

## Conference Program and Book of Abstracts



Sustainable Tourism Conference 2011

Relationships in Sustainable Tourism  
Development

October 19 – 21, 2011

Savonlinna, Finland



# Sustainable Tourism Conference 2011

## Relationships in Sustainable Tourism Development

October 19 – 21, 2011  
Savonlinna, Finland

Organized by:

Henna Konu  
Laura Koskinen  
Arja Lappalainen  
Antti Pitkämäki  
Anja Tuohino  
Sari Uljonen

Federica Mattiuzzo  
Jasmi Paija

University of Eastern Finland - Centre for Tourism Studies  
Kuninkaankartanonkatu 7, P.O.Box 86  
57101 Savonlinna - FINLAND

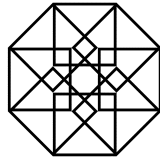
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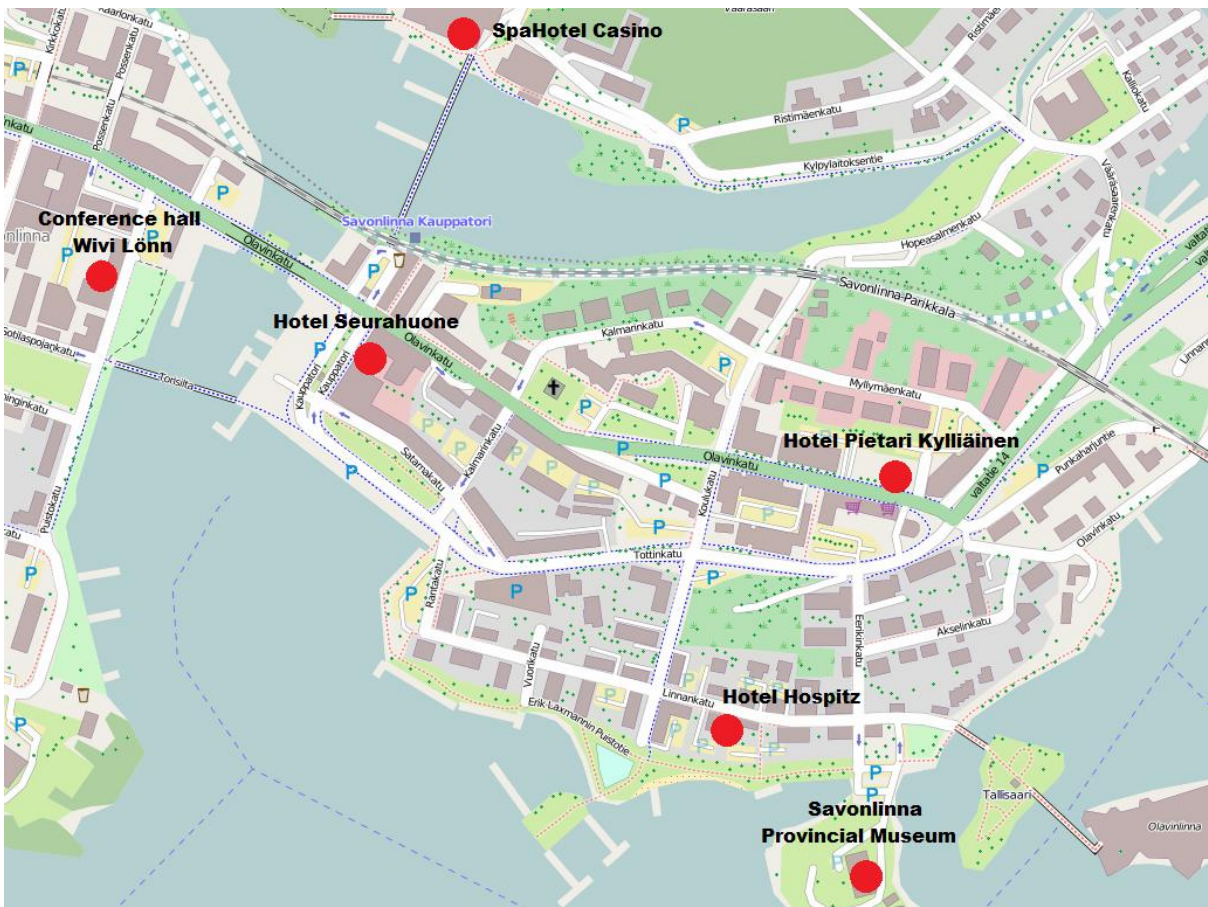


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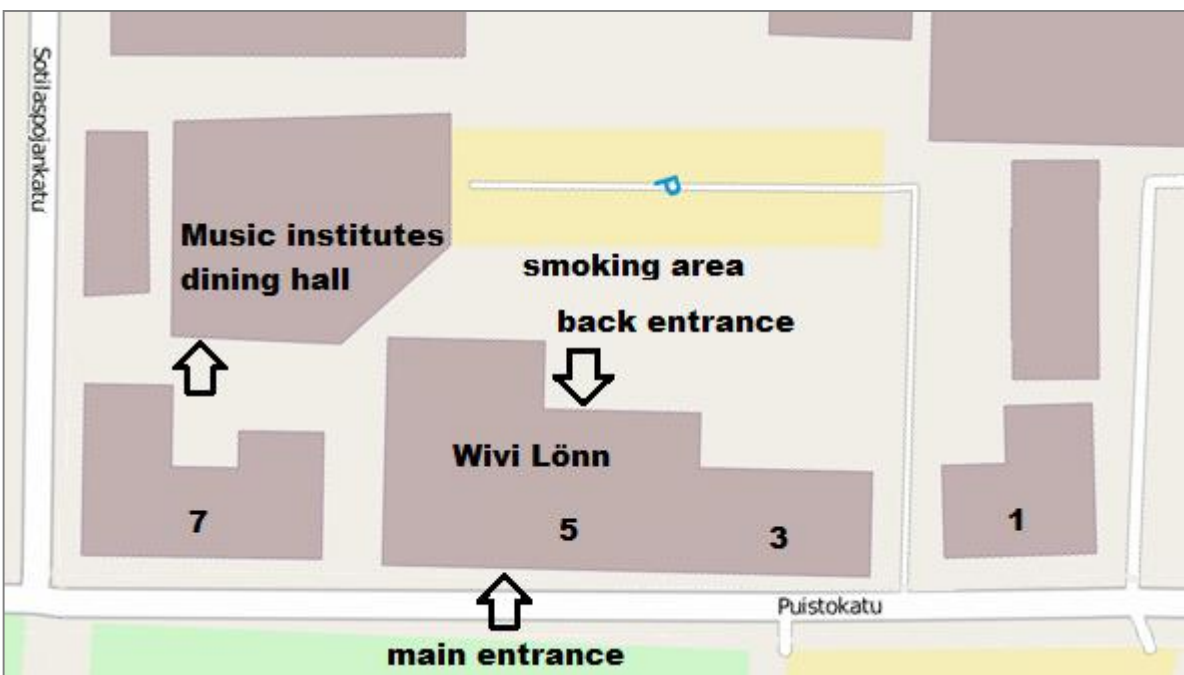


