents	47
Appendix 2 Frequencies of findings to tourism statements	54
Appendix 3 Frequencies of findings to nature conservation statements.....	55
Appendix 4 Frequencies of respondents belonging to different attitude groups according to their socio-demographic features	56

1 Introduction

While tourism industry continues to grow worldwide, its' risks and challenges keep on increasing too. This in turn results in the fact that the need for sustainability in tourism is now more urgent than ever before (Saarinen 2014). In this context, the aim and ideal of sustainable and responsible tourism making places better for people to live and visit (Cape Town Tourism Declaration 2002) is crucial to implement in particularly from the perspective of local people 'living' with tourism and its' increasing resource needs.

Indeed, people living in the regions affected by tourism are expected to cope with increasing impacts of tourism on their everyday lives. Noticing that tourism causes also positive effects, destination communities are often said to face a 'development dilemma', meaning that they are required to engage in a trade-off between the benefits they perceive to receive from tourism and the negative consequences they feel tourism development causes (Sharpley 2014). Studying these aspects is vital in order to understand the complexities beyond the surface.

Knowledge of community attitudes is also crucial in tourism development, because local support for tourism industry is seen to be an important success factor of tourism system (Sharpley 2014, Getz 1983). Communities can also be key attractions for tourism (Järviluoma 1993). Because the success of tourism is said to depend on local support (Getz 1994), it is vital that the impacts of tourism on the host community are understood, monitored and managed (Deery et al. 2012). The very same applies to the issues related to natural resource management and nature conservation. For example, in order to be successful in a long term, the conservation area management needs local support and participation.

Therefore, from management perspective, systematically collected information concerning locals' attitudes towards tourism and nature conservation can be very valuable. As the prevailing paradigm in tourism development, especially in relation to the utilization of natural areas and other fragile environments, highlights the management by objectives approach

(Moore et al. 2003), indicators are needed to monitor possible changes in the social, physical and economic environments. At the same time management operations have started to call for public participation pronounced. Therefore, management actions need indicators that reveal possible changes from experienced perspective. In addition, monitoring community perspectives is essential in managing that the impacts of tourism do not exceed limits considered acceptable within the community (Deery et al. 2012).

Metsähallitus has adopted these public participatory premises in its management procedures. The principle of participatory planning is considered to require that stakeholders' opinions are actively sought and listened to (Heinonen 2007). Furthermore, public participation is integrated in the process of setting limits of acceptable change for sustainable nature-based tourism (Kajala et al. 2004). Therefore, in order to acknowledge the community perspectives better in these management procedures, this study is conducted to provide systematically collected information concerning locals' attitudes.

Finally, studying tourism development from community perspective is important from the ethical point of view. Since tourism is often seen as an industry that pays the most attention on the economic dimension, it easily results in a situation where the needs and values of the customers (non-local people) and the industry are the leading guidelines in local and regional development (Saarinen 2014). Therefore, tourism destinations are in danger of creating places that represent values, needs and activities of non-local tourism industry rather than the locals (Saarinen 2004). In order to serve better the equity principal of sustainable development, community perspectives should be emphasized, including their views to natural resource management and uses.

Altogether, the key principal in sustainable use of natural resources is participation: especially in relation to public lands, citizens should have equal possibilities to participate, be responsible for and benefit from the opportunities that are brought by the development based

on the utilization of natural resources. This study is carried out to analyze the attitudes that local communities have towards tourism and nature conservation in Koillismaa region. The study aims thus to increase local involvement and power over the natural resource management. The results of this study can be used to support decision making concerning tourism development and broader operations in the conservation areas.

The study is divided into four parts. The first part of the study covers the general attitudes and perceived impacts of tourism, following a review of the perceptions to nature conservation. After this, respondents are classified into groups according to their opinions towards tourism and nature conservation estimating the frequencies of certain types of residents and to expose the factors affecting the attitudes. Finally, a longitudinal perspective of the attitudes is presented comparing the results of this survey study to a former one conducted in Kuusamo ten years earlier.

Previous research on host perceptions

The social impacts of tourism are one of the most traditional research topics in tourism studies: academic attention has been paid on the host communities' perceptions of tourism for more than thirty-five years (Sharpley 2014). A number of studies have been carried out worldwide to document the social, economic and environmental impacts that residents perceive tourism affects. Several studies have also identified the variables influencing locals' perceptions, and studies have been carried out in order to describe clusters based on residents' attitudes and variables that define these clusters.

While multiple methodological approaches have been used, the research of host perceptions of tourism has traditionally been quantitative in nature. The studies have been carried out often as large-scale surveys based upon questionnaires distributed by mail or implemented as face-to-

face structured interviews. Data analyses are commonly implemented utilizing descriptive statistics and different kinds of statistical tests (Nunkoo et al. 2013). Previous studies have commonly used a cross-sectional approach and only a few studies have adopted a longitudinal approach, despite residents' attitudes are likely to change over time (Sharpley 2014).

Residents' attitudes towards tourism and nature conservation have also been studied in Northeastern Finland. In 2002–2003 a survey was carried out to reveal general attitudes that local people have towards tourism and nature conservation (Rämet et al. 2005). The data of this study was further utilized in a research article concentrating on the socio-economic and demographic factors affecting the opinions towards nature conservation and tourism development (Törn et al. 2008).

Sociocultural sustainability of tourism in Oulanka National Park has also been studied as a part of a wider PAN Parks monitoring process. The aim of these studies has been to review stakeholders' perceptions of the PAN Parks' certification. These studies have focused on studying how the access to decision-making processes is perceived, how the environmental, sociocultural and economic impacts of tourism are considered as well as how the benefits of tourism are felt to be distributed. These studies include a study report (Cottrell et al. 2008) and two scientific articles (Puhakka et al. 2009, 2013).

This study follows the research traditions of social impact research: the aim is to reveal the perceived impacts of tourism and nature conservation as well as to understand the factors affecting these perceptions. In addition, the study contributes the research tradition by experiencing a monitoring approach to temporally compare the attitudes.

1.1 Study area

This study was carried out in two case areas situated in Northeastern Finland (see Figure 1). The study area comprises the municipalities of Kuusamo (15,980 inhabitants, 3.2 persons/km²), Taivalkoski (4,247 inhabitants, 1.7 persons/km²) and Pudasjärvi (8,508 inhabitants, 1.5 persons/km²) (Population Register Centre 2014). These areas were further divided into subareas. In Kuusamo the subareas were: (1) Northern Kuusamo, located near the Oulanka National Park including the tourist resort at Ruka and (2) downtown Kuusamo. In Taivalkoski and Pudasjärvi the subareas were: (3) municipality area of Taivalkoski and (4) the tourist resort at Syöte. For convenience, the subareas of Taivalkoski and Pudasjärvi will be referred later in this study report to as Taivalkoski.

1.1.1 Kuusamo

Kuusamo is situated in the north boreal vegetation zone also known as western taiga. The highly calciferous soil and bedrock and diverse height relief typical to Northern Kuusamo result in rich plant biodiversity (Metsähallitus 2003). Free-flowing rivers in Kuusamo such as Oulanka and Kitka shed their waters towards Russia.

Nature conservation in Kuusamo

In 2013, there are 32 Natura 2000 sites in Kuusamo area (Ministry of the Environment 2014) that covered approximately 10 percent of the land area in Kuusamo. Land ownership in Kuusamo is diverse: there are communally owned forests, private land and state-owned land. Majority of state-owned land in Kuusamo are included in the Natura 2000 network. Following the establishment of the Natura 2000 network there has been only minor additions to the conservation area network in Kuusamo.

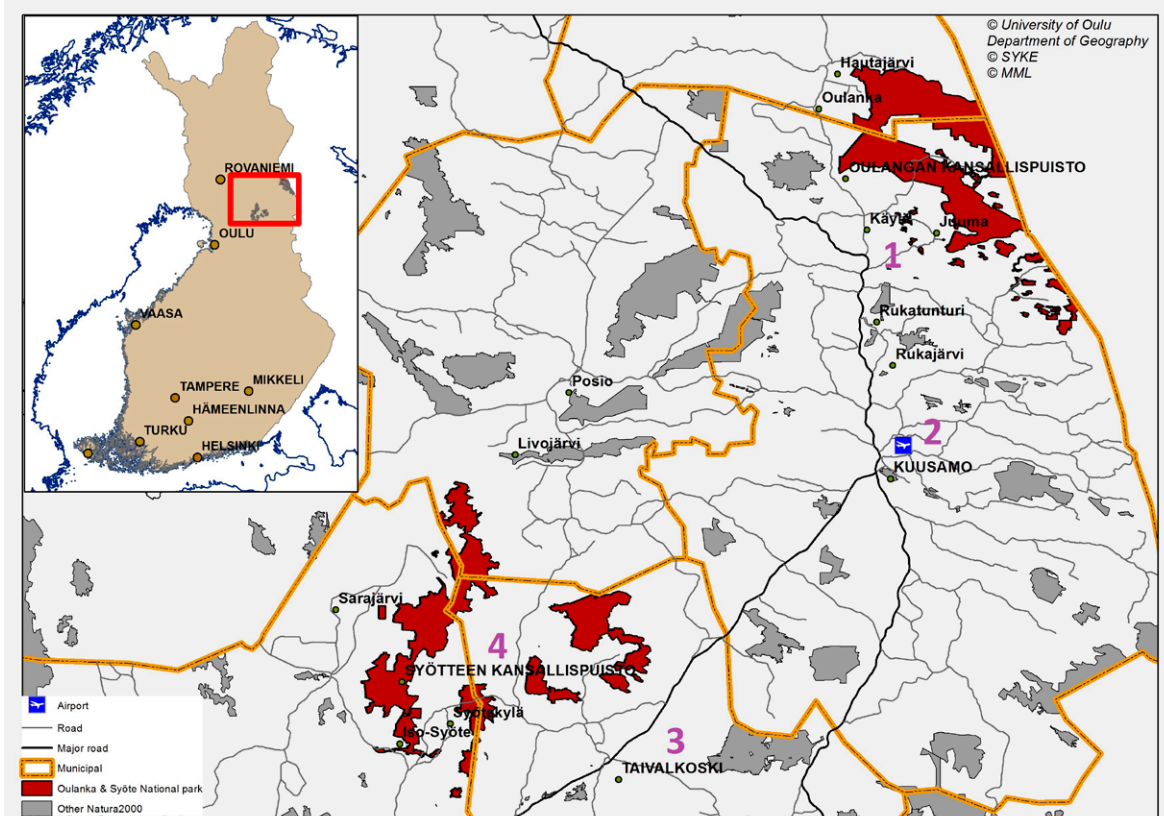


Figure 1. Study area and its subareas: (1) Northern Kuusamo, (2) downtown Kuusamo, (3) municipality area of Taivalkoski, (4) tourist resort Syöte.

Oulanka National Park is an internationally recognized nature conservation area, situated in Northern Kuusamo and Salla, north of Kuusamo. The park was established in 1956 and expanded in the 1980s. Currently the area of the park is approximately 29,000 hectares. Oulanka has been nominated as a national landscape. The park was also selected to the Ramsar list of wetlands of international importance due to its rivers and other valuable wetland habitats.

Sukerijärvi Strict Nature Reserve and the surrounding Natura 2000 mire conservation areas are located west of Oulanka National Park. Due to the conservation status of the reserve, there are no recreation and tourism uses allowed in Sukerijärvi. However, some other conservation areas in Kuusamo attract tourists, such as Valtavaara–Pyhävaara Nature Reserve in proximity of the Ruka resort, and Natural Forests of Iivaara and Näränkä in Southern Kuusamo (Ministry of the Environment 2014). The latter are rather small and remote areas protecting remaining old-growth forests. A limited offer of tourism services has developed to these conservation areas (Metsähallitus 2014a). Since the establishment of Natura 2000 network, Metsähallitus has made new reservations for nature conservation to protect the remaining old-growth forests in Kuusamo. In total, the reservations introduce 2,400 hectares to the existing conservation area network.

Tourism in Kuusamo

Due to the long history with tourism, natural attractions and well-developed services based on nature, Kuusamo lists among most attractive municipalities within Finland (Leinonen et al. 2007). The tourism services in Kuusamo have centralized to the Rukatunturi fell that is the core of Ruka tourist resort, with highly developed infrastructure and variety of accommodation, restaurants and program services. Popular Ruka Ski Resort is the central tourist attraction during winter season, whereas summer offer focuses on natural attractions around Kuusamo (Ruka-Kuusamo Tourism Association 2014). Over the last ten years, tourism sector has reported significant growth in Kuusamo: the number of overnight stays has increased from 300,000 in 2002 to 465,000 in 2012. The

proportion of foreign tourists has increased from a share of 11–14 percent in early 2000s to over 20 percent after 2007. Recent trend is the slight decrease in the relative proportion of foreign tourists (Kauppila & Kuosku 2012).

In 2013, accommodation services in Kuusamo reported approximately 470,000 registered overnight stays, of which 35 percent during summer season (Matkailun edistämiskeskus 2014). 24 percent of the overnights were made by foreign tourists. Thus, domestic tourism forms the basis of tourism in the region, but future growth is sought internationally (Alatossava 2011). Tourism generates significant economic impacts in Kuusamo: in 2010 the total income impact was 115.2 million euros and total employment impact 816 person-years (Kauppila & Kuosku 2012). This accounts for approximately 20 percent of the total economical turnover and employment in Kuusamo. Kauppila (2011) reported a rise of 23.8 million euros (25%) in total income impact between 2003 and 2009.

Oulanka National Park has an essential role in Kuusamo's tourism. The diverse natural heritage, natural sights, rare wildlife and quality visitor services make Oulanka the most attractive protected area in Koillismaa tourism region with approximately 170,000 annual visits to the park. The park's location next to the Finnish–Russian national border and the sister park Paanajärvi located on the other side adds to the attractiveness of the area. Park visitation generates annually approximately 15 Meur turnover to the local economy and employment impact of 190 person-years (Alatossava 2011). Oulanka is the key conservation area for tourism and recreation in the Kuusamo study area. In 2010 there were 32 business partners for Metsähallitus offering variety of services for the visitors of Oulanka National Park (Alatossava 2011).

1.1.2 Taivalkoski

Nature in Taivalkoski shares many similarities to Kuusamo, although plant diversity is lower in Taivalkoski area due to nutrient poor geological conditions. Forested hills, esker chains and aapa mires are typical to nature in Taivalkoski region, as well as scenic rivers in Iijoki watershed. Majority of the rivers are harnessed and

regulated for energy production. Conservation areas in Taivalkoski consist primarily of north and middle boreal forests. Location in the vegetational transition zone results in diverse characteristics of nature (Lehtonen 2001).

In 2013 there were 19 Natura 2000 sites in Taivalkoski area (Ministry of the Environment 2014). Land ownership is twofold in Taivalkoski: they are primarily either state-owned or privately owned, the distribution being nearly equal. Differing from Kuusamo, state-owned land is very common in Taivalkoski.

Tourism in Taivalkoski study area centralizes in two locations: Syöte resort and Taivalkoski downtown. Tourism in Syöte began to develop in the 1970s in small scale when ski resort Iso-Syöte was established. Following the increasing demand for recreation services, Iso-Syöte National Hiking Area was established in 1985, and later on establishment of Syöte National Park followed in 2000. Overall, nature and related activities are the main attractions for tourism in the study area. Syöte National Park is the most important conservation area for tourism and recreation in Taivalkoski. In 2013, approximately 88,000 overnight stays were reported for Pudasjärvi municipality which mostly accounts for Syöte resort (Matkailun edistämisskeskus 2014). For Taivalkoski municipality, reported overnight stays are not available. Tourism in Taivalkoski has longer traditions than Syöte due to downtown's location along the Oulu–Kuusamo highway. In 2009 tourism in Taivalkoski generated a total income impact of 10.8 million euros, being less than 10 percent of the impact in Kuusamo (Kauppila 2011). This reflects the differences in tourism volume between Kuusamo and Taivalkoski. However, an increase of 2.7 million euros in total income impact of tourism was reported by Kauppila (2011) for Taivalkoski between 2003 and 2009.

Syöte National Park, situated in Northern Taivalkoski, Northeastern Pudasjärvi and Southern Posio, is one of the largest old-growth forests in Finland. The area of the park after two expansions is 30,000 hectares; the park is divided in four separate parts. Location in high altitude areas has kept much of the park area in pristine state. Neighboring the park are Iso-Syöte National Hiking Area, Soiperoinen Nature Reserve and Kaunislampi Nature Reserve. The

conservation areas nearby the Syöte resort offer a variety of nature-based tourism activities in the scenic wooded hills throughout the year (Virkkunen 2011). Annually approximately 70,000 visits are made to those areas. Visitor spending in the park and hiking area generate altogether 3.8 million euros economic impact to the local economy. The employment impact is 51 person-years (Metsähallitus 2014b). In 2010 there were 18 business partners for Metsähallitus offering variety of services for the visitors of Syöte National Park (Virkkunen 2011).

Kylmäluoma National Hiking Area (established 1979, area 7,400 hectares) is located in eastern Taivalkoski. Kylmäluoma preserves valuable old-growth forests and natural aapa mires, as well as postglacial formations such as eskers, kettle holes and crystal clear lakes and ponds. Kylmäluoma is a popular area for hiking and fishing, with approximately 27,000 visits annually. In Southern Taivalkoski there are several Natura 2000 sites protecting old-growth forests and natural aapa mires (Ministry of the Environment 2014). These have only little recreational use due to sparse population in Southern Taivalkoski. After the establishment of Natura 2000 network, only minor additions have been made in the network of conservation areas in Taivalkoski.

1.2 Research material

The population of the study consists of residents living in Syöte–Taivalkoski area and in Kuusamo municipality. This study utilizes two independent samples representing this population: the primary dataset was collected in 2013 and the secondary dataset approximately ten years before, in 2002–2003.

Primary dataset (2013)

In sampling the research area was divided into four subareas: Taivalkoski, Syötekylä, Kuusamo centre and Northern Kuusamo. Simple random sampling was utilized within the bigger post-code areas Taivalkoski (93400) and Kuusamo centre (93600) to select 1,000 households of each postcode area. In smaller postcode areas Syötekylä (93280) and Rukatunturi (93825) all households were selected in the sample

(Syötekylä n = 107 and Rukatunturi n = 106). In addition to Rukatunturi residents, the sample of Northern Kuusamo included 590 households located around Ruka and Oulanka National Park. These households were selected using cadastral index map. The households situated in postcode areas Aikkila (93820), Käylä (93850), Vuotunki (93940) and Kuusamo (93999). Addresses for selected households were received from Population Register Centre.

In November 2013 mail questionnaires were sent to all selected households. The questionnaires returned during December with a total response rate of 21 percent. Seven forms returned without ever reaching the households. There were 16 forms rejected because major information was lacking. All questionnaires that returned before 1st of January were accepted in the sample. The final sample included 195 respondents living in Taivalkoski region and 397 living in Kuusamo (Table 1).

The results of this study are interpreted regionally, based on respondents own report of their home region. In Kuusamo, 46 percent of the respondents informed their home to situate in Kuusamo center, 23 percent in Ruka area and 30 percent elsewhere in Northern Kuusamo. In Syöte–Taivalkoski area over half of the respondents (53%) informed their home to situate in Taivalkoski center and only 12 percent of respondents lived in Syöte area. Due to the small share of Syöte inhabitants in the sample, the results from Syöte–Taivalkoski region are interpreted together.

Respondents living in different parts of the research area differed from each other according to socio-demographic features (Table 2). Respondents living in Ruka were relatively younger than respondents living in other areas. The share of higher educated people was bigger in Kuusamo center and Ruka than in other parts of Kuusamo or in Taivalkoski. In

Kuusamo, especially in Northern Kuusamo, the respondents were more often entrepreneurs than in Taivalkoski area. Retired people were over-represented in Kuusamo center compared to other areas. The share of landowners was also significantly higher in Kuusamo, again especially in Northern Kuusamo, than in Taivalkoski area. Based on their own evaluations, respondents living in Kuusamo had also more frequent contact with tourists, particularly in Ruka area, than in Taivalkoski. In addition, nature conservation was considered to cause benefits to the household economy more often in Ruka than elsewhere in the research area.

The representativeness of the realized sample in the primary dataset was assessed comparing the distribution of certain socio-demographic features among all Kuusamo residents (N = 16,167) against the distribution in the sample (N = 397). According to this comparison, young people (under 44 years old) are under-represented in the research sample, since only 20 percent of the respondents represented the youngest age group while in reality approximately 45 percent of Kuusamo residents are less than 44 years old. The high average age in the sample resulted also in the over-representation of retired people. According to Statistics Finland approximately 30 percent of residents in Kuusamo municipality are retired, while in the research sample the share was approximately 40 percent. The research sample also represents on average higher educated people than the level of education in Kuusamo in reality is. The group of high education (institute, university of applied sciences or academic education) is over-represented in the sample with a share of 37 percent of respondents compared to the actual share of 20 percent of all Kuusamo residents. The distribution of gender did not show distortion in sample.

Table 1. Response rate in the study area.

	Sent quest.	Responded	Response rate		Sent quest.	Responded	Response rate
Syöte	107	24	22%	Kuusamo, center	1,000	179	18%
Taivalkoski	1,000	170	17%	Northern Kuusamo	696	209	30%
Total	1,107	195	18%	Total	1,696	397	23%

Table 2. Relative frequencies of respondents according to their socio-demographic features in 2003 and in 2013. Percentages from year 2003 are grey.

	Taivalkoski	Kuusamo center	Northern Kuusamo	Ruka	Total in Kuusamo				
	2013	2013	2003	2013	2003	2013	2003	2013	2003
	n=182–194	n=159–179	n=62–65	n=112–118	n=59–63	n=84–90	n=22–25	n=355–384	n=143–153
	%	%	%	%	%	%	%	%	%
Age									
under 44 yrs	18,4	17,5	38,1	15,5	30,6	30,7	52,0	19,9	37,3
45–64 yrs	51,6	45,8	36,5	56,9	40,3	39,8	32,0	47,8	37,3
65–90 yrs	30,0	36,7	25,4	27,6	29,0	29,5	16,0	32,3	25,3
Level of education									
Elementary school	29,8	34,1	34,4	29,6	66,7	33,7	24,0	32,6	45,6
High school	39,3	25,1	25,0	40,0	16,7	29,2	40,0	30,5	24,2
Higher education	30,9	40,8	40,6	30,4	16,7	37,1	36,0	36,8	30,2
Primary occupation									
Entrepreneur	7,3	9,0	9,2	18,1	21,3	14,6	28,0	13,1	17,2
Employee	43,2	40,7	52,3	38,8	26,2	34,8	44,0	38,7	40,4
Retired	37,0	45,2	29,2	32,8	41,0	39,3	16,0	40,1	31,8
Other	12,5	5,1	9,2	10,3	11,5	11,2	12,0	8,1	10,6
Indigenusness									
Native	37,1	46,1	39,1	46,6	55,6	38,6	41,7	44,5	46,4
Returnee	31,4	25,8	23,4	26,3	25,4	20,5	8,3	24,7	21,9
Newcomer	31,4	28,1	37,5	27,1	19,0	40,9	50,0	30,7	31,8
Land ownership									
Do not own land	44,5	39,6	53,3	18,8	22,4	38,1	50,0	32,7	40,0
Own land	55,5	60,4	46,7	81,3	77,6	61,9	50,0	67,3	60,0
Donated land to nature conservation program									
Did not donate land	87,4	91,8	91,8	86,2	76,7	92,0	95,0	90,1	85,8
Donated land	12,6	8,2	8,2	13,8	23,3	8,0	5,0	9,9	14,2
Income from tourism									
Main income from tourism	3,1	2,8	4,9	7,7	4,1	26,7	9,1	9,9	5,3
Occasional income from tourism	8,3	10,2	11,5	9,4	18,4	18,9	13,6	12,0	14,4
No income from tourism	88,5	87,0	83,6	82,9	77,6	54,4	77,3	78,1	80,3
Contact with tourists through work									
Frequent	7,8	9,8	19,4	18,4	13,6	39,3	56,5	19,4	22,9
Infrequent	36,5	29,9	38,7	30,7	39,0	25,8	21,7	29,2	36,1
Not at all	55,7	60,3	41,9	50,9	47,5	34,8	21,7	51,5	41,0
Effects of nature conservation on household economy									
Disadvantage	8,5	6,4	14,5	15,5	25,4	3,4	13,6	8,5	18,9
No effect	78,2	84,2	82,3	69,0	62,7	68,2	63,6	75,7	71,3
Benefit	13,3	9,4	3,2	15,5	11,9	28,4	22,7	15,7	9,8

Secondary dataset (2002–2003)

The secondary dataset used in this study included 216 respondents from Kuusamo area: 65 respondents from Kuusamo center, 25 from Ruka, 63 from Northern Kuusamo and 63 from Southern Kuusamo. For this study, the respondents living in Southern Kuusamo were eliminated from the dataset to improve the comparability of the samples. After this revision, the spatial distribution of respondents between the samples in the primary and secondary datasets were close to each other. However, the share of people living in Ruka region was slightly bigger in the primary dataset (23%) compared to the share of Ruka respondents in the previous sample (16%). In addition, the share of people living in northern part of Kuusamo was smaller in 2013 than in 2003 (Table 3).

The respondents in the primary and secondary datasets differed from each other according to their socio-demographic features (see Table 2). The biggest relative difference was notable in the education level of respondents and in the age structure: the later sample represents higher educated people than the previous sample and the share of young people was seemingly lower. In the later sample there were also fewer respondents that had frequent contact with tourists through work and who perceived to suffer economically from nature conservation. The major socio-demographic differences between the samples realized in Ruka area. Compared to the earlier sample, respondents in the primary data were older and more often retired. Their contact with tourists through work was also not as frequent as in 2003, although the share of people getting main income from tourism was significantly bigger in the latter sample.

Table 3. Relative frequencies of respondents according to their informed place of residence.

	2013 (n = 388)	2003 (n = 153)
Kuusamo center	46%	43%
Northern Kuusamo	30%	41%
Ruka	23%	16%

1.3 Methods

The data collection of the study was carried out as a mail survey. The questionnaire was implemented in almost identical form as the one used for the collection of the secondary dataset in 2002–2003 to guarantee the comparability of the findings. Only a few questions were added to measure recent interests. As the original formula, the questionnaire included three parts measuring first the attitudes towards tourism, secondly the attitudes towards nature conservation and finally asking individual information of the respondents. The questionnaire (Appendix 1) contained mostly Likert-scale measurements but included also open-ended questions. The analysis presented in this report is based on statistical tests and content analysis of open answers.

The first part of the report, where a general picture of the attitudes towards tourism and conservation is formed, is based on areal average opinions. Therefore the key figures of mean are presented. The statistical significance between areal means is tested using T-test when comparing the means between Taivalkoski and Kuusamo. One-way ANOVA is used when assessing the significance between the differences within Kuusamo region (center, Northern Kuusamo and Ruka). The differences in perceived impacts of tourism and nature conservation according to participants' place of residence are tested using χ^2 -test. Differences that result in *p*-values less than 0.05 are considered statistically significant in this study.

The features affecting residents' attitudes towards tourism and nature conservation are based on classification of respondents depending on their attitudes. The analysis is conducted applying the methods used by Törn et al. (2008). The first phase of the analysis was conducted using principal component analysis (PCA) to reduce the number of statements measuring the attitudes towards tourism and nature conservation. In the analysis, 16 variables were compressed into two principal components using varimax orthogonal rotation to illustrate the key dimensions of nature

conservation and tourism supportiveness. These two dimensions identified 54.2 percent of the total variance. Secondly, a K-means cluster-analysis was conducted to classify the respondents into groups depending on the loadings of principal component factor scores. Four clusters were selected to illustrate different attitudes of Koillismaa residents towards tourism and nature conservation. Finally, the differences between groups were analyzed using χ^2 -test to find out, which individual factors differ statistically significantly between these groups.

The temporal changes in attitudes between the monitoring years of 2003 and 2013 are interpreted using means. The significance of these differences is tested using T-test. The differences in perceived impacts of tourism and nature conservation are tested using χ^2 -test.

2 Community Perspectives to Tourism

2.1 Attitudes towards tourism

The responding residents in Koillismaa were relatively unanimous that tourism in their residential area is a positive proposition. Residents in both study regions also agreed that conservation areas in their municipality are appealing tourism destinations, even though Kuusamo residents were in general more positive about the attractiveness of their conservation areas compared to Taivalkoski residents. The difference between the attitudes was small but statistically significant ($p < 0,05$). The behaviour of tourists visiting the areas was agreed to be appropriate in both regions (Figure 2).

Although the attitudes were generally positive towards tourism, the residents' state of agreement with tourism statements differed significantly between different parts of Kuusamo. Inhabitants living in Northern Kuusamo considered tourism more critically than residents living in other parts of Kuusamo. Especially residents living in Ruka considered tourism to be a highly positive proposition. The differences in attitudes between different origins of Kuusamo were statistically significant ($p < 0,05$) according to all evaluated statements presented in Figure 2.

In addition to the Likert-scale measurement, respondents were asked to comment freely how they felt towards tourism in the region. The given comments highlighted the importance of tourism for locals living in Koillismaa area, especially living in Kuusamo region. Tourism was described to be a lifeline or gold for Kuusamo municipality: without tourism Kuusamo would be *a dead place*. The residents living in Taivalkoski felt also that tourism is a great thing and needs to be invested in.

Tourism in relation to other livelihoods

The role of tourism business in municipality's success was considered to be substantial in Kuusamo, but rather modest in Taivalkoski. The difference between study areas was statistically significant ($p < 0,01$). However, the attitudes varied in Taivalkoski region considerably and thus there were residents who perceived tourism to be an important factor in the municipality's success, on the other hand there was also a group of residents who were truly critical to this statement.

The economic benefits of tourism were considered generally greater than the disadvantages in both regions and the financial profit was perceived to mainly stay in the communities. In general the residents felt that tourism development can compensate for jobs lost to forest conservation. However, the evaluations varied notably, indicating that residents don't agree unanimously that tourism compensates for jobs lost to forest conservation. Again, the residents living in Northern Kuusamo were more critical towards the statements than residents living in other parts of Kuusamo ($p < 0,05$).

The open comments also revealed that there is a notable group of people living in Kuusamo region who perceive that tourism receives too much attention compared to other livelihoods, feeling especially that tourism receives too much financial support from the municipality. In the open comments residents reminded that not everybody in Kuusamo gets their income from tourism and therefore tourism industry was considered also needing to make compromises with other livelihoods and stop acting arrogantly. In addition, the behaviour of those working in tourism industry faced notable critique, illustrated by comments such as: *"There is nothing wrong with tourism, only with the behaviour of tourism entrepreneur"* and *"Some of the tourism entrepreneurs act as they owned the whole Northern Kuusamo"*. The given comments illustrated no such conflicts in Taivalkoski region.

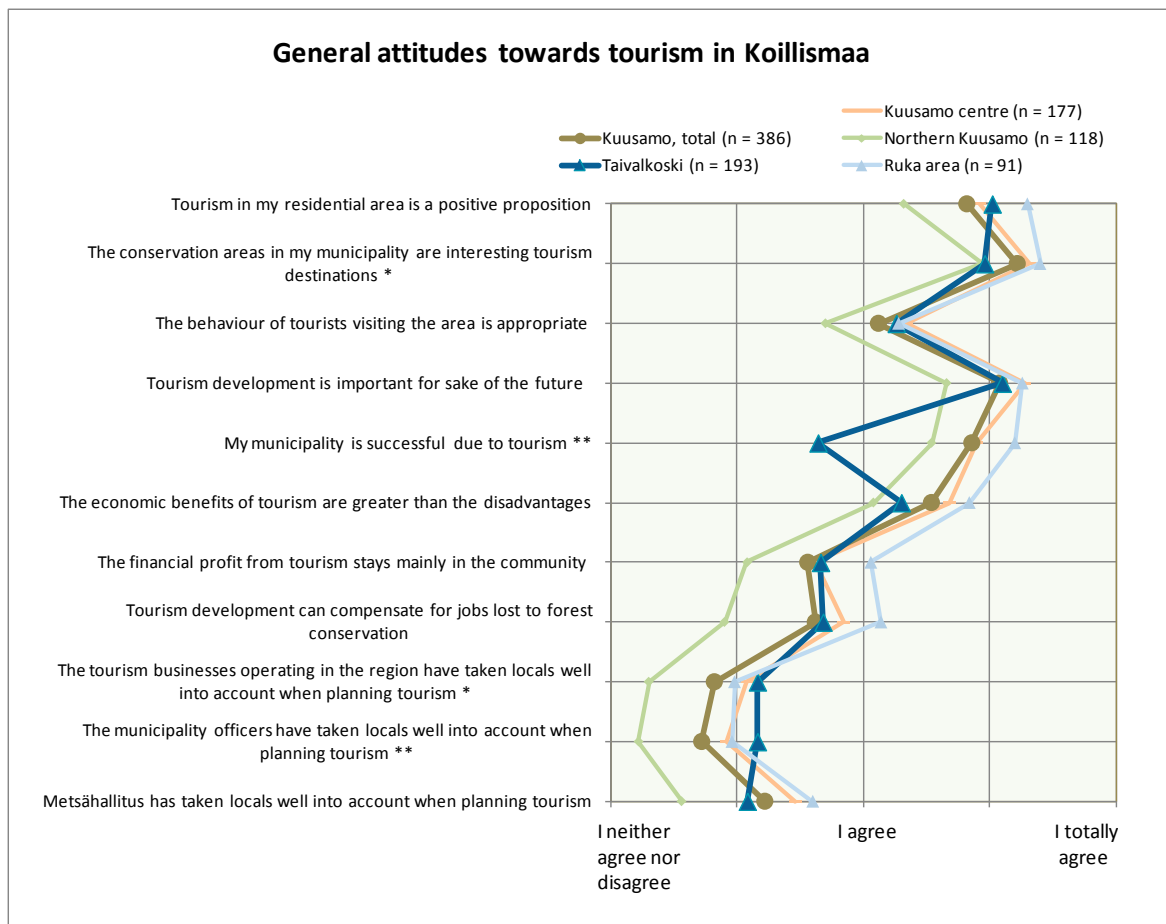


Figure 2. Averages of attitudes towards tourism in Koillismaa. Statistically significant differences between Kuusamo and Taivalkoski regions: * $p < 0,05$; ** $p < 0,01$.

Possibilities to participate in tourism planning

The inhabitants of Koillismaa region did not agree, at least not as eagerly as to other statements, when measuring whether they felt they had been taken into account in tourism planning or not (Figure 2). On average, residents in Taivalkoski region evaluated that tourism businesses and municipality officers have taken them better into account in tourism planning compared to the feelings of Kuusamo residents ($p < 0,05$). In contrast, the residents living in Kuusamo considered that Metsähallitus has taken them better into account when planning tourism than the residents in Taivalkoski region, the difference being rather small and variation of evaluations notable. The frequencies of findings are presented in Appendix 2.

Open comments also indicated that locals wished to be better heard and acknowledged in tourism planning: *everything can't be done*

and developed for tourists. Locals wanted to be better and earlier heard when new plans were made, especially if they related to their own lands. As one Taivalkoski resident brought up: *There has been unpleasant surprises related to the decision making of his lands, and this has felt like a work of some secret society.* At the moment, most of the respondents felt that they have not had a possibility to participate or influence in tourism development in their nearby areas. In Taivalkoski 58 out of 89 respondents stated that they haven't had a chance to participate the development. In Kuusamo, a total of 215 comments were received, out of which 145 comments stated no participation or influence in tourism development. The most common contextual themes in which residents wanted to be heard were environmental decision making concerning freshwater and waste management, mining and nature conservation.