# MAPS

## Savonlinna



## Conference venue



## PROGRAM OVERVIEW

Wednesday 19th		Thursday 20th	Friday 21st
9:00		Keynote: John Swarbrooke	Keynote: Jarkko Saarinen
9:30		Session 2 Sustainability in nature-based tourism	
10:00		Coffee break	Session 7 Sustainable tourism development
10:30		Registration	
11:00	Session 4 Health & well-being in tourism		
11:30	Lunch	Lunch	Closing session
12:00			Lunch
12:30	Welcome  Keynote: Xavier Font Keynote: Rauno Väisänen	Session 5 Health & well-being in tourism	
13:00			Session 6 Sustainable tourism development
13:30		Industry point of view: Carol Ritchie	
14:00			Coffee break
14:30	Industry point of view: Marja van Loef Asnate Ziemele	16:40 Hotel Hospitz: departure to Järvisydän  16:45 Hotel Seurahuone: departure to Järvisydän	
15:00			Session 1 Sustainability in nature-based tourism
15:30	17:30-22:00 Field trip and conference dinner		
16:00		Get-together evening	
16:30			
17:00			
17:30			
19:00-			

## CONFERENCE PROGRAM

### Wednesday 19th of October

10:00-12:00 Registration

12:00-13:00 Lunch

Welcome: Antti Honkanen, University of Eastern Finland, Centre for Tourism Studies

13:00-13:45 Keynote speech: Dr. Xavier Font, Leeds Metropolitan University, International Centre for Responsible Tourism:  
*Sustainability sells if you know how*

13:45-14:30 Keynote speech: Dr. Rauno Väisänen, Metsähallitus, Natural Heritage Services:  
*National parks as an integral part of tourism industry*

14:30-15:00 Industry point of view: Carol Ritchie, EUROPARC Federation

15:00-15:30 Coffee break

15:30-16:00 Industry point of view: Marja van Loef, CoaST – One planet tourism network

16:00-16:30 Industry point of view: Asnate Ziemele, Latvian Country Tourism Association "Lauku celotajs":  
*Local involvement in development of innovative nature based rural tourism products*

Session 1: Sustainability in nature-based tourism / Chair: Henna Konu

16:30-16:50 Tarja Waltzer, University of Eastern Finland:  
*Modelling sustainable nature and culture tourism - The legal framework of the Koli Cultura case*

16:50-17:10 Sandra Granquist, Institute of Freshwater Fisheries, The Icelandic Seal Center & Per-Åke Nilsson, Hólar University College, The Icelandic Seal Center:  
*Wilderness tourism - a matter of interdisciplinary concern? The case of interaction between harbour seals (*Phoca Vitulina*) and tourists at Vatnsnes peninsula, Iceland*

17:10-17:30 Antti Pitkämäki & Antti Honkanen, University of Eastern Finland, Centre for Tourism Studies:  
*Tourists' interest in participating sustainability activities while they are travelling*

19:00- Get-together evening in Savonlinna Provincial Museum (Maakuntamuseo), address: Riihisaari

## Thursday 20th of October

9:00-9:45 Keynote speech: John Swarbrooke, Manchester Metropolitan University:  
*Good ethics, good business?*

Session 2: Sustainability in nature-based tourism / Chair: Mervi Hiltunen

9:45-10:05 Henna Konu, University of Eastern Finland, Centre for Tourism Studies & Liisa Kajala, Metsähallitus, Natural Heritage Services:  
*Segmenting visitors of Finnish protected areas based on visitor motivations*

10:05-10:30 Coffee break

Session 3: Sustainability in nature-based tourism / Chair: Liisa Kajala

10:30-10:50 Sonia Ferrari, University of Calabria & Carlo Alberto Pratesi, University of Rome, Roma tre:  
*National Parks today in Italy: evolution towards marketing strategies and shared patterns of governance*

10:50-11:10 Raija Komppula, University of Eastern Finland, Department of Business & William C. Gartner, University of Minnesota, Department of Applied Economics:  
*An autoethnographic study on hunting experience*

11:10-11:30 Titta Tapaninen, Kajaani University of Applied Sciences:  
*Bear-related safety risks in bear watching tourism*

Session 4: Health & well-being in tourism / Chair: Raija Komppula

11:30-11:50 Fumio Hirano-Takemura, Takemura Ladies Clinic, Internal medicine & Yoko Katayama & Atsumi Shichi & Junko Higashigaki & Terumi Oda & Jun Sono, Nishinomiya City Public Health Center:  
*The Project of "Asthma Camp" for Children in Nishinomiya City, Hyogo Prefecture, Japan*

11:50-12:10 Katsuhiko Osaki: *Mood change under forest and urban environment and attention restorative components*

12:15-13:15 Lunch

Session 5: Health & well-being in tourism / Chair: Raija Komppula

13:15-13:35 Fumio Hirano-Takemura & Sakae Yasui & Kaori Imamura & Sachiko Imamura & Noriko Kumagai & Keiko Yamada & Sakae Yasui:  
*Nordic Walking and Tourism*



13:35-13:55 Akemi Kariya, Prefectural University of Hiroshima:  
*Importance of maintaining an active lifestyle. The activity characteristics of the Japanese elderly person.*

13:55-14:15 Fumio Hirano-Takemura, Takemura Ladies Clinic, Internal medicine:  
*The project of forest bathing trip municipalities*

Session 6: Sustainable tourism development / Chair: Henna Konu

14:15-14:35 Anne Matilainen & Anne Törn University of Helsinki, Ruralia Institute & Mikko Peltola, VAMK University of Applied Sciences & Juha Lindroos & Jorma Asunta, JAMK University of Applied Sciences:  
*Sustainable tourism – competitive advantage for micro tourism companies in rural areas?*

14:35-14:55 Dora Smolčić Jurdana & Daniela Soldić Frleta, University of Rijeka, Faculty of Tourism and Hospitality Management:  
*Sustainable tourism development in Croatian rural areas - Tourist experiences, economic and social benefits*

14:55-15:15 Lisa Trawöger, University of Innsbruck, Institute of Geography:  
*Climate change risk perception in winter tourism – A stakeholders' perspective in the Tyrol region*

16:40 Hotel Hospitz: departure to Järvisydän, Rantasalmi

16:45 Hotel Seurahuone: departure to Järvisydän, Rantasalmi

17:30-22:00 Field trip, sauna and conference dinner in Järvisydän

## Friday 21st of October

9:30-10:15 Keynote speech: Prof. Jarkko Saarinen, University of Oulu, Department of Geography:  
*Relationships between growth and development in sustainable tourism*

Session 7: Sustainable tourism development / Chair: Antti Pitkämäki

10:15-10:35 Kerttu Härkönen, Metsähallitus, Natural Heritage Services:  
*Sustainable tourism development strategy for the Eastern Taiga region, Province of Kainuu*

10:35-10:55 Thomas Dick & Ben Farr-Wharton & Kerry Brown & Kay Dimmock & Elisabeth Hawkins, Southern Cross University:  
*Creating sustainable destinations: Bundling tourism experiences around anchor activities*

10:55-11:15 Carlos Ferreira, University of Lisbon, Centre of Geographical Studies:  
*Sustainable tourism development and the third sector in Portugal. The in-between players.*

11:15- Closing session: Antti Honkanen, University of Eastern Finland, Centre for Tourism Studies

12:00-13:00 Lunch

STC 2011  
ABSTRACTS

## MODELLING SUSTAINABLE NATURE AND CULTURE TOURISM – THE LEGAL FRAMEWORK OF THE KOLI CULTURA CASE

Tarja Waltzer  
University of Eastern Finland  
Department of law - Environmental Politics & Law  
*Finland*  
[tarja.waltzer@kolicultura.fi](mailto:tarja.waltzer@kolicultura.fi)

### Abstract

This is a time of change in tourism values around the world. Consumers increasingly demand environmentally friendly and sustainable solutions during their time off from work. The new trend is nature tourism, which involves staying at tourism centres constructed near nature conservation areas. In addition to attitudes, social structures and legislation have an impact on the construction, site selection and activities of tourism centres. NGOs and local inhabitants often actively follow various tourism projects and try to have their say on how they are implemented. Nature conservation, local sustainable development and tourism cannot be combined without many challenges ensuing.