Means of participation

Most of those respondents who informed having participated in tourism development in Kuusamo had taken part in planning through their work (n = 29): *“My job provides chances to influence a lot to the comfort and development of Ruka area.”* Some respondents had also developed tourism services as entrepreneurs, or as landowners promoting infrastructure development. Participation in seminars and meetings concerning tourism development or taking part in related public discussion (n = 11) were seen as important modes of participation. More passively, some respondents had influenced tourism development by participating in surveys and voting on municipal level (n = 7).

In Taivalkoski, an important means of participation was participation in associations' operation (n = 7) and co-operating with tourism entrepreneurs (n = 3). Many respondents had themselves been active in local tourism development through developing recreation services, events and accommodation (n = 8). In addition, residents of both study areas felt that interaction with tourists was an important means of practical level participation: for example creating positive image of the area and promoting positive attitudes towards tourists. Especially in Taivalkoski region respondents mentioned relatively often interaction with tourists (n = 10) as an example of participation in tourism planning.

Willingness to participate in tourism planning

In Kuusamo 23 percent of respondents (n = 89) and 17 percent of respondents (n = 33) in Taivalkoski informed that they would be interested in participating more in the tourism development of their villages. In Kuusamo, active participation in tourism infrastructure planning and development was regarded as single most important means (n = 16): *“Participating information meetings in early stages of tourism planning.”* Comments indicated also that local people wish to be heard through opinion polls and open discussions between decision makers and residents of Kuusamo (n = 6). Providing information to and interacting with tourists

were also considered important. Comments indicated that benefits of tourism in Kuusamo should be communicated more actively.

In Taivalkoski, 23 respondents expressed ways in which they would like to participate in tourism development. Single mentions such as participation in tourism inquiries and idea competitions, nature tourism service planning, working in tourism sector, promoting nature protection and producing souvenirs were expressed.

Attitudes towards tourism growth

Attitudes towards tourism growth were generally positive in Koillismaa area: 80 percent of Kuusamo residents were willing to increase generally the amount of tourists in the area (see Table 4). The growth of tourism was considered more critically when evaluating the meaningfulness of increasing the amount of tourists in the place of residence. Even though, majority (56%) of Kuusamo residents were also willing to increase the amount of tourists in their place of residence. Residents living in Northern Kuusamo were more critical towards increasing the amount of tourists in their place of residence, since only 46 percent of residents living in Northern Kuusamo were willing to increase the amount of tourists whereas the share of people accepting the growth in Kuusamo centre was 59 and in Ruka around 64 percent.

Residents living in Taivalkoski were slightly more eager to increase the amount of tourists than Kuusamo residents. 82 percent of residents in Taivalkoski were willing to increase the amount of visitors in the whole area and 66 percent in their place of residence.

The comments related to tourism growth also revealed residents' willingness to welcome even more tourists to their regions. Only one comment, given by Taivalkoski resident, argued that the amount of tourists is sufficient at the moment. More commonly, more and especially international tourists were wished to arrive in order to bring income, create jobs and help sustaining the services in the area.

Table 4. Residents' attitudes towards the amount of tourists: + willingness to increase the amount, 0 willingness to sustain the amount, - willingness to decrease the amount of tourists.

	Missing	-	0	+
Kuusamo				
Place of residence (n = 352)	10%	3%	31%	56%
Generally in the area (n = 393)	2%	1%	17%	80%
Taivalkoski				
Place of residence (n = 195)	10%	1%	24%	66%
Generally in the area (n = 195)	5%	1%	12%	82%

Tourism development preferences

Tourism development was considered important for the sake of both study regions' future. Those comments that related to future of the area indicated that residents wished most often improvements of tourism infrastructure. In Kuusamo, the development needs related to improvements of accessibility of the area, especially improving the air traffic. In Taivalkoski, the improvement needs related to development of pedestrian routes and recreation services. A route connecting Syöte and Taivalkoski was also wished by several inhabitants.

Responding residents commented rather often that tourism development in the area should be based on the unique nature of the region. Instead of new artificial things, traditional activities such as fishing and berry picking were seen potential in the future. Quietness in the area was also mentioned to be utilisable when developing tourism. Taivalkoski residents supported also the creation of physical exercising possibilities, like first snow tracks.

Marketing and branding the area were seen important for the sake of the future. Especially Taivalkoski residents felt that international marketing of the region is lagging behind and therefore they hoped for strategic and cooperative marketing to be promoted. Kuusamo residents in turn hoped that region's authentic nature would be better noticed when branding the area and that green tourism would be highlighted when marketing Kuusamo.

Sustainability of all development activities was understood well among the residents. Respondents mentioned often that nature should be appreciated at the first rate. Coordination of all development was considered important, since well-coordinated tourism was seen more sustainable from environmental perspective. Cooperation was also considered to be vital for success in the future. Especially in Kuusamo, the cooperation with Paanajärvi National Park received comments. Developing tourism to become a year round activity was a major wish especially in Kuusamo. Summer time was considered potential for tourism, but more activities and marketing was considered essential.

As a fear of future, residents raised a concern related to the use of forests especially in Taivalkoski area: clear cuttings were seen to decrease attractiveness of the sceneries. Some conflicts between residents and tourists practicing hunting, fishing or organized berry picking could be indicated from open comments. In addition "mass tourism" was hoped to be concentrated in certain areas so that peace of nature sustains in wilderness areas.

2.2 The perceived impact of tourism

Tourism influences its destinations and the communities living in these areas in many ways. This part of the study report focuses on revealing how the residents living in Koillismaa area perceive tourism to affect their home regions and their everyday life.

Regional perception of tourism impact

Koillismaa inhabitants perceived tourism in general to mainly benefit their residential areas. Benefits were especially seen to concentrate in the main tourism destination areas: Ruka and Syöte. Altogether 98 percent of Kuusamo respondents saw that Ruka receives some or a lot of the benefits caused by tourism and 93 percent of Taivalkoski respondents saw that tourism benefits Syöte. In addition to these core tourism areas, the centres of Kuusamo and Taivalkoski were also considered to receive benefits from tourism, although the share of those considering the effect significant was relatively smaller. The southern parts of both Kuusamo and Taivalkoski areas were considered to receive least benefits from tourism: 33 percent of Taivalkoski respondents and 22 percent of Kuusamo respondents perceived tourism to cause neither positive nor negative effects in the southern parts of the municipalities. Negative evaluations of tourism impact were in minority and spreading evenly among the study area (Table 5).

Positive impact of tourism

Tourism was considered mostly as a positive factor, since it was perceived to improve employment situation, bring income, sustain services, bring wellbeing and cheer up the area's atmosphere and increase its appreciation. According to the respondents' comments of the most important positive effect of tourism, employment was considered to be the most valuable impact, followed by other economic benefits. Tourism was also considered to have a significant impact on services and recreation possibilities of the area (see Figure 3).

Negative impact of tourism

Residents in Koillismaa area perceived tourism to have the most negative impact on the physical environment. Especially water issues were raised in Kuusamo area, since tourism was seen as a major cause for reduction of water quality in the area. On the other hand, there were respondents feeling that tourism promotes the immoderate conservation that restricts local land use. The number of tourists perceived also to cause crowding of services and inappropriate traffic behaviour. Residents living in Kuusamo region considered tourism to also affect negatively on the economy of the area (Figure 4). The positive and negative impact of tourism will be covered detailed in the following chapters, where the effects are divided into economic, social and environmental effects, and finally impact on regional image is covered.

Table 5. Perceived impact of tourism in different parts of Koillismaa: – a lot of harm/ some harm, 0= neither harm nor benefits, + some benefits, ++ a lot of benefits. Taivalkoski: n = 172–180, Kuusamo: n = 360–381.

	–	0	+	++
Taivalkoski				
Syöte	1%	7%	32%	61%
Taivalkoski, centre	0%	6%	56%	38%
Jokijärvi–Kylmäluoma	2%	13%	49%	36%
Southern Taivalkoski	0%	33%	54%	13%
Kuusamo				
Ruka	2%	1%	6%	91%
Kuusamo, centre	1%	3%	41%	56%
Northern Kuusamo	2%	6%	38%	53%
Southern Kuusamo	1%	22%	55%	21%

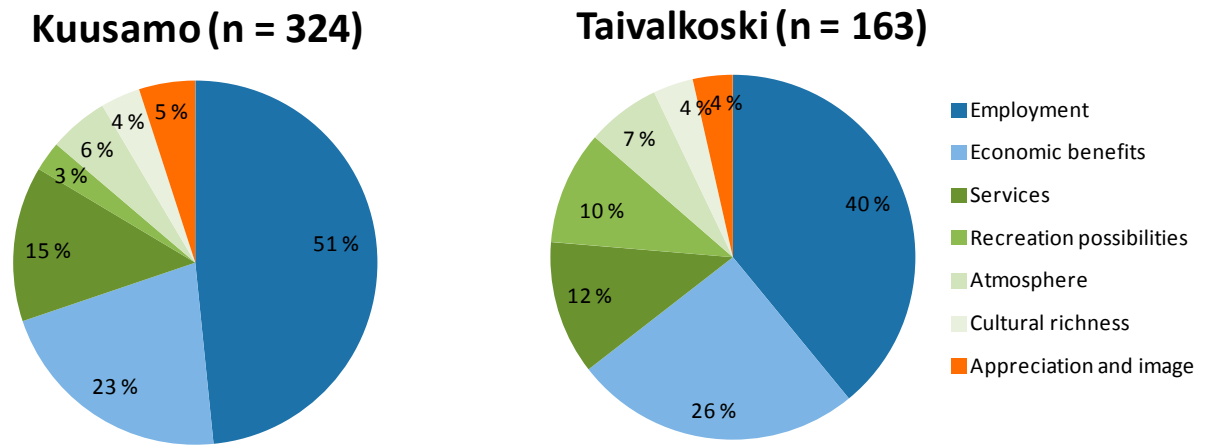


Figure 3. Relative frequencies of open comments related to the most positive impact of tourism.

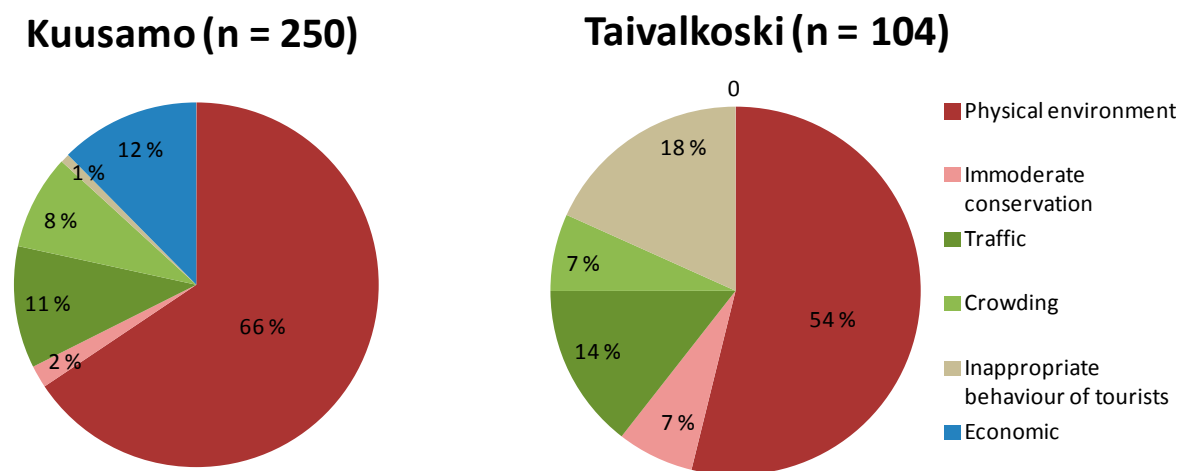


Figure 4. Relative frequencies of open comments related to the most negative impact of tourism.

2.2.1 The economic impact of tourism

Responding residents perceived that the most important positive impact of tourism is its influence on the employment situation of the area. In Kuusamo area 51 percent and in Taivalkoski area 40 percent of open answers related to the most important impact of tourism covered the employment aspects. The tourism benefits on the employment were mostly referred to in general level, but also development of entrepreneurship in Taivalkoski and year-round employment in Kuusamo were mentioned several times.

The Likert-scale measurement highlighted also the importance of employment benefits of tourism, since approximately 90% of respondents agreed tourism to cause extremely or somewhat positive effects to the regions employment situation. The residents living in Ruka area

considered the employment impact to be more positive than residents living in other parts of Kuusamo ($p < 0.05$). The difference in how the residents living in Kuusamo felt the importance of employment compared to those living in Taivalkoski was not statistically significant (Figure 5).

The residents considered tourism to cause also other major economic benefits to the community: in Kuusamo 23 percent and in Taivalkoski 26 percent of the comments concerning the most important effect of tourism indicated that tourism is perceived to cause a positive boost on the local economy. As mechanisms of economic development respondents mentioned direct cash flow from tourists to local businesses as well as indirect economic benefits such as tax revenues.

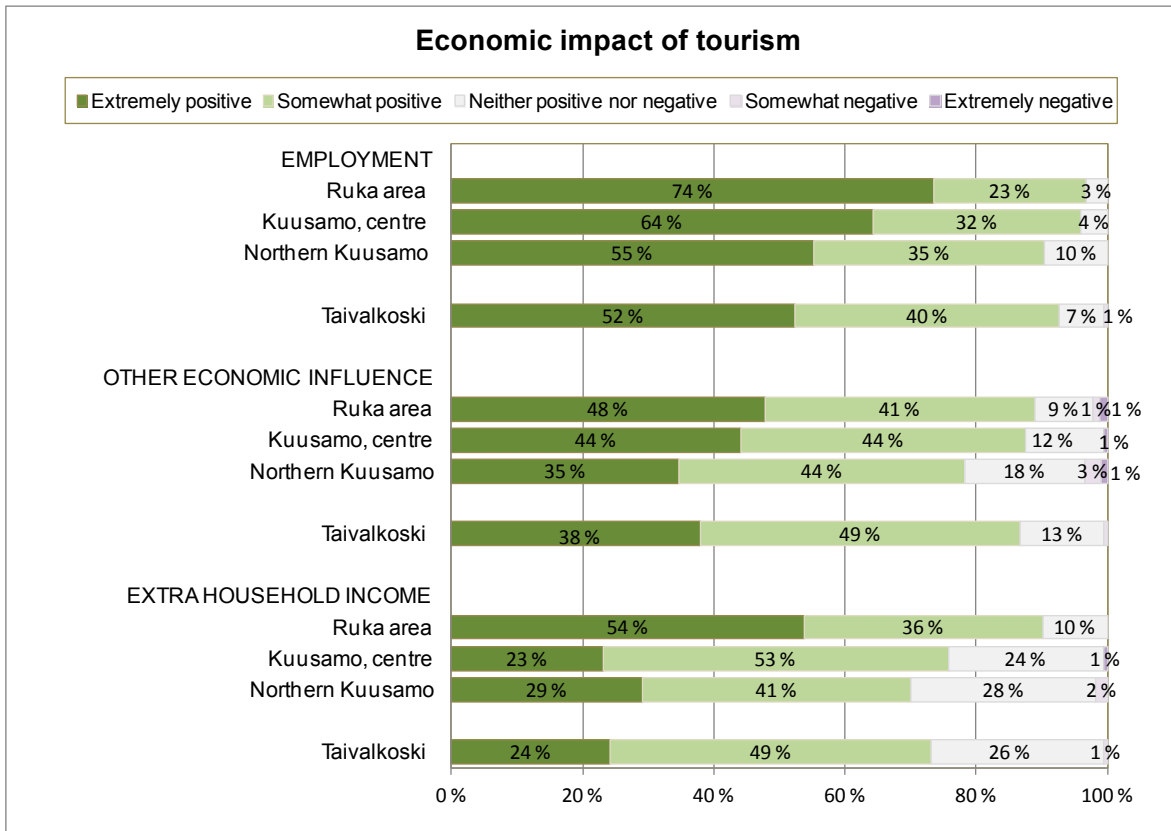


Figure 5. Relative frequencies of the evaluations related to the impact of tourism on regional economy. Statistically significant differences between Kuusamo and Taivalkoski regions: * $p < 0.05$; ** $p < 0.01$

According to Likert-scale measurement the impact of tourism on other economic development was also considered important, since again almost 90 percent of respondents considered tourism to cause extremely or somewhat positive impact on the economy. There was no significant difference on how residents living in different areas perceived the tourism impact on other economic development.

However, there was a notable and statistically significant difference in the evaluations concerning the impacts of tourism on extra household income: residents living in Ruka area considered tourism to cause notably more extra household income than residents living in other parts of Kuusamo ($p < 0.01$). The difference between all Kuusamo residents and Taivalkoski residents was not significant. Tourism was also considered to cause some negative impacts on the regional economy, as a minority of residents (3%) living in Northern Kuusamo evaluated tourism to have a somewhat negative impact on other economic development of Kuusamo.

The open comments revealed that tourism was not considered only as a positive factor, since it caused only seasonal jobs and created monetary leakages to Southern Finland. Residents also mentioned the irritation to the effect of how tourism increases the gas price, housing and groceries. Economic harm was also considered to arise from the excessive investing in tourism at the expense of other livelihoods.

2.2.2 Impact on social wellbeing

The responding residents of Koillismaa considered tourism to cause both positive and negative impacts on their living conditions. The inhabitants perceived tourism to affect positively on services, recreation possibilities and the atmosphere of the area. On the other hand, tourism was seen to cause temporal crowding and traffic problems decreasing the quality of residents' everyday lives. The residents of Northern Kuusamo were most critical towards the positive effects of tourism on locals' social wellbeing.

Services and infrastructure

Residents considered tourism as a positive mechanism that enables sustaining the amount and the quality of local services. Approximately every sixth comment concerning the positive impact of tourism in both areas related somehow to the service supply. Residents living in Kuusamo considered especially that tourism improves retail sale and preserves villages' services. Tourism was also seen to cause improvements to infrastructure, since development of roads was considered an important consequence of tourism as well as maintenance of airtraffic in Kuusamo. In general, the services supplied to tourists were seen to benefit also local: *Many places have been invested because of tourism but it brings also joy for the locals.*

Services were also considered to be an important influence of tourism according to evaluations made in Likert-scale. The residents of Kuusamo, especially residents living in Ruka area, considered tourism to influence significantly more positively on the service supply than the residents of Taivalkoki area ($p < 0.05$). Kuusamo residents felt tourism also to promote their practising of everyday duties more than residents living in Taivalkoski area ($p < 0.01$).

Although tourism was generally seen to affect positively on local services, residents also exposed frustration towards crowding in shops when describing freely the most negative effects of tourism. The evaluations also show that 8 percent of residents living in Kuusamo centre and 5 percent of residents living in Ruka area perceived tourism to effect somewhat negative on practicing everyday duties (Figure 6).

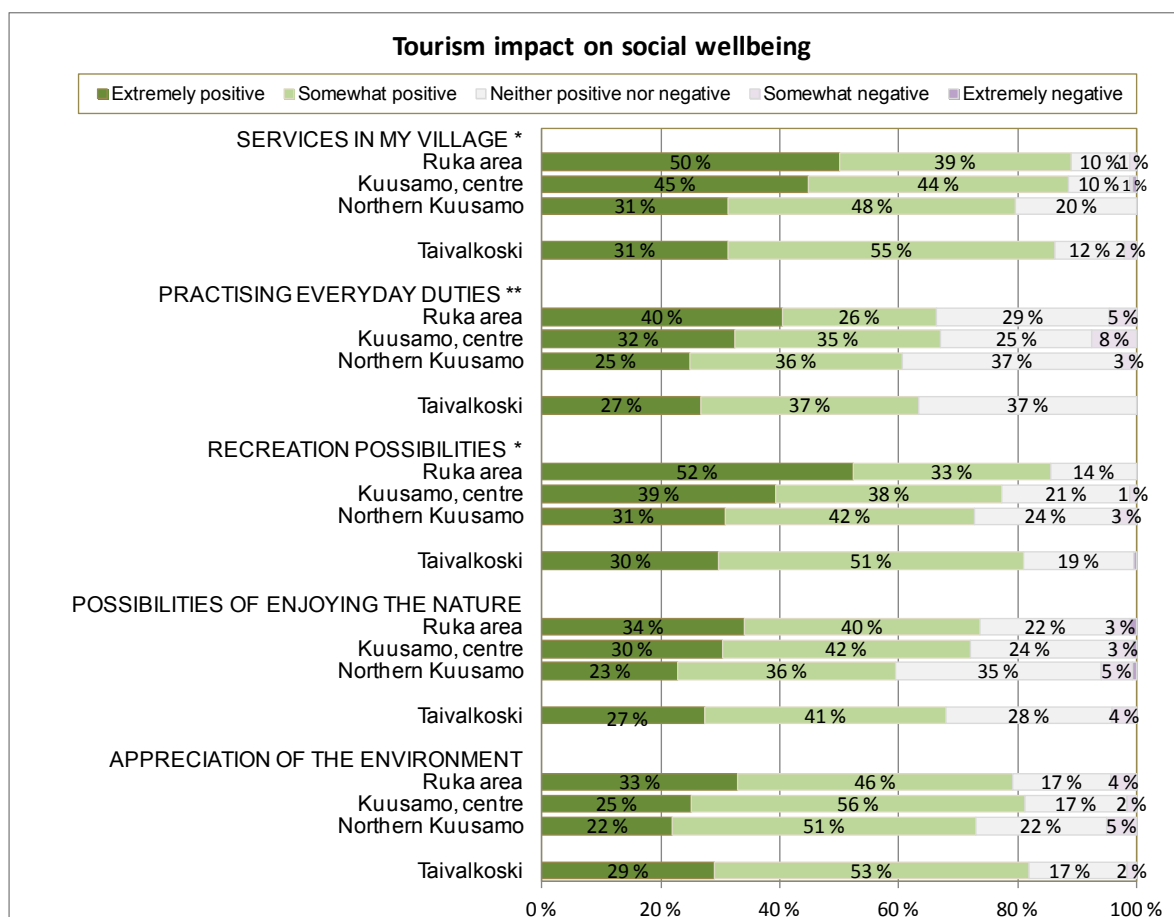


Figure 6. Relative frequencies of the evaluation related to the impact of tourism on social wellbeing. Statistically significant differences between Kuusamo and Taivalkoski regions: * $p < 0.05$; ** $p < 0.01$.

Recreation possibilities

In addition to retail services, locals evaluated tourism to improve recreation services. Especially in Taivalkoski area relatively many respondents (10%) mentioned the positive effects of tourism to relate to the maintenance of outdoor recreation possibilities, such as trails. In Kuusamo the amount of mentionings was lower, but well-maintained hiking and skiing trails encountered also recognition in Kuusamo.

According to the Likert-scale evaluations, Kuusamo residents considered more often tourism to enable better possibilities for recreation in the area than Taivalkoski residents ($p < 0.05$). Although the share of those considering tourism to affect recreation possibilities extremely positive was bigger in Kuusamo, partly due to Ruka residents, also a big share of the inhabitants living in Taivalkoski (81%) felt that tourism has an extremely or somewhat positive effect on the recreation possibilities of the area. In addition, locals living in both areas felt that tourism affects positively on the possibilities of enjoying the nature and locals' appreciation towards their environment.

Atmosphere

Local inhabitants considered tourism to also affect the atmosphere of the area. Residents sensed tourism to make their home areas positively busier, *more vivid* and to *refresh the street scene*. Tourism was also seen to bring different kinds of people to the area and thereby to promote the international atmosphere in the area, especially in Kuusamo. Cultural interaction was seen to enrich the social capacity of the community and to improve language skills among locals. In addition, tourism increased the pride of one's home area: *Kuusamo is not a backward village*.

As negative impact of tourism on social well-being, residents considered tourism to slightly tighten the atmosphere. Tourism in Kuusamo was considered to cause jealousy among the community and to cause conflicts between those employed by tourism and the ones not in touch with tourism industry. In Taivalkoski area residents also commented considerably many times about the inappropriate behaviour

of tourists visiting the area, especially caused by hunters and berry pickers and tourists who used their lands. Violence, housebreaking and drugs were seen as negative side effects of tourism in Taivalkoski. In Kuusamo only two respondents commented the behaviour of tourists to be the most negative influence of tourism.

Traffic in general and especially traffic behaviour was a major concern among residents in both areas. Increased traffic especially during the peak seasons, speeding and arrogant behaviour in traffic were considered negative effects caused by tourism. One theme above others in both regions was snowmobiling, receiving comments such as: *Motorized driving outside designated tracks is out of control and Non-permitted snowmobile drivers disturb our nature and sources of livelihood*.

2.2.3 Impact on the environment

The responding residents in Koillismaa perceived that tourism impacts most negatively on the environment of the area. Over half of the comments concerning the most negative effects of tourism related to the physical environment. Littering was perceived to be the biggest concern in both regions (Table 6). Especially in Taivalkoski area littering along roads and rest areas was considered disturbing. Degradation of the environment received in turn more attention in Kuusamo, where especially the degradation of Ruka was considered alarming. Pollution was also perceived to be a severe negative effect of tourism in Kuusamo. Pollution of nature in general was often mentioned as well as pollution of water bodies such as Lake Kitka. Noise pollution was also considered to disturb the quietness of the area. Only one comment revealed a concern about the negative effects of tourism on scenery.

According to the Likert-scale evaluations concerning the impact of tourism on the environment, the degradation and littering or pollution of the environment were considered almost equally positive and negative. Both impacts were considered more severe in Kuusamo than in Taivalkoski ($p < 0.05$). The residents of Northern Kuusamo were again more critical than residents living in other parts of Kuusamo ($p < 0.05$) (Figure 7).

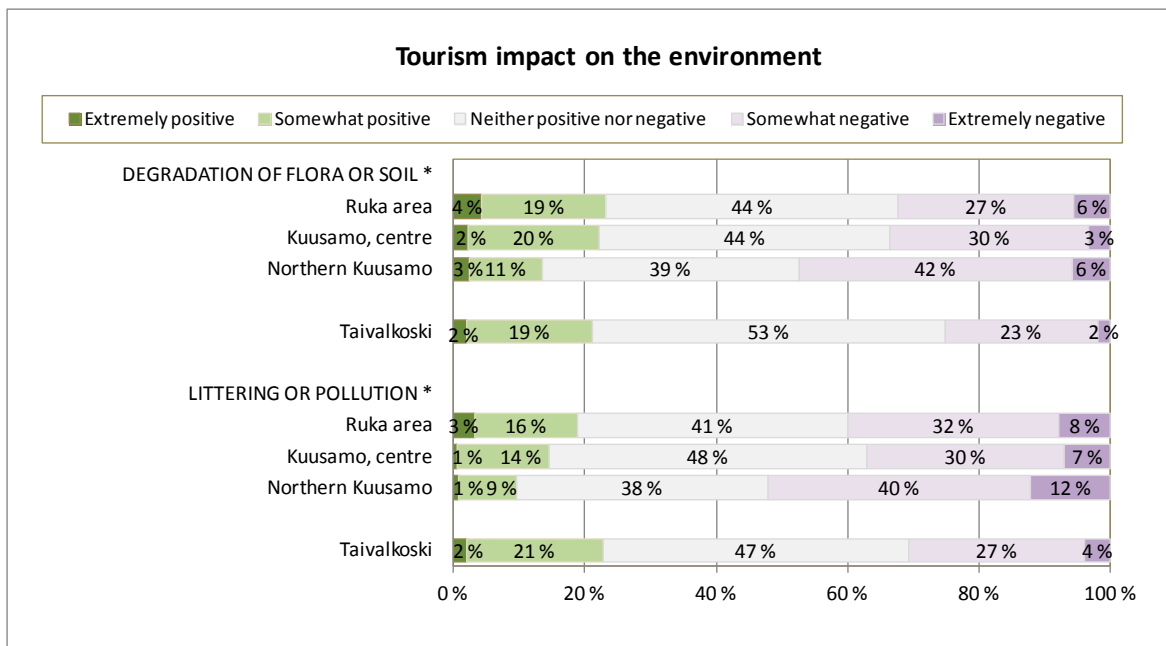


Figure 7. Relative frequencies of the evaluations related to the impact of tourism on the environment. Statistically significant differences between Kuusamo and Taivalkoski regions: * $p < 0.05$; ** $p < 0.01$.

Table 6. Number of negative comments related to tourism impacts on physical environment.

	Kuusamo n = 379	Taivalkoski n = 195
Littering	47	41
Pollution	67	5
Degradation	42	4
Noise	4	3
Scenery	1	0

2.2.4 The influence on regional image

Koillismaa residents considered tourism to affect positively on the image of their home municipality. Approximately 5 percent of the open answers concerning the most important impact of tourism in Taivalkoski as well as in Kuusamo related to the increase of regional recognition.

According to the Likert-scale evaluations, tourism was considered to have greater impacts on national appreciation than on international appreciation. The residents in Kuusamo felt tourism in general to affect stronger impact on both national and international appreciation than residents in Taivalkoski area. The

difference was statistically significant when comparing the differences between perceptions of national appreciation ($p < 0.01$), but not when comparing evaluations between perceptions of international appreciation (Figure 8).

In Kuusamo, especially residents living in Ruka area considered tourism to promote strongly the national as well as international appreciation of the area. The impact was considered also rather positive among residents living in the centre of Kuusamo, but weaker among residents living in Northern Kuusamo. The difference between perceptions of residents living in different parts of Kuusamo was statistically significant ($p < 0.05$).

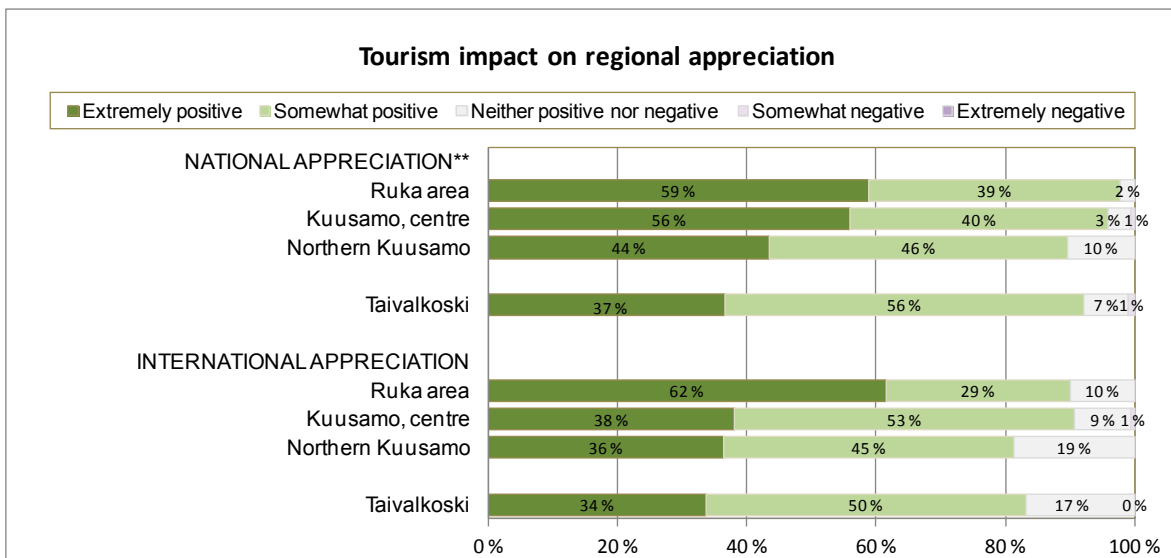


Figure 8. Relative frequencies of the evaluations related to the impact of tourism on regional appreciation of the area. Statistically significant differences between Kuusamo and Taivalkoski regions: * $p < 0.05$; ** $p < 0.01$.

3 Perceptions of Nature Conservation

Residents answering the study were unanimous that preserving nature for future generations must be secured and that the primary purpose of nature conservation is the protection of natural environment. The existence of nature conservation areas was also considered important, even if the respondent would not use the areas himself. There were no significant regional differences in how these statements were evaluated. Regional averages of the opinions towards nature conservation are presented in Figure 9 and the frequencies of the findings are presented in Appendix 3.

Majority of residents did not agree nor disagree that nature conservation has increased their knowledge of nature and their appreciation of their home region. Though, residents living in Ruka area perceived on average more often that nature conservation has increased their knowledge of nature and their appreciation of their home region. In contrast, residents in Northern Kuusamo were more modest when evaluating nature conservation's effect on these aspects.

Respondents' opinion of the amount of nature conservation areas in the region was divergent; there were almost as many respond-

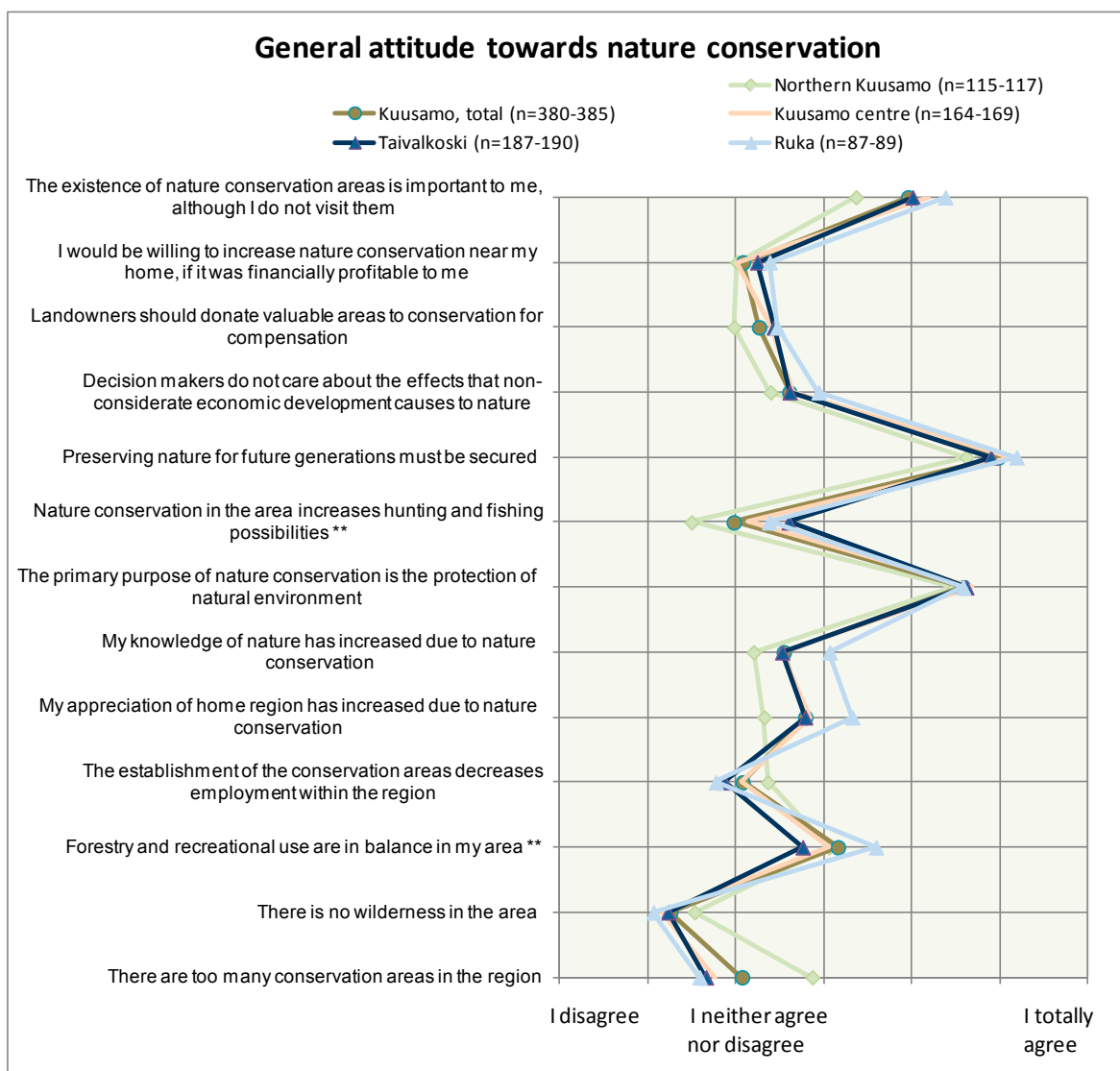


Figure 9. Averages of attitudes towards nature conservation in Koillismaa. Statistically significant differences between Kuusamo and Taivalkoski regions: * p < 0.05; ** p < 0.01.

ents that agreed with the statement that there are too many conservation areas in the region than those who disagreed. The residents living in Northern Kuusamo considered more often that there are too many conservation areas in the region.