There is a plan to construct the sustainable nature tourism and cultural centre Koli Cultura in the Finnish national and cultural landscape at Koli in northern Karelia. There, an attempt will be made to sustainably combine nature conservation with culture, research, tourism and business. The plan also involves using the centre as a model solution and as an operations platform in Finland and abroad since services are provided in the proximity of nature conservation areas. The centre will be constructed near by the Koli National Park in the Purnulampi area at Koli in 2015.

A large group of operators from different professions will participate in the Koli Cultura development project. The Finnish Forest and Park Service (Metsähallitus) that governs the Koli National Park is an important national partner. The project will be brought into international focus by the North-Karelia biosphere reserve, which is part of the Koli region. The biosphere reserve belongs to UNESCO's "Man and the biosphere" (MaB) programme. There are a total of 531 biosphere reserves around the world that serve as models of sustainable development and are ideal for developing nature tourism. The reserves include both nature conservation areas and operational areas.

This study will define the concepts of sustainable nature and culture tourism; explain legislation governing tourism in nature conservation areas, the construction of nature tourism centres and their services; examine the international legal and contractual framework and outline the preconditions for a sustainable nature and culture tourism model on a national and international scale. The study is based on an interpretation of the existing legislation and an analysis of thematic interviews with central operators.

The study covers the Koli Cultura project specifically but its conclusions may be applied to other nature conservation areas for planning tourism services. The study will be completed in summer 2011.

WILDERNESS TOURISM - A MATTER OF INTERDISCIPLINARY CONCERN?  
THE CASE OF INTERACTION BETWEEN HARBOUR SEALS (PHOCA VITULINA)  
AND TOURISTS AT VATNSNES PENINSULA, ICELAND.

Sandra Granquist  
The Icelandic Seal Center  
Institute of Freshwater Fisheries  
*Iceland*  
[sandra@veidimal.is](mailto:sandra@veidimal.is)

Per-Åke Nilsson  
The Icelandic Seal Center  
Hólar University Collage  
*Iceland*

#### Abstract

Today, wildlife tourism is one of the fastest growing sectors of the tourism industry. As an example, the interest for seal watching has rapidly increased during the last couple of years and therefore, new seal watching locations are being developed in several countries. At the same time, scientists are getting more aware of the potential of tourism as a disturbing element for the life of wild animals. Several studies have shown that human interactions with wild animals may trigger physiological stress responses among the animals and may have a negative impact on their natural abundance and behaviour. There is therefore an obvious need for investigating ways to develop wildlife tourism activities in a sustainable way and an increased understanding of tourist-wildlife interactions is an essential contribution to the sustainability of the wildlife tourism experience. Through interdisciplinary research, it is possible to study what effect tourists may have on wild animal life, and further how to minimize this effect.

In this study, we investigate the relations between tourists and seals, via land based spontaneous seal watching and boat based organised seal watching. Interests, attitudes and motives for seal watching among the visitors are investigated. In addition, we investigate how seal watching by boat and land based seal watching might affect the behaviour of wild living harbour seals (*Phoca vitulina*).

Our paper highlights the need for further interdisciplinary research in these fields and exemplifies how interdisciplinary research may contribute to investigate the problems involved in the process of personal interactions with animals.

Keywords: Interdisciplinary, harbour seals, experience, wilderness

# TOURISTS' INTEREST IN PARTICIPATING SUSTAINABILITY ACTIVITIES WHILE THEY ARE TRAVELLING

Antti Pitkämäki  
[antti.pitkamaki@uef.fi](mailto:antti.pitkamaki@uef.fi)

Antti Honkanen

University of Eastern Finland  
Centre for Tourism Studies  
*Finland*

## Abstract

Tourism, like many other industries, is in a global state of change, influenced by global warming and climate change. There has also been change in consumer behavior and people have started to consider the environment more and more in their everyday lives. It can be assumed that when people have adopted environmentally conscious thinking, they are also letting their travel choices reflect their (environmental) values. In addition to environmental aspects, sustainable tourism includes also socio-cultural and economic perspectives. Still, most of the studies about sustainable tourism have focused on the environmental aspects of sustainability. This study aims to examine customer perspectives of sustainable tourism from diverse sustainability aspects.

The goal of this study is to find out if tourists and visitors of protected areas are willing to take part to sustainable tourism activities and if yes, what kind of activities, while they are travelling. In this case different aspects of sustainable tourism (environmental, economical and socio-cultural) are considered. Taking broader perspective is particularly important when the recognition of the possible added value of e.g. sustainable tourism schemes used in diverse areas and businesses is considered. If this research shows that customers get added value from these sustainable activities this would possible give competitive advantage for responsible enterprises in the nature tourism sector.

Data for the study are collected during the summer 2011 by using two different kinds of questionnaires. The surveys will include questions related to how willing customers are to behave in a sustainable way when they are travelling. The first one is targeted for potential/previous visitors of national parks and/or protected areas and is implemented mainly as electronic survey distributed via e-mails and social media. The other survey is targeted for visitors on site. The surveys take place in several national parks and protected areas in diverse European countries (e.g. Spain, Finland, Italy, Latvia, UK, Germany, and Slovakia). The data will be analyzed during the summer 2011.

Keywords: sustainable tourism activities, tourists, potential and previous visitors, customer research

## SEGMENTING VISITORS OF FINNISH PROTECTED AREAS BASED ON VISITOR MOTIVATIONS

Henna Konu  
University of Eastern Finland  
Centre for Tourism Studies  
*Finland*

Liisa Kajala  
Metsähallitus  
Natural Heritage Services  
*Finland*  
[liisa.kajala@metso.fi](mailto:liisa.kajala@metso.fi)

### Abstract

National parks and protected areas are popular destinations for people who want to take part in activities of nature-based leisure, travel and ecotourism. It is essential to understand the nature of park visitors to be able to minimize the impact of increasing visitation of protected areas on park resources, to be able to develop effective education programs and public relations, to have effective risk management in the protected areas and to create efficient marketing strategy for areas. All in all, the goal is to provide a good quality travel experience for the visitors in the destinations in a way that does not harm the natural resources that attract the visitors to the areas in first place.