In addition, the residents polarized to rather even groups according to their opinion whether the establishment of conservation areas decreases the employment within the region. Majority of respondents were willing to increase nature conservation near their homes in order to get financial profit. Most of the respondents felt also that landowners should donate their areas to conservation for compensation, although there was also a significant amount of respondents who disagreed with the statement.

Majority of residents perceived that forestry and recreational use of forests are in balance in the region. Kuusamo residents, especially Ruka residents, agreed with the statement more often than residents in Taivalkoski area.

Respondents commonly perceived that there still is wilderness in the area with no significant regional differences in the evaluation.

Nature conservation was seen to both increase and decrease hunting and fishing possibilities. Residents in Taivalkoski considered more often that conservation increases hunting and fishing possibilities than residents of Kuusamo. Residents of Northern Kuusamo considered conservation to restrict hunting and fishing more often than the others.

3.1 Impact on social wellbeing

Koillismaa residents perceived nature conservation to impact positively on the beauty of the scenery, enjoyment of the area and diversity of nature, since around 80 percent of the respondents evaluated conservation to have an extremely or somewhat positive impact on these issues and only a few percent of respondents perceived the effect to be negative. The impact on diversity of nature was evaluated to be significantly higher in Kuusamo than in Taivalkoski ($p < 0.01$). Other impacts were also evaluated more positively among Kuusamo residents, but the difference was not statistically significant (Figure 10).

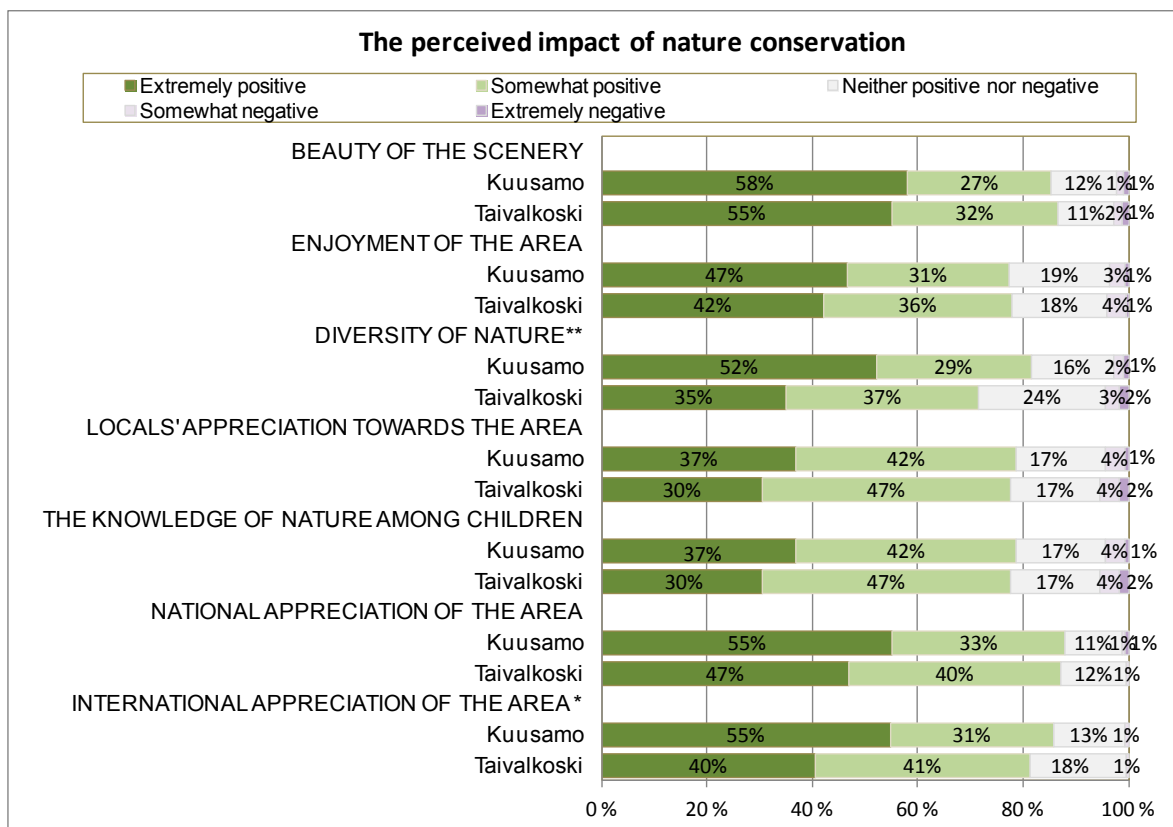


Figure 10. Relative frequencies of the evaluations related to the impact of nature conservation. Statistically significant differences between Kuusamo and Taivalkoski regions: * $p < 0.05$; ** $p < 0.01$.

Residents evaluated nature conservation also to impact positively on locals' appreciation towards the area, as well as on children's knowledge of nature. Again, almost 80 percent of the respondents evaluated these impacts to be extremely or somewhat positive. Nature conservation was evaluated to have a positive impact on national and international appreciation of the region, the impact on international appreciation being higher among Kuusamo residents than among Taivalkoski residents ($p < 0.05$) (Figure 10).

In addition to the rather concrete benefits of nature conservation, the open comments related to nature conservation ($n = 41$ in Taivalkoski, $n = 71$ Kuusamo) indicated that conserving nature per se was considered valuable, and the unique and priceless qualities of the protected areas were strongly reflected in the comments given by Kuusamo residents. Many respondents, especially in Kuusamo region, emphasized the importance of protecting pristine nature for the sake of future generations: *"Nature should be preserved to following generations. The current generation thinks that they have been given rights to destroy all environments. The possibility to sustain life here must remain for future generations. Therefore nature conservation is important."* Still, many responses also indicated that further protection of the remaining old-growth forests is necessary in order to reinforce the wilderness-like scenic elements and recreational values of the region.

3.2 Economic impact

Respondents evaluated the effect of nature conservation on tourism industry to be mainly positive, since 80 percent of respondents in both study regions considered nature conservation to promote tourism. However, the assessments of the conservation impact on employment varied: half of the respondents felt conservation to support employment, but there was also a notable group of respondents, 11 percent of Taivalkoski residents and 13 percent of Kuusamo residents, that considered conservation to affect negatively on the employment situation of the area. The evaluations differed between Kuusamo and Taivalkoski significantly ($p < 0.05$). In addition, nature conservation was perceived to impact relatively modestly on other economic development of the area, since only above 10 percent felt the impact to be extremely positive and almost the same share considered the effect to be extremely negative. (Figure 11).

According to the open comments, Taivalkoski residents perceived nature conservation to cause only small economic benefits: *"Protecting nature doesn't keep us alive here. We need manufacturing. If forestry is driven into recession by protecting nature, they can nail the doors of Pöläkky sawmill shut for good. So what, the greens are happy..."* Furthermore, many of the comments indicated that further protection is not acceptable. In Kuusamo, respondents were worried about limitations to economic activities from

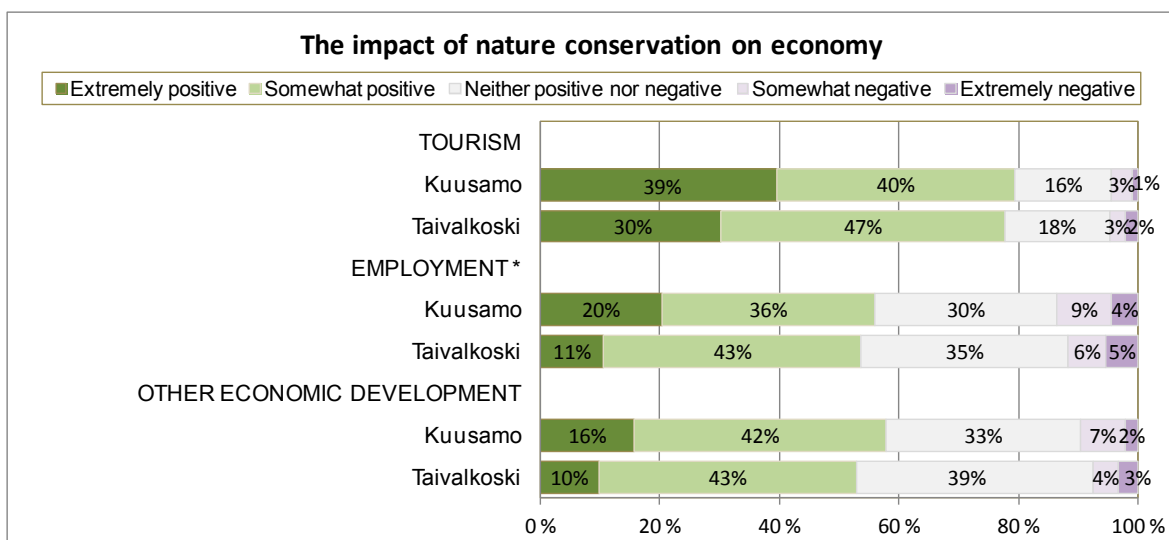


Figure 11. Relative frequencies of the evaluations related to the impact of nature conservation. Statistically significant differences between Kuusamo and Taivalkoski regions: * $p < 0.05$; ** $p < 0.01$.

nature conservation. For example, excessive nature conservation was considered to limit the income from loggings and wood mill industry. A few respondents stated that there is too much nature conservation in Kuusamo area. However, many respondents expressed that nature conservation and commercial land use should coexist and it should be actively promoted: “*Nature should be protected and keep its’ balance and purity. However, nature can be utilized when environmental impacts are observed.*”

3.3 Regional issues of nature conservation

Nature conservation raised also comments related to local land use. A common concern in both study areas was the limitations that conservation was considered to cause to everyman’s rights and other commercial uses of the land. Nature conservation was considered acceptable among Taivalkoski residents as long as no severe restrictions are introduced to locals’ utilization of everyman’s rights and sustaining the traditions of hunting, fishing and berry-picking, as stated by one of the respondents: “*Hunting and fishing must be allowed for locals. Hunting with your own dog in the wild is still a great experience.*” Kuusamo respondents criticized nature conservation similarly, because of the restrictions to everyman’s rights, for example possibilities for picking berries in protected areas and especially hunting and fishing in Oulanka National Park: “*Metsähallitus’ fishing and hunting regulations cause opposition of nature conservation – in Oulanka National Park locals’ fishing and hunting rights should be secured in a better way. Now we are in the same position with tourists for example in fishing.*”

In Kuusamo, mining was seen as the biggest threat to the protected environments and national park based tourism, but also nature and water systems outside conservation areas. Many comments, such as: *Kuusamo must not introduce a mine to the area* illustrated the concern that locals had related to the possible future with mining industry. In Taivalkoski area, loggings in the region received comments and were viewed as contradictory: some respondents criticized the common procedure of clear-cutting whereas others demanded utilization of wood biomass in protected areas in moderate levels, for example gathering firewood from windfalls.

3.4 Suitability of outdoor activities to nature conservation areas

Respondents considered canoeing, cross-country skiing, hiking and photo shooting to be most suitable activities to be practiced within conservation areas. In contrast, quad biking, golf and cottage holiday were evaluated to be the most unsuitable activities, evaluated as not suitable at all by over 30 percent of respondents. Most of the presented activities were considered to be suitable to be practiced either as organized or privately.

A notable share (51%) of those considering berry picking to be a suitable activity perceived berry picking to be suitable only as private personal activity and to be suitable as organized activity by only two percent of respondents. Hunting and fishing were likewise considered to be more suitable as private activities than as organized activities. Dog sledding and horse-back riding were evaluated to be more suitable as organized activities than as private activity (Figure 12).

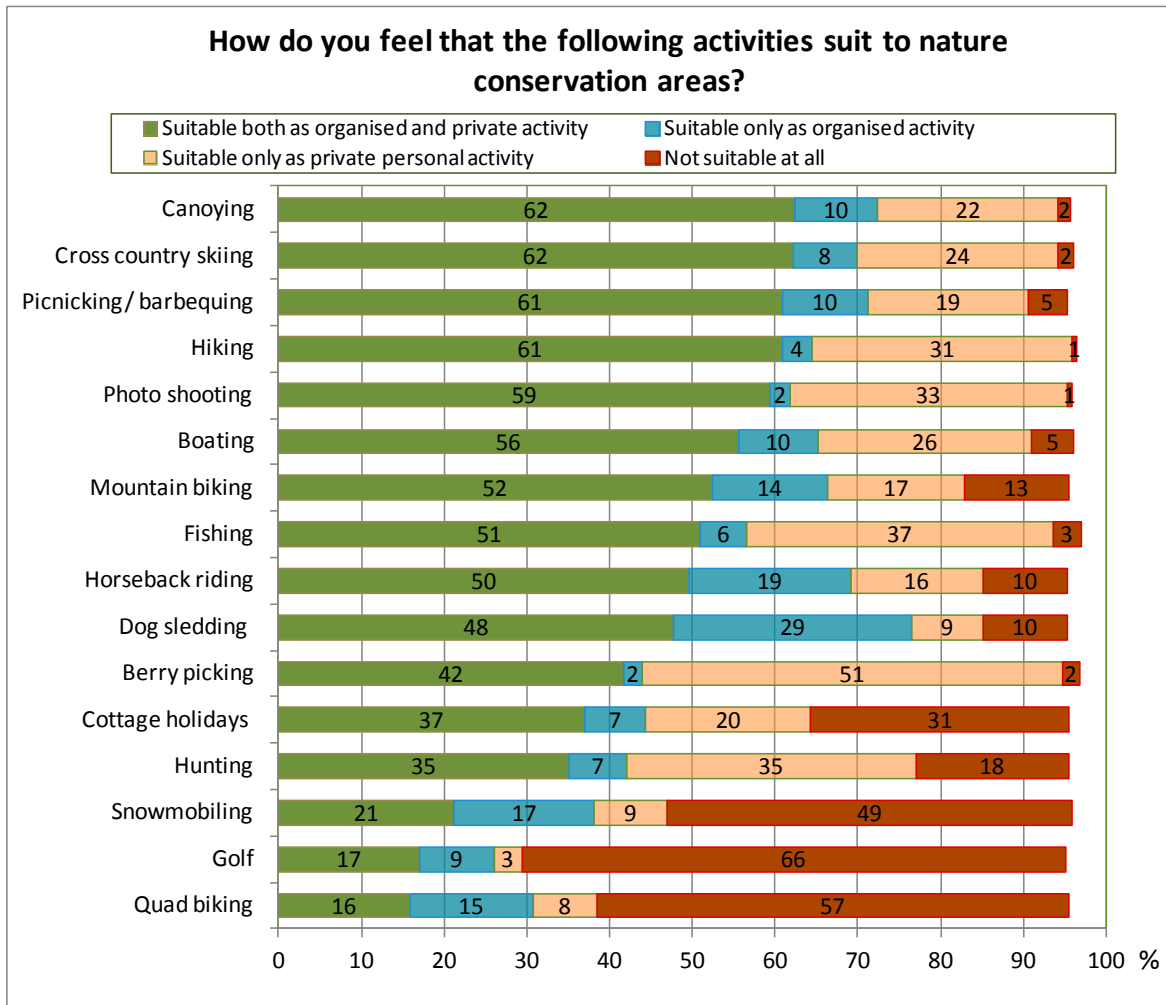


Figure 12. Suitability of different activities to be practiced within conservation areas. Assessment of all Koillismaa respondents (n = 592).

4 Factors Affecting Conservation and Tourism Attitudes

In this chapter the survey respondents are classified into four different groups indicating the different kinds of attitude groups related to tourism and nature conservation and their shares in Koillismaa area. At first, these groups and their shares are presented; following a review of those individual factors that differentiate these groups from each other and finally each group is illustrated.

The biggest share of respondents (39%) belonged to a group that represented those residents who regarded tourism and conservation to be highly positive propositions for the areal development. In addition 34 percent of respondents presented a group that is supportive of tourism but somewhat critical of conservation, whereas the third group illustrated respondents who are supportive of conservation but critical of tourism (14%). The final group in turn consisted of those participants who were critical of both tourism and conservation (13%) (Table 7 and Figure 13).

Table 7. The share of respondents belonging to different attitude groups (n = 204).

Group name	Share of respondents
Group 1: Supportive of tourism and conservation	39%
Group 2: Supportive of tourism but slightly critical of conservation	34%
Group 3: Supportive of conservation but critical of tourism	14%
Group 4: Critical of tourism and conservation	13%

The groups differed statistically significantly ($p < 0.01$) from each other according to residential area, age and the level of education. Relatively bigger share of residents living in Ruka area were supportive of both tourism and nature conservation. In opposite, relatively bigger share of residents living in Northern Kuusamo were critical of both nature conservation and tourism.