The main goal of the study is to segment Finnish protected area visitors based on leisure motivation factors, so that services and marketing communications of the protected areas can be targeted better to diverse customer groups. Hence, the main research question is: *What kind of motivation based visitor segments are there in Finnish protected and recreational areas.*

The data was collected in Finnish national parks and protected areas administrated by Metsähallitus using a standardized questionnaire. The target group was national and international visitors to the state-owned Finnish protected and recreational areas. In protected areas an interviewer has presented the questionnaire for respondents and asked them to fill the questionnaire themselves. Altogether 34 868 responses were collected during years 2000–2010. This data include material from 91 different visitor surveys and from 74 different nature areas. Customer segments were formed by using cluster and discriminant analyses. In addition, changes and developments of respondents belonging into diverse customer segments are examined yearly bases in 2000-2010. Also differences of segment distributions into diverse protected areas are studied.

Altogether four motivation based segments that differed significantly from each other were identified, namely *Social self-developers*, *Exercising nature explorers*, *Nostalgia appreciative seekers of mental well-being* and *Nature-oriented relaxation seekers*. The motivation factors that had the most discriminating power between all segments were pleasant old memories, experiencing excitement and meeting new people.

Statistically significant differences were identified between the segments concerning diverse areas, namely national parks, nature reserves, hiking areas and others (e.g. wilderness areas, cultural places, hiking routes). There were also significant alterations in shares of segments during the years 2000–2010. Discussions about the implications of the results for practice, future research and challenges faced will end the study.

Keywords: segmentation, motivation, protected areas, Finland

## NATIONAL PARKS TODAY IN ITALY: EVOLUTION TOWARDS MARKETING STRATEGIES AND SHARED PATTERNS OF GOVERNANCE

Sonia Ferrari  
University of Calabria  
*Italy*  
[sonia.ferrari@unical.it](mailto:sonia.ferrari@unical.it)

Carlo Alberto Pratesi  
University of Rome, Roma tre  
*Italy*

### Abstract

In Italy there are different forms of management for protected areas, depending on the type of area (National or Regional Park, Natural Reserve, Marine Reserve, etc.). The management of National Parks is the most consolidated. Every park is managed by a president, a board of directors and a park's community (a board which represents every local authority in the area). National Parks are under the direct jurisdiction of the Environment Ministry and they depend financially on it. Often they rise in inland and poorly developed areas with problems of unemployment and depopulation.

Currently, due to the shortage of funds<sup>1</sup>, the managers of National Parks are ever more conscious of the parks' role for place development and of the need to find economic resources and are consequently thinking of new management patterns with a strategic approach to governance.

These new patterns should be based on forms of collaboration, involvement or partnerships with the stakeholders, but also on the search for sponsorships and funding by private subjects in order to carry out various initiatives and activities. Lastly, they are beginning to understand the necessity to obtain revenues by means of commercial activities and of the payment of admittance tickets to particularly valuable areas of the parks and of different types of services (some of them traditionally offered by parks, such as environmental didactics and others, such as experiential or polisensory visits, more innovative).

Today, protected natural areas have become tourist destinations of increasing importance. They are not yet seen as places to be preserved intact and *museumised* but instead regarded as areas that call for investments to favour the development of sustainable tourism. For this reason more and more frequently the strategic aims of parks are focused on tourist marketing activities addressed to new tourist segments, often market niches, which should determine increases in wealth and employment whilst respecting the environment.

Therefore, to become competitive in tourism the parks have to carry out strategic marketing planning activities, identify the main market targets and create tourist products to be promoted. To reach these aims they need to involve all the private and public subjects operating in the park's area, to share with them the marketing strategy and to try to exploit new tourist professions (such as parks guides, promoters who put together all the tourist

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<sup>1</sup> For the present year in a first moment Italian Government has foreseen a cut of about a 50% of the budget for every park; this decision should cause the closing of a great number of parks. Today nobody knows what will really happen.



resources of the destination, information and reception systems, incoming activities aimed at green tourists).

In this paper the cases of some parks which have already put these types of initiatives into practice or which are now doing so are analyzed, evaluating the hypothesis of identifying optimal patterns and instruments of management for protected natural areas.

## AN AUTOETHNOGRAPHIC STUDY ON HUNTING EXPERIENCE

Raija Komppula  
University of Eastern Finland  
Department of Business  
*Finland*  
[raija.komppula@uef.fi](mailto:raija.komppula@uef.fi)

William C. Gartner  
University of Minnesota  
Department of Applied Economics  
*USA*

### Abstract

In this study the aim is to increase our understanding about a certain type of travel experience, namely hunting as a tourist experience. In several countries development of hunting tourism is conceived of as a potentially fruitful economic remedy for peripheral areas (Nygård & Uthardt 2009). Hunting tourism has been studied from regional development point of view (e.g. Matilainen 2009) and impacts of hunting tourism are also studied widely (see. e.g. Samuelsson & Stage 2007), but hunting as a tourist experience or as a consumptive experience has not been on focus in international studies.

Ryan (2010) argues that as the tourist experience is shaped by many personalized things (like motive, past experience, individual personalities, persons with whom a place or activity is experienced), to study the tourist experience is of necessity a study of individual stories. A subjective personal introspection (SPI) approach (or autoethnography) introduced by Holbrook 1986 (cited in Holbrook 2005) will be applied in this study. "SPI focuses on impressionistic narrative accounts of the writer's own private consumption experiences" (Holbrook 2005, 45). Two of the authors of this paper have participated in hunting in Finland and in US, and the third researcher has documented their discussions and stories. The data will be analyzed by using content analysis. We are especially interested in the content, dimensions and characteristics of a hunting experience, following Holbrook's (e.g. 2005) typology of consumer value. According to Holbrook (2005) customer value is the basic foundation for everything in marketing. He defines customer value as an interactive, relativistic (comparative, personal and situational) preference and experience. His conception of the nature of customer value leads to a typology that reflects three underlying dimensions: extrinsic and intrinsic value, self-oriented and other-oriented value, as well as active and reactive value.

The results of this study enhance our understanding of the tourist experience as a consumer experience, and may help hunting tourism developers to craft their offering to better match hunting tourists' expectations. Better knowledge of the value creating nature of the experience also assists tourism marketers to communicate the attributes and activities of the product with more sensitivity.

keywords: tourist experience, hunting, hunting experience, tourist product, nature based tourism, auto-ethnography

## BEAR-RELATED SAFETY RISKS IN BEAR WATCHING TOURISM

Titta Tapaninen  
Kajaani University of Applied Sciences  
Finland  
[titta.tapaninen@kajak.fi](mailto:titta.tapaninen@kajak.fi)

### Abstract

Bear Watching Tourism based on food provisioning originated in the extremely sparsely populated areas near the Russian border zone in North-East Finland but new businesses are being planned inland. Customer Safety Act requires that customer service should be safe to the customer, the employee as well as any person or her belongings within the effect of customer service. However, there are no specific regulations or safety standards for wildlife watching. Consequently, commercial businesses have been noticed to differ in their service concept and their level of safety management. The lack of coordinated development as well as the expansion rate of this business can be seen as a challenge to the socio-cultural as well as the ecological sustainability.

The bear-related safety risks in Bear Watching Tourism were researched in a Master's Thesis at Kajaani University of Applied Sciences. The qualitative study was carried out as group interview with representatives of three companies and those of six stakeholder organizations in workshop in January 2010. The course of the interview was based on Potential Risk Analysis. The causes of danger were identified and preventive measures were discussed but numeric risk evaluation was intentionally left out. The final risk analysis consisted of the analysis formulae produced in the workshop and of the written or spoken comments made by the workshop attendants during a comments round.