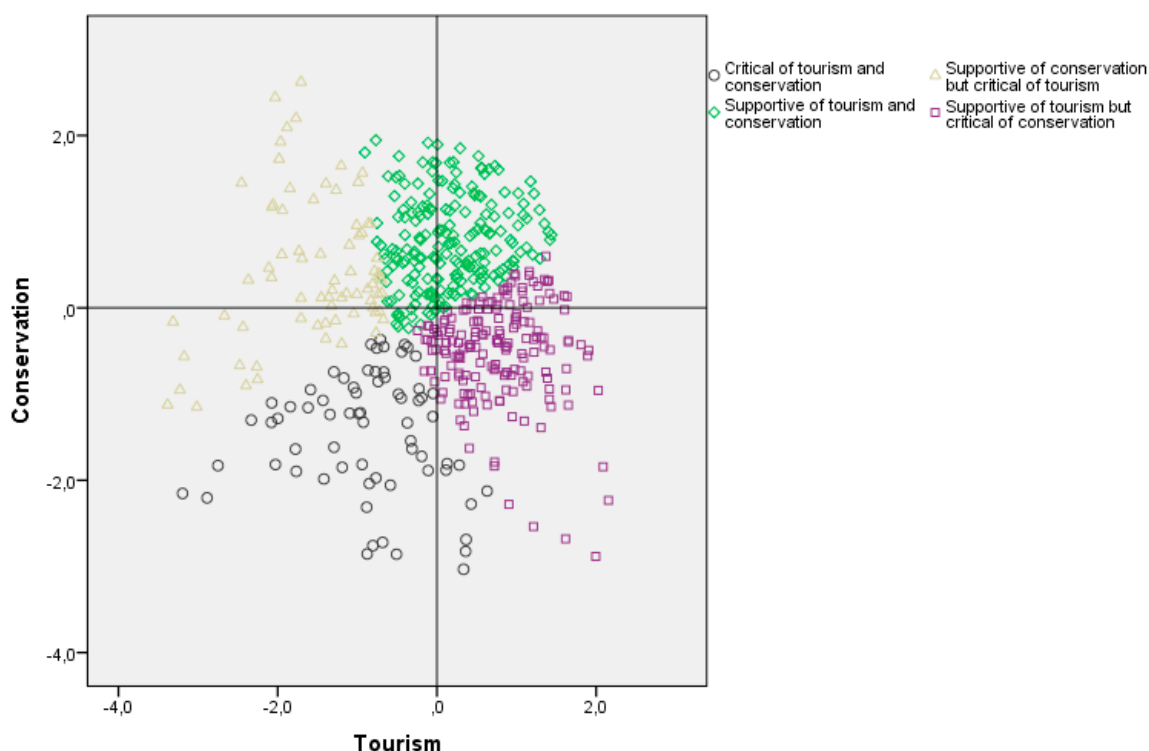


Figure 13. A biplot of respondents according to their attitudes towards tourism development and nature conservation.

Ageing increased the critical attitude towards tourism: younger people belonged more often to groups that were supportive of both conservation and tourism than older people. In addition, the level of education affected on the attitudes: high education was connected to supportive attitudes towards tourism and nature conservation. Low level of education on the contrary was especially connected with critical attitude towards nature conservation.

Landownership affected also significantly on belonging to certain groups. Landowners had in general more critical attitudes than those not owning land ($p < 0.01$). The effects of nature conservation on household economy ($p < 0.01$) affected also on the group membership as well as if participant had donated land to nature conservation programs ($p < 0.05$). Contact with tourists through work ($p < 0.05$) had also significant connection with attitudes, but the effect of income from tourism was weaker and not statistically significant. Indigenoussness ($p = 0.050$) and occupation ($p < 0.05$) also affected on belonging to certain attitude group. Gender did not differ significantly between groups. The relative frequencies of respondents according to their socio-demographic factors are presented in Appendix 4.

Group 1: Supportive of tourism and conservation

This group feels highly positive about tourism development in the region. They think that tourism in general is a positive proportion and consider Koillismaa conservation areas as interesting tourism destinations. The members also see tourism to cause important economic benefits which stay mainly in the community.

This group strongly agrees that nature conservation is important and disagrees that there are too many conservation areas in the region. They feel that the establishment of conservation areas increases employment within the region and that nature conservation increases appreciation of home region. Members also see that reserving nature for future generations must be secured and that landowners should donate valuable areas to conservation for compensation.

The members in this group live relatively most often in Ruka area. They are more often newcomers who have frequent contact with tourists through work. The group represents relatively more young and higher educated population. Females are well represented in the group as well. Group members do not often own land nor have not donated land to nature conservation programs. They also report more often that nature conservation effects positively on their household economy.

Group 2: Supportive of tourism but slightly critical of conservation

This group considers that tourism is important for the success of the municipality and that tourism sustains to be important for the sake of future. They also feel positive about the behaviour of tourists and about the financial profit that tourism causes to the community. The members belonging to this group feel that they have been exceptionally well heard in tourism planning.

The members of this group do not agree unconditionally about the benefits of conservation but are neither absolutely against nature conservation. Opinions about the effects of nature conservation on employment, on the appreciation of the area and on nature knowledge are neutral. The group agrees that the existence of nature conservation areas and preserving nature for future generations are important. However, they are more critical than other groups about their willingness to increase nature conservation, if it was financially profitable to them, or that landowners should donate valuable areas to conservation for compensation.

The members of this group are relatively often native inhabitants, older and retired people. The members represent all levels of education. These members live scattered and do not represent any type of living environment. They do not have as frequent contact with tourists as members in other groups.

Group 3: Supportive of conservation but critical of tourism

The members of this group do not consider tourism to be always a positive proposition in their residential area. Members don't either agree that the financial profit from tourism stays in the community. They are also critical when assessing how they have been taken into account when tourism operations have been planned.

Contrary to the critical attitude towards tourism, the members view nature conservation in a positive light. They don't see that the establishment of conservation areas decreases employment; rather they see nature conservation to increase appreciation of home region and knowledge of nature in the community.

The members of this group live scattered all around Koillismaa. The group is neutral in individual characteristics and it does not represent explicitly any population group. In addition, this group is neutral in their personal contacts to conservation and tourism: conservation has often no effect on their household economy and the members don't get income from tourism neither meets tourist through work.

Group 4: Critical of tourism and conservation

The members of the critical group do not consider Koillismaa conservation areas to be highly interesting tourism destinations. This group neither feels that tourism is an engine of success for the community nor that tourism can compensate for jobs lost to forest conservation. They also consider that stakeholders do not take them into consideration when planning tourism.

The critical group feels that there are too many conservation areas in the region and that the establishment of the conservation areas decreases employment. Nature conservation has neither positive effect on the appreciation of home region nor on the knowledge of nature. They also feel that nature conservation limits hunting and fishing possibilities. The members of the group would not be willing to increase nature conservation if it was financially profitable to them.

Relatively most of the members belonging to this group live in Northern Kuusamo area. The members have relatively lower education than other groups and represent more often entrepreneurs. These members are native inhabitants as well as land owners, which have relatively more often donated land to conservation programs. They also consider relatively more often that nature conservation causes disadvantage to their household economy.

5 Temporal Comparison of Attitudes in Kuusamo

Community attitudes towards tourism and nature conservation may change over time due to changing circumstances for example because of the growth in visitor numbers. The next chapter reveals changes in Kuusamo residents' attitudes towards tourism and nature conservation by comparing two datasets collected at two occasions: the former one collected in 2002–2003 and the latter in 2013. At first, the respondents' evaluations to different opinion statements are revealed by comparing the means of answers between the monitoring occasions. After that, a comparison of impact evaluations of both tourism and nature conservation is revealed. The comparison analysis is carried out only in Kuusamo area, due to the lack of data from Taivalkoski area.

5.1 Change in attitudes towards tourism

Own assessment of the change

Kuusamo residents evaluated that their attitudes towards tourism have slightly improved during the past ten years. In the study carried out in 2013, 40 percent of respondents who had lived in the region for at least 10 years assessed their attitude to have improved and 53 percent of respondents assessed their attitude to have sustained similar over time. Minority (6%) assessed that their attitude is now more negative than in 2003. Residents of Northern Kuusamo exposed that the improvement of their attitudes towards tourism was more moderate than residents' living in other parts of Kuusamo (Table 8).

Chance in attitudes

Residents' responses to statements concerning tourism in the region also showed that the attitudes have on average improved from 2003. The biggest improvement occurred in residents' assessments of behaviour of the tourists visiting the area ($p < 0.01$). The perception of the attractiveness of conservation areas also increased significantly ($p < 0.01$), although needing to be taken into account that the statement was altered to concern the conservation areas in general instead of conserved forests. In addition, tourism was considered to be all in all a more positive proposition in the area in 2013 than in 2002 ($p < 0.05$).

The economic benefits of tourism were assessed to be rather similar during both monitoring occasions, the economic importance being evaluated to be slightly bigger in 2013.

Residents' feelings about how they perceived that they have been taken into account in tourism planning improved also notably according to the evaluations. On average, Kuusamo residents considered in 2013 that tourism businesses as well as municipality officers took them better into account in tourism planning than in 2002 ($p < 0.05$). Residents' perceptions towards Metsähallitus were not measured in 2003 (Figure 14).

Table 8. Residents' assessment of the change in their attitudes towards tourism during the past 10 years.

	Total (n = 337)	Kuusamo centre (n = 161)	Northern Kuusamo (n = 103)	Ruka (n = 73)
Positive	41%	47%	30%	45%
No change	53%	47%	60%	52%
Negative	6%	6%	10%	3%

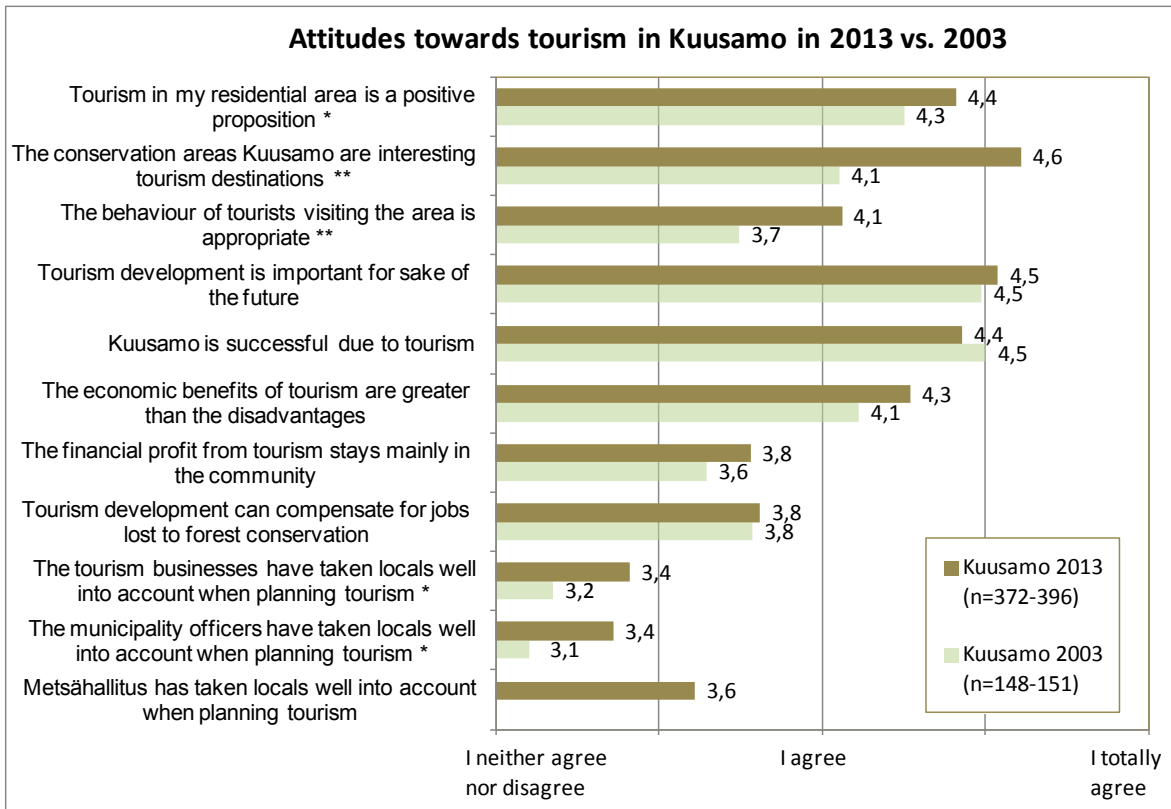


Figure 14. Averages of attitudes towards tourism in Kuusamo in 2003 and in 2013. Statistically significant difference between monitoring periods: * $p < 0.05$; ** $p < 0.01$.

Change in the perception of tourism impact

Kuusamo residents evaluated the impact of tourism to be more positive in 2013 than in 2003. The biggest change occurred in how residents saw tourism to impact on their social wellbeing. Tourism was evaluated to improve significantly the practising of everyday duties ($p < 0.01$), however also the share of those perceiving that tourism affects negatively on practising everyday duties where bigger in 2013 (15%) than in 2003 (2%). Recreation possibilities as well as services in the village were seen in more positive light in 2013 than in 2003. The possibilities of enjoying the nature increased significantly as well ($p < 0.01$).

The economic impact of tourism was perceived to be rather similar in 2013 than in 2003, yet a significantly bigger share of respondents felt that tourism affects positively on the employment situation nowadays than ten years before ($p < 0.05$) (see Figure 15).

Tourism impact on the environment was perceived still to be mainly negative, although the percentage of those evaluating the impact negative was significantly smaller in 2013 than in 2003. Tourism was seen to cause littering or pollution by 43 percent of respondents in 2013 while the share was 54 percent in 2003. In addition, tourism was considered to cause degradation of flora or soil by 37 percent of respondents compared to the share of 50 percent in 2003.

Tourism was also considered to effect positively on the national as well as on the international appreciation of the area with no notable changes in the perception between monitoring occasions.

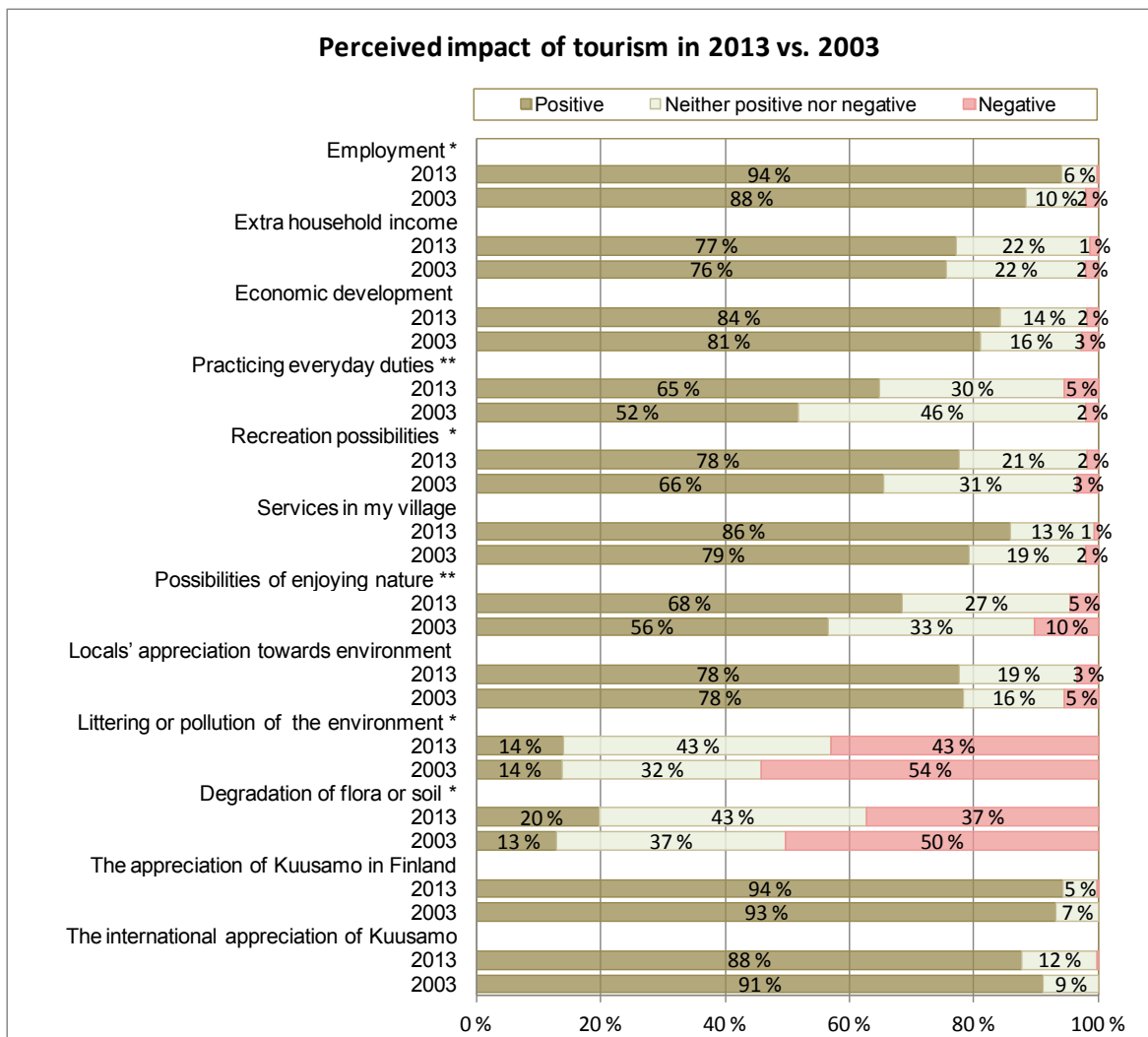


Figure 15. Relative frequencies of respondents' perceptions of tourism impact in 2013 (n = 385–393) and in 2003 (n = 143–147). Statistically significant difference between monitoring years: * p < 0.05; ** p < 0.01.