The risks associated with the presence of bears were grouped into four categories: the durability of watching constructions; the potential bear-human encounter during the transfer to the watching site, the risk of tourism induced habituation of the bears leading to increased risk for bear-human conflict also further away from the watching site and the lack of common codes of practice concerning touristic interaction with wildlife.

International wildlife destinations have utilized jointly drafted codes of practice to manage risks both in relation to the animals themselves and the people watching them. As a conclusion, it was recommended that similar pro-active safety management approach would be adapted by the relevant national, regional and local actors in the Finnish bear watching business.

In May 2011 Kajaani University of Applied Sciences (KUAS) started a project to develop safety management of both commercial and recreational wildlife watching and photography. The project aims e.g. at initiating a process towards business self-regulation in the form of codes of conduct for safe wildlife watching of birds, bears and other focal species alike; producing information on safe wildlife watching practices for the service providers (including pilot national parks) and their customers as well as for the supervising authorities and applying the results of international studies and expertise to developing the safety management of wildlife tourism in Finland. As a result, awareness and know-how/know-why of the requirements of responsibly and safely conducted wildlife tourism among involved businesses and stakeholders will increase thus increasing the triple bottom line sustainability of the business.

Keywords: bears, safety management, safety risks, wildlife tourism

THE PROJECT OF "ASTHMA CAMP" FOR CHILDREN IN NISHINOMIYA CITY,  
HYOGO PREFECTURE, JAPAN

Fumio Hirano-Takemura  
Takemura Ladies Clinic, internal medicine  
*Japan*  
[hgd77801@hcc6.bai.ne.jp](mailto:hgd77801@hcc6.bai.ne.jp)

Yoko Katayama  
Atsumi Shichi  
Junko Higashigaki  
Terumi Oda  
Jun Sono  
Nishinomiya City Public Health Center  
*Japan*

Abstract

Asthma is a disease which cause sudden death. In Japan, currently, about 3,000 patients are killed by sudden asthma attack annually. Also, there is a lot of pediatric patients of asthma. Nishinomiya City have organized training camp for asthmatic children. We think that the camp is one of "Forest Therapy". Because it is a tour and therapy using forest environment. And we consider this "Asthma Camp" is one of sustainable tourism. This project in Nishinomiya City has been organized since 1993. The schedule is 4 days. On 2010, it was organized on August 17-20. The place of "Asthma Camp" is an island called "Yoshima" in the Inland Sea, "Setonaikai" in Japanese. "Yoshima" is 2.2km around. The island have a rich forest environment and is surrounded by sea. A participant in the camp is 36 pupils, 7 medical staffs (1 doctor, 2 nurses and 4 public health nurses) and 14 conduct staffs (14 Kobe YMCA staffs). Children who take part in this camp is that now having therapy for asthma, pupils of 4<sup>th</sup> grade elementary school in Nishinomiya City. Also it is necessary to obtain permission from their doctor. The acceptable capacity is 40. The cost of participation is free. The number of clinical classification of severity of asthma is following: intermittent 25, mild persistent 9, moderate persistent 1, severe persistent type one 1, severe persistent type two 0. The population of Nishinomiya City in Hyogo Prefecture is about 482,000. Nishinomiya City is located between Osaka and Kobe. "Yoshima" which "asthma camp" is held is the distance about 110 km from Nishinomiya City. It takes about 6 hours from Nishinomiya City to "Yoshima" by bus and ferry. Children enjoy gymnastics, canoe, kayak, campfire, swimming and etc. at forest and seashore of this island. The accommodation is a cabin of Kobe YMCA. This project is supported financially by Environmental Restoration and Conservation Agency of Japan (ERCA). Local governments act the pollution-related health damage prevention program such as health counseling, health examinations and functional training. "Asthma Camp" is one of functioning training which ERCA support financially. After this camp, interview are performed to the children and their parents. There are a lot of admiration and appreciation in Children's and their parents' opinions. We would like this wonderful tourism to extend all over the world for children suffering from asthma.

Keyword: "Forest Therapy", forest, sea, asthma, camp, children, Nishinomiya City, Japan

## MOOD CHANGE UNDER FOREST AND URBAN ENVIRONMENT AND ATTENTION RESTORATIVE COMPONENTS

Katsuhiko Osaki

*Japan*

[weiqi\\_osaki@xsj.biglobe.ne.jp](mailto:weiqi_osaki@xsj.biglobe.ne.jp)

### Abstract

The purpose of the present study was to examine influences of forest environment on human mind. In order to show that forest environment is more effective on our moods than urban one, only comparison of moods after staying in each environment is not enough. Where, patterns of mood change –i.e., interaction environment with time is important.

On the other hand, many forest programs contain physical exercise like walking or some working and communication with other participants. Under such programs, it is difficult to identify the influence of forest environment itself on the subjects' minds. In this study a two-way layout ANOVA (environment: 2-levels, forest and urban, time: 3-levels, time1, time2, and time0) within participants was conducted. The participants in this study were 26 undergraduate and graduate students (15 men, 11 women). The outcomes were POMS (Profile Of Mood States) measuring "Tension and Anxiety (T-A)", "Depression (D)", "Anger and Hostility (A-H)", "Vigor (V)", "Fatigue (F)", and "Confusion (C)" and Japanese version of the Scale to Assess Restorative Components of Environments (J-SARCE) measuring "Fascination and Compatibility (F-A)" and "Being Away (BA)".

The session consisted of just sitting for 20 minutes in both environments. During the session, participants were prohibited from talking. This procedure removed the effects of physical exercise and communication with others on their mood changes. Before (time1), after (time2), and 24-hours later (time0) the session, they completed POMS, i.e. altogether 6 times. POMS score at time0 was measured as their usual fundamental moods.

J-SARCE was completed only at time1. Paired-t test was conducted to analyze J-SARCE score. No significant different score of POMS at time0 was found except "C",  $p < 0.1$ . Five sub-scales of POMS indicated significant interaction between environment and time (T-A;  $F = 6.857$ ,  $p < 0.01$ , D;  $F = 8.217$ ,  $p < 0.01$ , V;  $F = 3.791$ ,  $p < 0.05$ , F:  $F = 3.321$ ,  $p < 0.05$ , C;  $F = 5.592$ ,  $p < 0.01$ ). "A-H" indicated marginally significant,  $F = 2.696$ ,  $p < 0.1$ . All sub-scales of J-SARCE indicated significant difference between forest and urban environment (F-A;  $t = 7.043$ ,  $p < 0.001$ , BA;  $t = 6.828$ ,  $p < 0.001$ ).

These results revealed that just staying in the forest environment without exercising and without communicating with others has more positive effect on our mind than similar staying in the urban environment. It is considered that the difference was caused by attention restorative components of each environment. That suggests possibilities of applying forest environment to not only healthy people but also physically or verbally challenged.

Keywords: forest environment, mood change, interaction, attention restorative

## NORDIC WALKING AND TOURISM

Fumio Hirano-Takemura  
Takemura Ladies Clinic, internal medicine  
*Japan*  
[hgd77801@hcc6.bai.ne.jp](mailto:hgd77801@hcc6.bai.ne.jp)

Kaori Imamura  
Sachiko Imamura  
Noriko Kumagai  
Keiko Yamada  
Sakae Yasui  
*Japan*

### Abstract

Our "Metsä" is a group of Japanese based in Sakai City in Osaka, Japan. Nordic Walking has been spreading all over the world from Finland since 1997. The estimated number of people worldwide who practice Nordic Walking is estimated around 10 million. In our group, we usually practice Nordic Walking around our homes or in the parks in the city once or twice a week for health benefits.