5.2 Change in conservation attitudes

Kuusamo residents perceived nature conservation in a more positive light in 2013 compared to evaluations made in 2003. On average, residents agreed more often in 2013 that preserving nature for future generations must be secured and that the primary purpose of nature conservation is the protection of natural environment as well as that the existence of nature conservation areas is important, although they would not use these areas by themselves. The differences between means of these statements were statistically significant (p < 0.05). Residents also agreed generally more often that nature conservation increases their knowledge of nature (p < 0.01).

In addition, respondents' evaluations about the amount of conservation areas as well as towards the impact of nature conservation on the employment indicates a shift to more positive attitudes towards nature conservation in Kuusamo. Residents disagreed significantly more often in 2013 that there are too many conservation areas in the region and that the establishment of conservation areas decreases employment within the area (p < 0.01) (Figure 16).

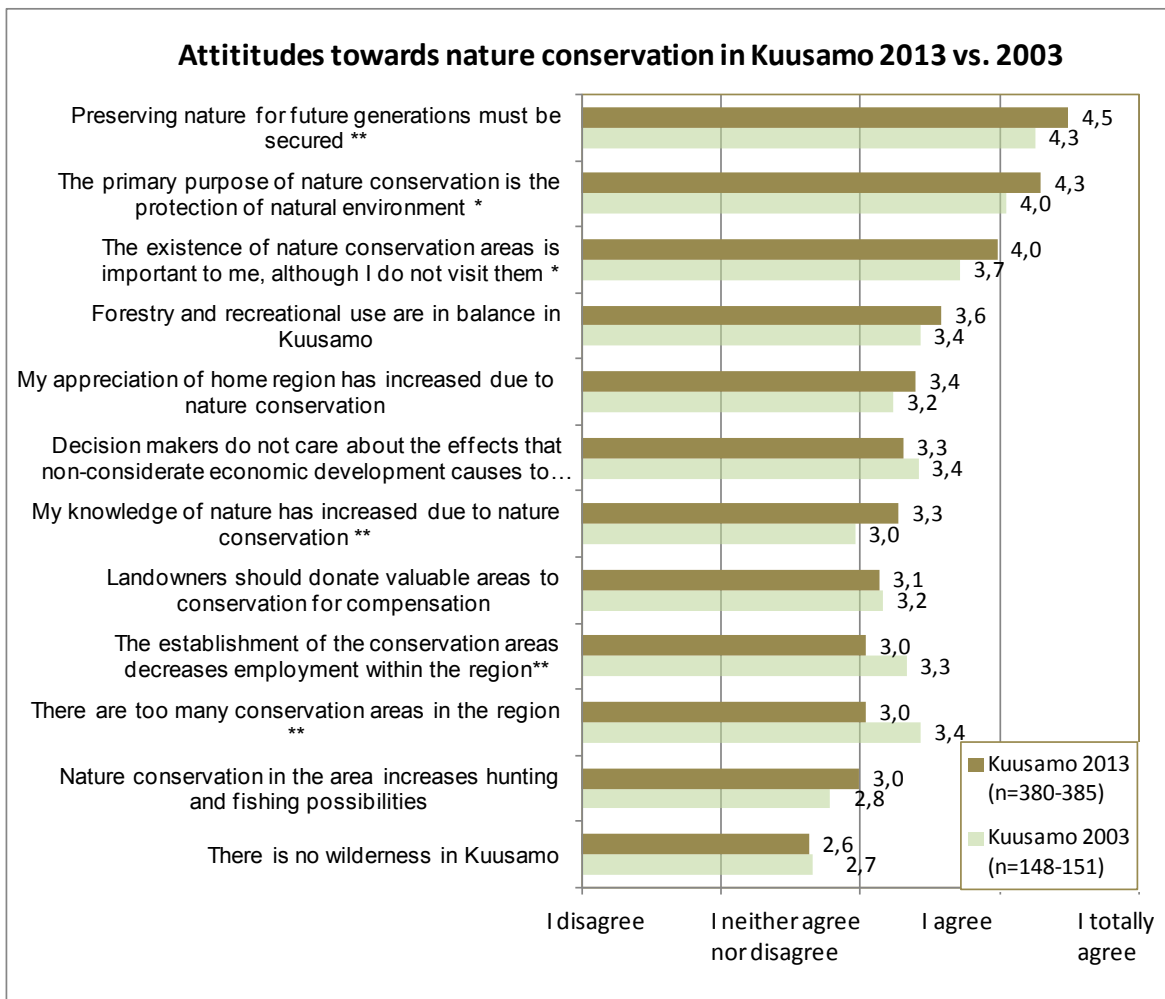


Figure 16. Averages of attitudes towards nature conservation in Kuusamo in 2003 and in 2013. Statistically significant difference between monitoring periods: * $p < 0.05$; ** $p < 0.01$.

Perception of nature conservation impact

Kuusamo residents considered the impact of nature conservation to be significantly more positive in 2013 than in 2003. The economic effect of conservation were especially seen in a more positive light in the recent evaluation than in the previous one, since in 2013 there were 56 percent of respondents that evaluated nature conservation having a positive impact on the employment situation of the area against only 34 percent that evaluated the impact to be positive in 2003. Conservation was also perceived to affect more positively on the other economic development of the area ($p < 0.01$). The share of those perceiving conservation to affect positively on tourism sustained the same, but the share of those considering conservation to restrict tourism decreased ($p < 0.05$).

Conservation was also seen to impact more positively on the appreciation of the area in 2013 than in 2003. The share of those evaluating that conservation increases locals' appreciation of their own environment was relatively significantly bigger ($p < 0.01$) as well as the share of those who considered conservation to increase the appreciation of Kuusamo in Finland ($p < 0.01$). There were no notable changes in how the conservation was considered to affect international appreciation of the area (Figure 17).

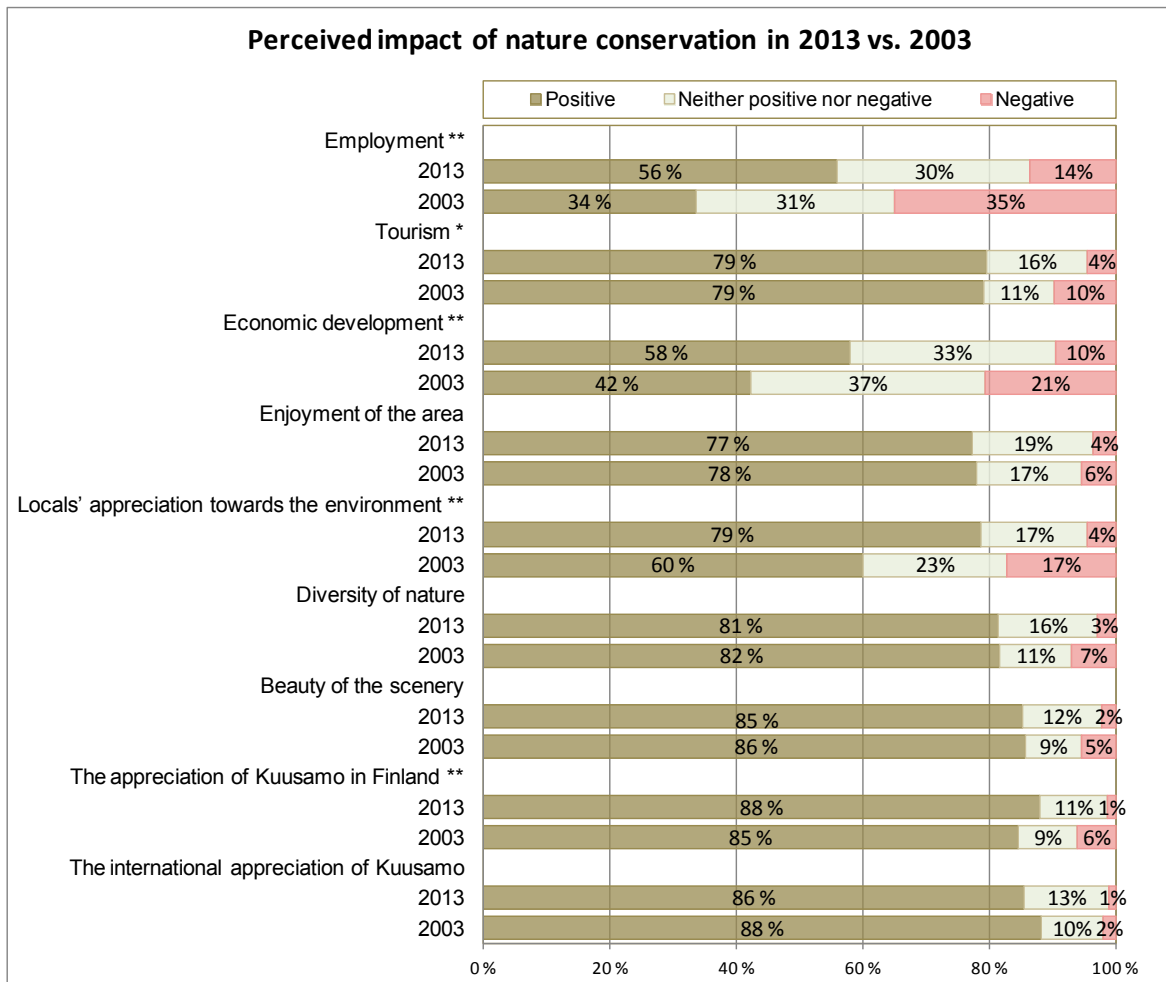


Figure 17. Relative frequencies of respondents' perceptions of the impact of nature conservation in 2003 (n = 135–147) and in 2013 (n = 375–389). Statistically significant difference between monitoring years: * p < 0.05; ** p < 0.01.

6 Conclusions

The aim of this study was to find out how the residents of Koillismaa region react to tourism and nature conservation and how they feel these affect their everyday lives. The aim was also to observe how these attitudes have changed during the past ten years. The study was used as a tool to systematically collect information from locals' point of view for the use of natural resource management. Thereby the study emphasized inhabitants' voice in the decision making related to their living environment and promoted socially sustainable regional development.

The results of this study showed that tourism was perceived generally as a positive factor for regional development in Koillismaa area. Respondents were also willing to further develop tourism industry in their areas and to increase the amount of tourists. The core tourism destinations Ruka and Syöte were assessed to benefit the most from tourism. Residents perceived tourism to affect positively on regional economy, increasing especially employment. The effect of tourism on locals' social wellbeing was also evaluated to be important, as tourism enabled maintaining and improving services and infrastructure in the region. Tourism was also seen important for keeping the regional atmosphere vivid and for bringing international influences to the area.

In contrast, tourism was seen to cause some negative impacts affecting locals' everyday lives. Tourism was perceived to impact negatively especially physical environment through littering and pollution. Kuusamo residents felt also that tourism causes seasonal crowding of services and increases prices of goods, while Taivalkoski residents felt the inappropriate behaviour of tourists to be a major negative side effect of tourism. In both areas tourism was considered to cause traffic problems and community conflicts, meaning contradiction between residents working in tourism industry and other residents. The results of this study were consistent with the findings of the earlier study conducted in the research area in 2002–2003 (Rämet et al. 2005).

The respondents in this survey considered nature to have immaterial value and that nature should be conserved for future generations. Koillismaa residents perceived nature conservation to impact positively on the beauty of the scenery, the enjoyment of the area and the diversity of nature. Residents considered nature conservation also to promote tourism, whereas nature conservation was perceived to impact modestly on other economic development of the area. A common concern in both study areas was the limitations that conservation was considered to cause to everyman's rights and other commercial uses of the land, since excessive nature conservation was considered to limit the income from loggings and wood mill industry. Thus the study emphasized the findings of Puhakka et al. (2009) who stated that the main problems in Oulanka National Park area are the contradictions with traditional subsistence economies.

The results in this study revealed that residents' attitudes towards tourism and conservation issues are not unanimous. Regional differences in attitudes were found: residents living in Ruka area were proven to be more supportive of tourism and nature conservation while residents living in Northern Kuusamo had in general more critical attitudes towards these issues. Younger and highly educated residents were also found to react on average more positively to conservation and tourism while landowners were proven to have more critical attitudes.

These findings related to differences in attitudes confirm earlier observations that community attitudes are not heterogeneous, supporting the influencing factors found by Törn et al. (2008), but resulting to contrary findings than Puhakka et al. (2013) have presented earlier. All in all, the study emphasized that locals are required to engage in a trade-off between the benefits they perceive to receive from tourism and the negative consequences they feel tourism development to cause (Sharpley 2014). This study showed that most of the Koillismaa residents feel this trade-off to lead into a positive outcome, while the minority feels the outcome

to be negative. Thus, it is essential to pay more attention to the distribution of the benefits of tourism and nature conservation and to acknowledge also those not having monetary interests involved (Puhakka et al. 2009) in order to promote socially sustainable regional development.

The comparison of Kuusamo residents' attitudes towards tourism and nature conservation between the years 2002–2003 and 2013 indicates that the attitudes have remained positive or slightly improved. Especially the understanding of nature conservation's immaterial values seemed to have improved over the past ten years, as well as the positive attitudes towards the amount of conservation areas and the impacts of nature conservation.

Including the monitoring aspect in the study design, this study provides valuable experiences on how to strengthen the longitudinal perspective in tourism impact studies, which have sustained as a minor interest among the earlier studies (Sharpley 2014). At first, this study showed that in order to observe the changes in attitudes, more sensible indicators are needed. The Likert-scale measurements utilized were not able to detect the multifold aspects of attitudes, especially the perceived negative impacts of tourism. Although the study showed that the averages of opinions had improved during the past ten years, the open comments in the recent data revealed certain issues, such as perceptions of water bodies' pollution and increased price level that have strengthened during the time passed. Therefore, to get a real picture of the change in attitudes and to gain deeper understanding, more detailed monitoring is recommended.

Previous studies have shown that voluntary cooperation such as cooperation between protected areas' personnel and local people is limited (Grönholm & Berghäll 2007) and that one of the main problems in socio-culturally sustainable tourism development in protected areas is the lack of participation opportunities (Puhakka et al. 2009). This study also supports the view that local residents do not feel that different parties responsible for tourism planning would have taken them very well into account in tourism planning. Therefore the

study encourages to strengthen the cooperation between locals and decision makers.

This study served a means for local people to bring out their concerns towards tourism and nature conservation. However, the study had its limitations on promoting local participation, since it did not create knowledge of those means of participation that residents would prefer. Therefore, future studies should measure clearer preferred means of participation in order to help different parties to arrange the kind of participation possibilities for locals that are truly demanded among the communities. As partly the low response rate of this survey emphasized, there may be a demand for new ways of participation, if traditional postal surveys are not the desired forum for residents to expose their concerns and needs.

Nevertheless, this study provides information for various parties how local people perceive tourism and nature conservation. The study provides valuable information to Oulanka and Syöte National Park cooperation groups having an important role in operating as counselors for administration of the parks (Alatossava 2011, Virkkunen 2011). Having the knowledge of community attitudes, these groups can further promote the concept of shared, or more specifically, collaborative governance. Such type of governance supports eventually the principle of good governance that "all rightsholders and stakeholders concerned receive appropriate and sufficient information, can be represented and can have a say in advising and/or making decisions" (Borrini-Feyerabend et al. 2013, s. 59).

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Survey questionnaire for Kuusamo residents

OULUN YLIOPISTO
UNIVERSITY of OULU



METSÄHALLITUS

NORDPLUS

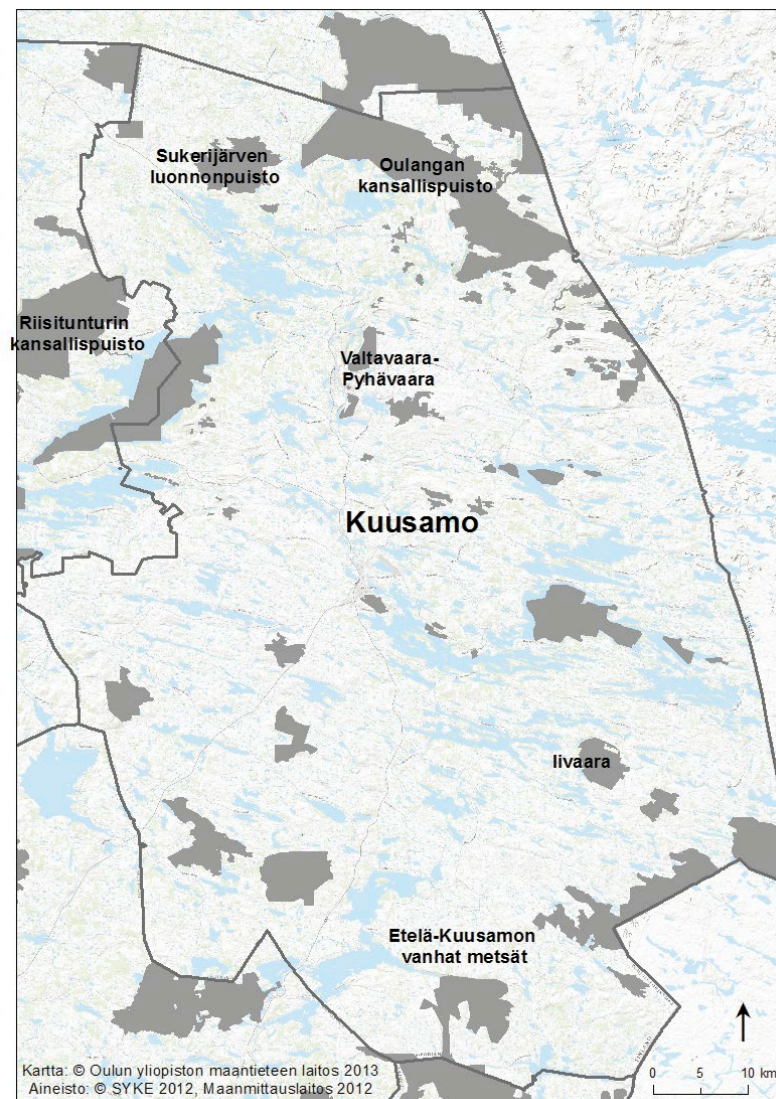
Hyvä kuusamolainen,

Oulun yliopisto ja Metsähallitus selvittävät tämän tutkimuksen avulla Kuusamon **asukkaiden asenteita luonnonsuojelua ja luontomatkailua kohtaan**. Tutkimuksessa tarkastellaan asenteiden nykytilaa ja seurataan asenteiden kehittymistä edellisestä kyselyajankohdasta 2002–2003. Vastaamalla kyselyyn vaikutatte alueiden käytön suunnitteluun ja autatte siten Kuusamon kehittämistä tulevaisuudessa.