We enjoy the additional benefit of combining Nordic Walking with Eco Tourism like flower-watching which is called "Hanami" in Japanese. Japanese take special delight in "Hanami" because the duration of the flowers is short but beautiful to watch. "Hanami" provides families and friends with the relaxing feeling of watching flowers bloom. We would like to give a brief insight into our group. Basically we practice Nordic Walking as a way of providing rehabilitation and healing for people.

Our group is opened to 1. Ordinary people, 2. The aged, 3. People who are suffering from dementia or Alzheimer and 4. Students and workers who are too stressed up to carry out meaningful work. We also include 5. People who have hip and knee joint problems. Such people find it difficult to lift up their legs for normal walking but through Nordic Walking, they can easily walk with least pain.

By walking in natural environments while practicing Nordic Walking, people in our group can also enjoy the natural fragrance and scenic beauty around them. We see this as a door to mental and physical relaxation and healing. The combination of Nordic Walking and Eco-Tourism is a unique practice that can have therapeutic benefits. For those of us in Japan who live in urban areas and away from forests and lakes, a chance to enjoy the breathtaking views of lakes and forests in Finland would be appreciated beyond words. We are looking forward to a relaxing moment to practice Nordic Walking with people from Finland in the near future.

Keyword: "Metsä", Nordic Walking, tourism, health, universal, combination, Sakai City, Japan

IMPORTANCE OF MAINTAINING AN ACTIVE LIFESTYLE  
— THE ACTIVITY CHARACTERISTICS OF THE JAPANESE ELDERLY PERSON —

Akemi Kariya  
Prefectural University of Hiroshima  
Japan  
[kariya@pu-hiroshima.ac.jp](mailto:kariya@pu-hiroshima.ac.jp)

#### Abstract

##### Purpose

The purpose of the study is to clarify the influence that environment gives to the bedridden patients. I report that a natural walk participates in activity-related improvement of Japanese long-term inpatients (bedridden patients) effectively.

##### Method

###### *Subject.*

Japanese long-term inpatients (bedridden patients): 8 Persons (8 women), in the Kinki districts of Japan with 100-300beds/hospital. I performed the intervention of the natural walk in a park.

###### *Intervention Program.*

We performed recruiting of the patient who could move with a wheelchair. They took a walk with a wheelchair naturally.

###### *Study period.*

From the spring to the summer of 2004:

I intervened twice a week for two months. It is 30 minutes in the time for one natural walk. The evaluation was performed two months after intervention. The tallied data was analyzed using  $\chi^2$  test with the software for statistics SPSS 11.0 J for Windows.

#### Result

As a result, the following became clear.

The change of inpatients (bedridden patients) after intervention were next 3 subjects: the number of words, the facial expression, and the activity characteristics (Vigor, Depression, Fatigue). The differences of A / B was a positive change, (A: Before intervention, B: After intervention) ( $p < 0.05$ )

The natural walk stimulates the Japanese old bedridden patients. The increase of the stimulation by the natural walk promotes the activity of the old bedridden patients. The promotion of the activity improves the QOL of the Japanese old bedridden patients. The intervention of the natural walk revivifies the senses and develops it. In Japan, The long-term inpatient (bedridden patients) suppresses finance and becomes the social problem. However, I can expect the effect of the natural walk for bedridden prevention. The Periodical natural walk has influence that I am important to psychological Well-Bing of bedridden patients. It was improved by intervention of natural walk.

#### Conclusions

The development of activity and QOL of bedridden patients is regarded as a thing by the stimulation of natural walk. It is necessary for the caregiver to do mental support care. The natural walk is the means that is effective as mental support care.

Keywords: natural walk, activity, QOL, elderly person

## THE PROJECT OF FOREST BATHING TRIP MUNICIPALITIES

Fumio Hirano-Takemura  
Takemura Ladies Clinic, internal medicine  
Japan  
[hgd77801@hcc6.bai.ne.jp](mailto:hgd77801@hcc6.bai.ne.jp)

### Abstract

There is a lot of way to conserve forest. I am attracted to effects of forest on human health. And I think that everyone should pay attention to forest by effects of forest on human health. In Japan, recently, the medical effect of forest on human health is discussed, and actions using forest are carried out in practice. That is called by name as "Forest Basing Trip", "Shinrin-yoku" in Japanese and "Forest Therapy". I hear to the same situation in Finland and Korea too. Also municipalities (cities, towns and villages) except Tokyo and its neighbor area are difficult to develop now. We need to projects which are encouraged both using forest for human health and making municipalities active. I propose "The Project of Forest Bathing Trip Municipalities". It is the project that we make municipalities "Forest Bathing Trip Municipalities" and in this municipalities we practice many event about forest and human health.

The aim of this project is the following, 1) Conserving forest, 2) Being aware of effects of forest on human being, 3) Making municipalities active and developing municipalities by many people visiting, 4) Increasing to connect people by carrying out this project, 5) Developing tourism by many people visiting. The concrete programs are walking containing "Nordic walking", sitting on the chair and land, laying on land, playing some games and doing light work for rehabilitation in the forest. We need broad forest and green for the project. In Japan, project of "Forest Therapy", "Shin-rin Therapy" in Japanese have started since 2006 by National Land Afforestation Promotion Organization (Corporation). Now, Its project is continued by Forest Therapy Society (nonprofit organization). Now, "Forest Therapy Base" and "Forest Therapy Road" of 42 are appointed by Forest Therapy Society. Thus the effects of forest on human health have been understood in recent years. I think that also "The Project of Forest Bathing Trip Municipalities" will spread this thought. "The Project of Forest Bathing Trip Municipalities" appoint two municipalities which is composed urban area and rural area. The two municipalities is away from proper distance. I select Sendai City and Tome City, Miyagi Prefecture, in Japan. Sendai City is largest urban in Tohoku District, where population is about one million. Sendai City has many forests and greens and is called "City of Forest", "Mori no Miyako" in Japanese. Tome City is a rural area and is located about 70km to north of Sendai City. It takes about 1 hour to go to between two municipalities by car or bus. Also, I select Joensuu and Ilomantsi in Finland. Because, I was surprised the wonderful scenery I visited there on August 2009. Also, the distance of two municipalities is about 70km and it takes about 1 hour by car. When I am planning this project, a large earthquake hit East Japan. And Miyagi Prefecture which hold Sendai City and Tome City was given large damage. I hope that my project make people who is damaged active.

Keyword: forest bathing trip, municipalities, Japan, Finland, Sendai, Joensuu



SUSTAINABLE TOURISM  
- COMPETITIVE ADVANTAGE FOR MICRO TOURISM COMPANIES IN RURAL  
AREAS?