Palautattehan kyselyn oheisessa vastauskuoressa **2.12. mennessä**. Kyselyn tiedot käsitellään luottamuksellisesti, eivätkä yksittäiset vastaukset ole tunnistettavissa. Tuloksista tiedotetaan Kuusamon alueella keväällä 2014.

Lisätietoa tutkimuksesta antaa:

tutkija Miisa Pietilä
050 3952022
miisa.pietila@oulu.fi
Oulun yliopisto
maantieteen laitos



Tutkimuksen kohteena ovat Kuusamon luonnonsuojelualueet.

LUONTOMATKAILU

Luontomatkailulla tarkoitetaan kaikenlaista luontoon liittyvää tai luonnossa tapahtuvaa matkailua (mukaan lukien esimerkiksi laskettelu ja moottorikelkkailu).

1. Saiko kotitaloutenne suoranaisia tuloja matkailusta vuonna 2012?

(esim. tulot mökinvuokrauksesta, palkkatulo majoitus- tai ravitsemusalan yrityksestä, yrittäjätulo)

- Ei saanut
 Sai satunnaisia tuloja
 Sai pääasiallisen tulonsa (yli 50%)

2. Onko työnne matkailuun liittyvää?

- Ei
 Kyllä, kuinka _____

3. Kuinka usein olette työnne kautta tekemisissä matkailijoiden kanssa?

- En koskaan
 Kerran kuukaudessa tai harvemmin
 2-4 kertaa kuukaudessa
 2-4 kertaa viikossa
 5-7 kertaa viikossa

4. Onko Kuusamon alueelle kohdistuvasta matkailusta mielestänne

	Erittäin paljon hyötyä	Jonkin verran hyötyä	Ei hyötyä eikä haittaa	Jonkin verran haittaa	Erittäin paljon haittaa
a) Pohjois-Kuusamossa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Rukan alueella	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Kuusamon keskustassa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Etelä-Kuusamossa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Jos olette asunut Kuusamossa vähintään 10 vuoden ajan, niin ovatko asenteenne kuntanne suuntautuvaan matkailuun muuttuneet viimeisen 10 vuoden aikana

- Myönteisimmiksi
 Ei muutosta
 Kielteisemmiksi
 Olen asunut Kuusamossa alle 10 vuotta

6. Jos saisitte päättää matkailijamääristä, niin

	Lisäisin matkailijamäärää	Säilyttäisin matkailijamäärän ennallaan	Vähentäisin matkailijamäärää
a) Asuinalueellani	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Kuusamossa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Miten matkailu vaikuttaa mielestänne seuraaviin asioihin

	Erittäin myönteisesti	Jokseenkin myönteisesti	Ei myönt./ kielteisesti	Jokseenkin kielteisesti	Erittäin kielteisesti
a) Arkitoimien sujuminen (esim. kaupassa käynti)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Harrastusmahdollisuudet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Työllisyys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Kotitalouksien lisätulot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Muu elinkeinoelämä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Ympäristön saastuminen ja roskaantuminen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Kuusamon arvostus kotimaassa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Kuusamon arvostus ulkomailla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Paikallisväestön arvostus omaa ympäristöään kohtaan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Kasvillisuuden ja maaperän kuluminen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Asuinalueenne palvelut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Luonnossa viihtyminen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Jokin muu, mikä? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Pyydämme teitä seuraavassa ottamaan kantaa matkailua koskeviin väitteisiin

	Täysin samaa mieltä	Jokseenkin samaa mieltä	Ei samaa/ ei eri mieltä	Jokseenkin eri mieltä	Täysin eri mieltä
a) Kuusamon luonnonsuojelualueet ovat kiinnostavia matkailukohteita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Kuusamo on matkailun ansiosta menestyvä kaupunki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Asuinalueelleni suuntautuva matkailu on myönteinen asia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Matkailun tuomat tulot jäävät pääasiassa asuinalueelleni	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Matkailua kehittämällä on Kuusamossa mahdollista korvata metsien suojelun takia menetettyjä työpaikkoja	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Kaivostoiminnan ja luontomatkaillen yhteensovittaminen on mahdollista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Kuusamon kaupunki on huomionut paikalliset asukkaat matkailun suunnittelussa hyvin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Kuusamossa toimivat yritykset ovat huomioineet paikalliset asukkaat matkailun suunnittelussa hyvin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Metsähallitus on huomionut paikalliset asukkaat matkailun suunnittelussa hyvin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Matkailijat käyttäytyvät Kuusamossa asiallisesti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Kuusamossa matkailun taloudelliset hyödyt ovat suuremmat kuin sen aiheuttamat haitat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Matkailun kehittäminen on tärkeää tulevaisuuden kannalta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Mainitkaa mielestänne myönteisin matkailun aiheuttama vaikutus:

10. Mainitkaa mielestänne kielteisin matkailun aiheuttama vaikutus:

11. Miten olette saanut vaikuttaa asuinalueenne matkailun kehittämiseen?

12. Olisitteko halunnut vaikuttaa enemmän asuinalueenne matkailun kehitykseen

Ei

Kyllä, miten _____

13. Muuta kommentoitavaa matkailusta:

LUONNONSUOJELU

14. Mitä luontoon liittyviä harrastuksia teillä on ja kuinka usein niitä harrastatte?

	Harrastan usein (väh. 2 kertaa kk:ssa)	Harrastan joskus (1 kerran kk:ssa)	Hyvin harvoin (kerran vuodessa)	En koskaan
a) Metsästys (metsästyskautena)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Kalastus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Luonnontuotteiden (marjojen, sienten ja muiden luonnon antimien) keräily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Luonnon tarkkailu ja valokuvaus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Luonnossa tapahtuva liikunta (retkeily, suunnistus, hiihto, kävely, melonta)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Muu, mikä? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Näistä tärkein harrastus minulle on _____

15. Kuinka paljon kotitaloutenne sai tuloja suojelualueilla tapahtuvista toiminnoista vuonna 2012?

	Ei lainkaan	Satunnaisia tuloja	Pääasiallinen tulonlähde (yli 50 %)
a) Metsästys ja kalastus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Metsätalous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Matkailu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Luonnontuotteet (marjastus, sienestys)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Poronhoito	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) muu, mikä? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Kuuluuko osa omistamastanne maasta/metsästä suojeluohjelmaan, tai oletteko luovuttaneet maata suojeluun?

Ei

Kyllä, _____ hehtaaria

17. Millainen vaikutus lähialueenne luonnonsuojelulla on ollut kotitaloudellenne?

	Erittäin paljon hyötyä	Jonkin verran hyötyä	Ei hyötyä eikä haittaa	Jonkin verran haittaa	Erittäin paljon haittaa
a) Taloudellinen vaikutus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Työllisyys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Harrastustoimintaan vaikuttavaa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Viihtyvyyteen vaikuttavaa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Hyvinvointiin vaikuttavaa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Muuta, mitä?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Miten seuraavat toiminnot sopivat mielestänne luonnonsuojelualueelle?

	Sopii vain yksityisenä toimintana	Sopii vain yrityksen järjestämänä	Sopii yrityksen järjestämänä ja yksityisenä toimintana	Ei sovi lainkaan
a) Laskettelu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Maastohiihto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Maastopyöräily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Moottorikelkkailu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Mönkijällä ajelu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Ratsastus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Koiravaljakkoajelu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Kalastus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Metsästys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Marjastus ja sienestys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Melonta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Veneily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Patikointi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Luonnonvalokuvaus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Mökkeily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) Maastoruokailu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Miten luonnonsuojelu vaikuttaa mielestänne seuraaviin asioihin lähialueellanne?

	Erittäin myönteisesti	Jokseenkin myönteisesti	Ei myönt./ kielteisesti	Jokseenkin kielteisesti	Erittäin kielteisesti
a) Viihtyisyys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Maiseman kauneus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Työllisyys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Matkailu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Muu elinkeinoelämä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Eliöstön monimuotoisuus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Kuusamon arvostus kotimaassa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Kuusamon arvostus ulkomailla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Paikallisväestön arvostus omaa ympäristöään kohtaan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Lasten luonnon tuntemus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Jokin muu, mikä? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Pyydämme seuraavassa ottamaan kantaa luonnonsuojelua ja kansallispuistoja koskeviin väittämiin

	Täysin samaa mieltä	Jokseenkin samaa mieltä	Ei samaa/ ei eri mieltä	Jokseenkin eri mieltä	Täysin eri mieltä
a) Kuusamossa on suojeltu liikaa alueita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Kuusamossa ei ole enää erämaita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Kuusamon metsien talous- ja virkistyskäyttö ovat tasapainossa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Luonnonsuojelualueiden perustaminen vähentää työpaikkoja Kuusamossa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Arvostukseni kotiseutuani kohtaan on kohonnut suojelualueiden lisäämisen myötä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Luonnontuntemukseni kotiseudustani on parantunut suojelualueiden lisäämisen myötä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Luonnonsuojelualueen ensisijainen tehtävä on alkuperäisen luonnon suojelu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Luonnonsuojelualueet lisäävät metsästys- ja kalastusmahdollisuuksia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Metsästys ja kalastus eivät sovi erämaahan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Alkuperäisen luonnon säilyttäminen tuleville sukupolville tulee turvata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Päättäjät eivät välitä taloudellisen kehityksen luonnolle aiheuttamista vaikutuksista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Maanomistajien tulisi luovuttaa omistamiaan arvokkaita luontokohteita luonnonsuojeluun korvausta vastaan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Olisin valmis lisäämään suojelua lähi-alueellani, jos siitä olisi minulle taloudellista hyötyä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Luonnonsuojelualueiden olemassaolo on minulle tärkeää, vaikken edes kävisi niissä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Muuta kommentoitavaa luonnonsuojeluun liittyen:

TAUSTATIEDOT

1. Sukupuoli Nainen Mies

2. Syntymävuosi 19____

3. Kotitalouden koko _____aikuista ja _____lasta (alle 18v.)

4. Asuinalue Kuusamon keskusta
 Pohjois-Kuusamo
 Rukan alue

5. Oletteko syntyperäinen kuusamolainen?

- Olen syntyperäinen kuusamolainen ja asunut koko ikäni Kuusamossa.
 Olen syntyperäinen kuusamolainen, mutta olen asunut myös muualla.
 Olen asunut muualla _____ vuotta.
 En ole syntyperäinen kuusamolainen. Olen asunut paikkakunnalla _____ vuotta.

6. Koulutus

- Peruskoulu tai vastaava Opisto- tai AMK-tutkinto
 Ylioppilas Akateeminen tutkinto
 Ammattikoulu

7. Pääasiallinen toiminta

- Yrittäjä tai ammatinharjoittaja Eläkeläinen
 Palkansaaja Kotiäiti tai -isä
 Opiskelija Muu, mikä? _____
 Työtön

8. Mitkä ovat kotitaloutenne yhteenlasketut bruttotulot

- Alle 20 000 € 45 001–60 000 €
 20 001–45 000 € yli 60 000 €

9. Omistaako joku taloudestanne Kuusamon alueella

	Kyllä	Ei
Vapaa-ajanasunnon	<input type="checkbox"/>	<input type="checkbox"/>
Maata/ metsää	<input type="checkbox"/>	<input type="checkbox"/>

KIITOS VASTAUKSISTANNE!

Frequencies of findings to tourism statements

	I totally agree	I agree	I don't agree nor disagree	I disagree	I totally disagree	Total n
Tourism in my residential area is a positive proposition	331	203	40	12	3	589
The conservation areas in my municipality are interesting tourism destinations	373	188	18	9	2	590
The behaviour of tourists visiting the area is appropriate	156	319	67	23	0	565
Tourism development is important for sake of the future	381	160	33	9	4	587
My municipality is successful due to tourism	250	249	64	25	2	590
The economic benefits of tourism are greater than the disadvantages	245	249	74	19	2	589
The financial profit from tourism stays mainly in the community	118	293	113	48	12	584
Tourism development can compensate for jobs lost to forest conservation	183	228	85	64	29	589
The tourism businesses operating in the region have taken locals well into account when planning tourism	66	253	179	62	27	587
The municipality officers have taken locals well into account when planning tourism	66	239	178	81	22	586
Metsähallitus has taken locals well into account when planning tourism	91	259	152	55	25	582

Frequencies of findings to nature conservation statements

	I totally agree	I agree	I don't agree nor disagree	I disagree	I totally disagree	Total n
The existence of nature conservation areas is important to me, although I would not visit them	226	189	105	25	26	571
I would be willing to increase nature conservation near my home, if it was financially profitable to me	69	146	183	93	76	567
Landowners should donate valuable areas to conservation for compensation	71	192	142	90	76	571
Decision makers do not care about the effects that non-considerate economic development causes to nature	95	163	172	99	40	569
Preserving nature for future generations must be secured	355	156	47	11	4	573
Nature conservation in the area increases hunting and fishing possibilities	66	153	191	90	71	571
The primary purpose of nature conservation is the protection of natural environment	296	195	55	15	13	574
My knowledge of nature has increased due to nature conservation	72	166	222	62	47	569
My appreciation of home region has increased due to nature conservation	93	177	206	55	41	572
The establishment of the conservation areas decreases employment within the region	71	114	201	113	70	569
Forestry and recreational use are in balance in the region	67	266	151	68	19	571
There is no wilderness in the area	48	119	93	194	118	572
There are too many conservation areas in the region	91	94	189	108	93	575

Frequencies of respondents belonging to different attitude groups according to their socio-demographic features

	Supportive of tourism and conservation		Supportive of tourism but critical of conservation		Supportive of conservation but critical of tourism		Critical of tourism and conservation	
	n	%	n	%	n	%	n	%
Residential area, p = 0.001								
Taivalkoski	74	40.7%	67	36.8%	24	13.2%	17	9.3%
Kuusamo center	58	38.7%	57	38.0%	22	14.7%	13	8.7%
Northern Kuusamo	37	33.9%	27	24.8%	15	13.8%	30	27.5%
Ruka	36	45.0%	26	32.5%	11	13.8%	7	8.8%
Age, p = 0.008								
20–44 yrs	48	45.7%	25	23.8%	17	16.2%	15	14.3%
45–64 yrs	110	41.4%	87	32.7%	42	15.8%	27	10.2%
65–90 yrs	45	31.3%	62	43.1%	13	9.0%	24	16.7%
Level of education, p = 0.008								
Elementary school	52	33.5%	58	37.4%	18	11.6%	27	17.4%
High school	64	34.6%	64	34.6%	31	16.8%	26	14.1%
Higher education	87	49.2%	55	31.1%	23	13.0%	12	6.8%
Primary occupation, p = 0.041								
Entrepreneur	21	34.4%	20	32.8%	8	13.1%	12	19.7%
Employee	96	43.0%	73	32.7%	29	13.0%	25	11.2%
Retired	60	32.8%	76	41.5%	24	13.1%	23	12.6%
Other	26	51.0%	9	17.6%	11	21.6%	5	9.8%
Indigenesness, p = 0.050								
Native	68	31.3%	82	37.8%	33	15.2%	34	15.7%
Returnee	59	42.8%	42	30.4%	23	16.7%	14	10.1%
Newcomer	77	46.4%	52	31.3%	17	10.2%	20	12.0%
Frequency of contact with tourists through work, p = 0.027								
Not at all	89	33.3%	98	36.7%	46	17.2%	34	12.7%
Infrequent	72	43.1%	50	29.9%	23	13.8%	22	13.2%
Frequent	42	50.6%	26	31.3%	4	4.8%	11	13.3%
The effects of nature conservation on household economy, p = 0.000								
Disadvantage	3	6.7%	8	17.8%	6	13.3%	28	62.2%
No effect	156	39.4%	139	35.1%	65	16.4%	36	9.1%
Benefit	41	55.4%	29	39.2%	1	1.4%	3	4.1%
Gender, P = 0.199 (n.s)								
Female	104	43.9%	76	32.1%	31	13.1%	26	11.0%
Male	100	35.1%	101	35.4%	42	14.7%	42	14.7%
Donate land to nature conservation program, p = 0.021								
Did not donate land	181	40.0%	161	35.6%	59	13.1%	51	11.3%
Donate land	17	32.7%	13	25.0%	9	17.3%	13	25.0%
Land ownership, p = 0.002								
Do not own land	86	47.8%	60	33.3%	20	11.1%	14	7.8%
Own land	104	33.3%	108	34.6%	48	15.4%	52	16.7%
Income from tourism, p = 0.051 (n.s)								
No income	155	36.9%	148	35.2%	65	15.2%	53	12.6%
Occasional income	30	50.0%	15	25.0%	9	15.0%	6	10.0%
Main income	19	46.3%	14	34.1%	0	0.0%	8	19.5%

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ISSN-L 1235-6549
ISSN (online) 1799-537X
ISBN 978-952-295-076-5 (pdf)

julkaisut.metsa.fi