Anne Matilainen  
University of Helsinki  
Ruralia Institute  
*Finland*  
[anne.matilainen@helsinki.fi](mailto:anne.matilainen@helsinki.fi)

Peltola Mikko  
VAMK University of Applied Sciences  
*Finland*

Törn Anne  
University of Helsinki  
Ruralia Institute  
*Finland*

Lindroos Juha  
Asunta Jorma  
JAMK University of Applied Sciences  
*Finland*

#### Abstract

Sustainable tourism can be seen as accessible tourism for all customers without destroying environment and harming the local cultures. Small and micro tourism entrepreneurs in rural areas are usually connected at imago level to responsible tourism due to the peaceful, clean and spacious nature, local food, diverse culture, traditions and tight rural communities. This imago could play an important role as a competitive advantage. According to recent studies also customers appreciate increasingly sustainability and responsibility as part of the selection criteria for a tourism service. However, in reality, rural entrepreneurs do not often consider sustainability as a strategic part of their business model, even though the sustainability might be strongly connected to their activities at practical level. They do not either use sustainability knowingly in their marketing. Therefore, they do not fully utilize one of their potential, strong marketing arguments. There is a clear need to make sustainability activities, already implemented in rural tourism companies, more visible. Equally vital it is to ensure that sustainability arguments base on common understanding of the concept.

Sustainable tourism as a competitive advantage was studied in four rural regions in Finland as part of interregional project. The aim was to study the understanding of sustainability in the rural tourism companies and it's utilisation in their marketing. The study focused especially on environmental, socio-cultural dimensions of sustainability. The semi-structure phone interviews and web-page content analysis were used as research methods. As a result some suggestions of marketing sustainability in rural tourism sector and its' potential as competitive advantage are presented.

Keywords: sustainable tourism, rural tourism, small and micro companies, ecological sustainability, social sustainability.

## SUSTAINABLE TOURISM DEVELOPMENT IN CROATIAN RURAL AREAS - TOURIST EXPERIENCES, ECONOMIC AND SOCIAL BENEFITS

Dora Smolčić Jurdana  
[doras@fthm.hr](mailto:doras@fthm.hr)

Daniela Soldić Frleta

University of Rijeka  
Faculty of Tourism and Hospitality Management  
*Croatia*

### Abstract

Rural areas, according to their features, require a carefully planned tourism development which should be based on principles of sustainable development. Besides economic characteristic, these areas are characterized by demographic problems and by the abandonment of traditional economic activities (agriculture, animal husbandry, forestry...).

Republic of Croatia is a country that is highly tourism-oriented; nevertheless, more than 80% of its tourist traffic is carried out in coastal parts of the country and on islands along the Adriatic Sea. Already since the 1970s, rural settlements in these coastal areas are recording a shift in terms of major economic activities of the local population. In fact, tourism generally becomes the main source of local population's income, either directly or indirectly. However, completely different situation is taking place in continental rural areas of Croatia and precisely those inland areas are the object of research of this paper. The growth of tourists' interest for visiting these very areas encouraged the residents of inland villages to the new development and new entrepreneurial orientation - tourism. This general trend worldwide indicates a growing demand for services and facilities that are connected to tradition and to typical and authentic rural experiences but at the same time it emphasizes the need for sustainable development and the protection of resources.

This paper is based on conducted empirical research which was focused on the attitudes of tourists and on their satisfaction with the services provided; research was carried out at selected rural locations in Croatia. On the basis of this conducted survey as well as field research, the main economic and social benefits of tourism development in continental rural areas will be carried out and their contribution to the recognition of Croatian tourism product will be also assessed.

Keywords: rural areas, sustainable tourism development, economic and social benefits, local community

## CLIMATE CHANGE RISK PERCEPTION IN WINTER TOURISM - A STAKEHOLDER'S PERSPECTIVE IN THE TYROL REGION

Lisa Trawöger  
University of Innsbruck  
Institute of Geography  
Austria  
[elisabeth.trawoeger@uibk.ac.at](mailto:elisabeth.trawoeger@uibk.ac.at)

### Abstract

Recent studies show that winter tourism with its dependency on natural resources will be among those economic segments most affected by the impacts of climate change. Due to their present ski and snow dependency many Alpine destinations will be facing challenges posed by modifications of current temperature and precipitation patterns. To remain competitive, tourism organisations need to establish and routinely implement risk management tools taking into account climate change. It was the aim of the study to identify and assess climate-induced risks in winter tourism as a pre-requisite for implementing a pro-active risk management in the investigation area of Tyrol. The results provide insights into the perception of climate change among regional tourism officials.

So far no detailed climate change risk perception analysis has been carried out in the research area. The study uses a qualitative approach with guide-lined in-depth expert interviews combining open and semi-open questions. About a third (n = 11 out of 36) of all tourism region CEOs in Tyrol were included in the sample. The interviews were analysed using a multi-stage coding process supported by the text analysis software of MAXQDA.

The results show that at this stage climate change is not perceived as a substantial threat and thus not a driving force in risk management so far. The interviews revealed a strong feeling of distrust of tourism officials in the climate projections and a lack of communication of scientific results to stakeholders. Temperatures too high for producing snow as well as damage by extreme weather events are ranked among those risks with a possible likelihood and catastrophic consequences, while the lack of natural snow is assessed as a risk with only insignificant to moderate consequences. The main focus currently lies on iterative technical adaptation processes with the aim of maintaining services as they are, whereas strategic adaptation processes are still lacking behind.

Along with further findings the results will help to define and develop a sustainable risk management in winter tourism in the area, recognizing the complementarity between local knowledge and scientific investigation.

Keywords: climate change, perception, winter tourism, risk management, Tyrol, Austria

## SUSTAINABLE TOURISM DEVELOPMENT STRATEGY FOR THE EASTERN TAIGA REGION, PROVINCE OF KAINUU, FINLAND

Kerttu Härkönen  
Metsähallitus  
Natural Heritage Services  
Finland  
[kerttu.harkonen@metsa.fi](mailto:kerttu.harkonen@metsa.fi)

### Abstract

A Sustainable Tourism Development Strategy (STDS) was drawn up to a rather remote and sparsely populated area in Finland, the eastern part of the Kainuu Province. The work was done in a joint project by the organization responsible for managing the protected areas' network in Finland, Metsähallitus (Natural Heritage Services), and the 60-member-strong regional tourism enterprises' association, Eastern Taiga. The strategy gave an overview into nature-based tourism and its objectives in eastern Kainuu in 2010.

The need for the strategy arose from the perception that Eastern Kainuu supports quite a vigorous nature-based tourism, with ambitious plans for the future. An important element in the attraction and potential of nature tourism are the nature protection areas, with their expanses of *taiga* nature and good visitor services. The need to discuss and agree upon the forms and practices of tourism operations on protected areas was recognized.

The strategy is a means to promote sustainable tourism. The project partners believe that nature-based tourism in Kainuu will grow and that the nature protection areas will have an increasing role therein. The main achievement of the project was the creation of regular contact channels to facilitate further discussion and development. Moreover, as part of the strategy, a joint 10-year Action Plan was compiled.

STDS is a tool widely used in Metsähallitus on areas where tourism plays an important role in the use of protected areas. Based on the Kainuu experience, a lot can be gained by the process even in more remote areas. The strategy is an excellent starting point for joint management planning and resource use, as well as for more sustainable tourism with its mechanisms of checks, indicators and regular follow-up systems.

CREATING SUSTAINABLE DESTINATIONS:  
BUNDLING TOURISM EXPERIENCES AROUND ANCHOR ACTIVITIES

Thomas Dick  
[tom.dick@scu.edu.au](mailto:tom.dick@scu.edu.au)

Ben Farr-Wharton  
Kerry Brown  
Kay Dimmock  
Elisabeth Hawkins

Southern Cross University  
*Australia*

Abstract

This research is based on the premise that tourism destinations with a higher number of disparate experiential anchors such as natural beauty and comparative advantage in human capital will be better placed to deal with challenging external factors. Resilience theory (Lemerle & Stewart, 2007) is used as a framework to understand how tourism destinations may be better able to withstand severe economic shocks and social dislocation in the industry. This paper explores the role of networking in building resilient tourism destinations. The paper takes a case study approach, and explores two cases where networks within regional tourism destinations have been utilised to 'bundle' experiential tourism anchors to adapt to changing economic, cultural and environmental climates. This study advances research around sustainable cultural tourism by exploring the function of 'bundling' as a resiliency-building framework applied to tourism destinations.

Keywords: destinations, sustainability, networks, bundling, relationships, anchors

# SUSTAINABLE TOURISM DEVELOPMENT AND THE THIRD SECTOR IN PORTUGAL. THE IN-BETWEEN PLAYERS

Carlos Cardoso Ferreira  
University of Lisbon  
Centre of Geographical Studies  
*Portugal*  
[carlosferreira@campus.ul.pt](mailto:carlosferreira@campus.ul.pt)

## Abstract

Despite a long established Third Sector in Portugal, tourism oriented goals and activities are a new feature in the mission statement, objectives and operational tasks of most of these non-state and not for profit organizations. While the big picture is one of an emerging development, depicting a scattered, immature and insufficiently structured reality, some selected examples (through pioneering, "rock solid" or innovative criteria) may prove to be useful in exploring the initial steps of the Third Sector organizations in tourism: its developmental processes, lessons learnt, future trends, among other relevant research outcomes.

Before providing empirical evidence from the selected case studies, one must first detain in some key conceptual/theoretical thinking that underpins the relation between tourism and the Third Sector:

- the evolving paradigm of Third Sector organizations' role in contemporary societies;
- public policies and the role of non-state organizations in tourism development;
- the multi dimensional and incremental tourism added value (from peace keeping to individual well being; from economic dynamics to social cohesion).

This paper is first aimed at identifying the third sector key players in Portugal and its role in tourism development and tourism participation (individual and social; equity and integration). A framework of this issue and its country specificities is a prior task, and so, the primary goal is to identify and profile the third sector players in tourism: their role as suppliers of tourism resources and human capital; their objectives; types of tourism they promote; how and for whom they promote and work for.

Following this contextual introduction an applied approach will be developed, considering the diversity of the Third Sector organizations involved in tourism oriented activities and its praxis (aims, patterns, practice, assessment,...). The methodology is based on an in-depth analysis of relevant case studies from the Portuguese realm of Third Sector organizations (Foundations, Charities, and NGOs), focusing on policies/Programs already on course. This bottom-up perspective will provide insights on the determinants, commonalities and the results of their involvement in promoting social cohesion and inclusion, economic development, political awareness and individual/social well being through tourism. Highlights on best practices and outcomes, built from "on ground" experiences will act as a means to boost the potential of this obvious, yet not fully acknowledged, win-win relationship.

## GENERAL INFORMATION

### Date and venue

Wednesday to Friday 19 – 21 October, 2011

Address: Puistokatu 5, 57100 Savonlinna.

The conference site is easily reachable crossing the bridge from Market Square, only 200m from the hotel Seurahuone and it is fully accessible for disabled people.

### Registration desk and hours

Registration desk is open from Wednesday 10 am to Friday 1:30 pm.

Personnel are available throughout the conference and will gladly provide more information about everything related to the conference.

### Conference badge

Your personal badge is your entrance ticket to all sessions. Please remember to always wear your badge during all conference activities and social events.

The full registration and accompanying person registration includes

- admission to all sessions
- lunches and coffee/tea during breaks
- conference materials (final program, abstracts as printed copy and on USB memory stick)
- get-together evening in Savonlinna Provincial Museum on Wednesday 19 October
- field trip to Rantasalmi including possibility of sauna experience and conference dinner in Järvisydän on Thursday 20 October

The daily registration includes

- admission to all sessions during the day
- lunch and coffee/tea during breaks
- conference materials (final program, abstracts as printed copy and on USB memory stick)

Daily participants are also offered the possibility to take part to the evening program for additional costs:

- get-together evening in Savonlinna Provincial Museum on Wednesday 19 October: 30 €
- field trip to Rantasalmi including possibility of sauna experience and conference dinner in Järvisydän on Thursday 20 October: 95 €

### Language

The official language of the conference is English. No simultaneous translation will be available.

### Technical equipments

Equipments supplied at the conference room:

- Computer with PowerPoint and data projector
- Microphone
- Wireless presenter for switching slides
- Laser pointer

Program versions in the conference hall computer: Windows XP, Office 2010

### Internet access

There are two computers available in the conference hall for the participants using the internet. Wireless internet connection is available in the conference hall if you are using your own laptop. The connection is called *MAMK visitor*. Username is *mamkvisitor* and password is *syys2010*

### Meals

Lunch and coffee will be served in Music institutes dining hall. Please remember to take your lunch/coffee coupon with you.

### Social events

(included in the full and accompanying person registration fee)

Wednesday, 19 October 19:00

Get-together evening in Savonlinna Provincial Museum (Maakuntamuseo), address: Riihisaari

Thursday, 20 October 16:40

Medieval-style Holiday Centre Järvisydän is situated by Lake Saimaa in Rantasalmi, in Eastern Finland. We will enjoy our evening meal in unique settings. Before the dinner we have a possibility to have a Finnish sauna experience in Järvisydän's sauna world. Järvisydän is part of a SaimaaHoliday network. Operating partly in Kolovesi National park, SaimaaHoliday won the European Destination Excellence Network (EDEN) award in 2010.

### Liability

The organizers regret that they cannot accept liability for any personal accidents, loss of belongings or damage to private property of participants and accompanying persons that may occur during the conference. Participants are advised to make their own arrangements to obtain health, travel and property insurance before their departure.

### Currency, exchange, credit cards

The official currency in Finland is the Euro. Exchange facilities are offered at the exchange desk of the bank. All major credit cards are accepted in hotels, restaurants, ATMs and shops.

### Taxis

In case you wish to use a taxi for getting around town: to get a taxi call +358 (0)15 106 0100.

### Electricity supply

In Finland, electricity is supplied at 230V- 220 V, 50 Hz. the 2-pin connecting plug (type C,F) is different from that used in some other countries, e.g. the USA, the UK and Japan.



## LUNCH MENU

Place: Music institutes dining hall (Musiikkiopiston ruokasali)

### Wednesday 19th October

Lunch 12:00-13:00

Vendace á la maison and mashed potatoes

or

Greek vegetable casserole

Fruit salad

Coffee break 15:00-15:30

Coffee/tea and apple pie

### Thursday 20th October

Coffee break 10:00-10:30

Coffee/tea and bun

Lunch 12:15-13:15

Meat soup

or

Vegetable soup

Blancmange and berries

### Friday 21st October

Lunch 12:00-13:00

Chicken casserole

or

Vegetable casserole

Coffee/tea and sweet pie

Every lunch includes salad, bread and drinks.

All meals are low lactose. Meal without lactose is available on request from the cashier desk.

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