

Mervi Angeria, Milla Hirvaskari, Outi Kähkönen (eds.)

B

PHENOMENA OF ARCTIC NATURE

Principles and Practices of Nature-based Tourism

PUBLICATION OF LAPLAND UAS

Publication series B. Research reports and Compilations 2/2022

Phenomena of Arctic Nature

Angeria, Mervi – Hirvaskari, Milla – Kähkönen, Outi (eds.)

Phenomena of Arctic Nature

Principles and Practices of Nature-based Tourism

Publication series B. Research reports and Compilations 2/2022

Lapland University of Applied Sciences
Rovaniemi 2022

© Lapland University of Applied Sciences and authors

ISBN 978-952-316-425-3 (Stitched)
ISSN 2489-2629 (Printed publication)
ISBN 978-952-316-426-0 (PDF)
ISSN 2489-2637 (Electronic publication)

Publication of Lapland UAS
Publication Series B. Research reports and Compilations 2/2022

Financing: The Project is co-funded by Kolarctic CBC Programme
Editors: Mervi Angeria, Milla Hirvaskari, Outi Kähkönen

Authors: Angeria Mervi, Aikio Kristiina, Aspholm Paula,
Boykova Ekaterina, Frolova Viktoria, Gonzalez Viktoria T.,
Hanni-Vaara Päivi, Kähkönen Outi, Kämäräinen Riitta, Maunula Kaija,
Ojala Aini, Schaanning Kollstrøm Rolf, Siira Heidi, Sinyak Alexandra,
Tapaninen Mirva, Terentjev Pjotr, Tervo Riina, Wikan Anne M.,
Wikan Kjersti J.

Cover and Illustrations: Digi-ja mainostoimisto Höyry Oy, Sini Liikanen
Layout: Videcam Oy, Arto Huhta
Printer: PunaMusta Oy

Lapland University of Applied Sciences
Jokiväylä 11 C
96300 Rovaniemi

Tel. +358 798 6000
www.lapinamk.fi/publications

The Lapland University Consortium is a unique form of strategic alliance in Finland,
as it comprises a union between University and University of Applied Sciences.

www.luc.fi



This work is licenced under a Creative Commons
Attribution 4.0 International Licence.

Contents

INTRODUCTION	9
---------------------	---

NATURE-BASED TOURISM IN PROTECTED AREAS

Mervi Angeria, Lapland University of Applied Sciences

RESPONSIBLE NATURE-BASED TOURISM IN PROTECTED AREAS

Alexandra Sinyak and Ekaterina Boykova, Pasvik State Nature Reserve

TOURISM IN PASVIK ZAPOVEDNIK	17
-------------------------------------	----

Rolf Schaanning Kollstrøm, Øvre Pasvik National Park

VISITOR MANAGEMENT AND WOODEN ARCHITECTURE	19
---	----

Riina Tervo, Metsähallitus, Parks & Wildlife Finland

MULTIDISCIPLINARY CO-OPERATION AND NETWORKS IN THE PAN PROJECT	23
---	----

Heidi Siira, Metsähallitus Parks & Wildlife Finland

RESPONSIBLE COMMUNICATION BUILDS A SUSTAINABLE TOMORROW	27
--	----

EXPERIENCING AND LEARNING THE PHENOMENA OF ARCTIC NATURE

Victoria T. Gonzalez, Anne M. Wikan & Kjersti J. Wikan, Norwegian Institute of Bioeconomy Research

NATURE INTERPRETATION OF PHENOMENA OF ARCTIC NATURE AT THE ØVRE PASVIK VISITOR CENTRE	33
--	-----------

Pjotr Terentjev and Viktoria Frolova, Institute of North Industrial Ecology Problems

THE EXHIBITION COMPLEX «Khibinarium» IN APATITY	37
--	-----------

Kaija Maunula, Metsähallitus

LIGHTSCAPE AS PART OF TOURISTIC EXPERIENCE	41
---	-----------

Riitta Kämäräinen, Youth Centre Vasatokka

BIODIVERSITY AND ECOLOGY IN YOUTH WORK	45
---	-----------

Mervi Angeria, Lapland University of Applied Sciences

ENVIRONMENTAL EDUCATION IN TOURISM SERVICES	47
--	-----------

BUSINESS DEVELOPMENT THROUGH CONCEPT PLANNING

Outi Kähkönen and Mervi Angeria, Lapland University of Applied Sciences

INTRODUCTION TO CONCEPT PLANNING	53
---	-----------

Päivi Hanni-Vaara and Mirva Tapaninen, Lapland University of Applied Sciences

SENSORY OBSERVATIONS ON NATURE – A WORKSHOP IN SALLA DURING THE SNOW-FREE PERIOD	59
---	-----------

Mirva Tapaninen, Lapland University of Applied Sciences and Aini Ojala, Rovaniemi Municipal Federation of Education

LUXURY FROM NATURE – BUSINESS IN NETWORKS	65
--	-----------

CUSTOMER INSIGHT IN IMPROVING TOURISM EXPERIENCES

Kristiina Aikio, Metsähallitus

EXCEPTIONAL CIRCUMSTANCES BROUGHT PEOPLE CLOSER TO NATURE 73

Outi Kähkönen and Päivi Hanni-Vaara, Lapland University of Applied Sciences

FROM DATA TO CUSTOMER INSIGHT AND IMPROVED CUSTOMER EXPERIENCES 77

Outi Kähkönen, Lapland University of Applied Sciences

CUSTOMER SEGMENTATION AND PERSONAS: TOOLS FOR UNDERSTANDING THE CUSTOMERS 83

Outi Kähkönen and Päivi Hanni-Vaara, Lapland University of Applied Sciences

**WALK THE JOURNEY IN THE CUSTOMER'S SHOES:
THE ROAD TO UNDERSTANDING YOUR CUSTOMERS 87**

Paula Aspholm, Municipality of Salla

PHENOMENA OF ARCTIC NATURE AS A CUSTOMER EXPERIENCE IN SALLA 95

AUTHORS 97





Introduction

The phenomena of Arctic nature are key attraction factors in Arctic tourism. Arctic nature offers unique and versatile operating environments, phenomena, and activities in all seasons. The winter is well known, but similarly the awakening of nature in the spring, the endless nights of the midnight sun and the crisp autumn air inspire to go to outdoors round the year. Many interests and activities, such as wellbeing and culinary experiences, cycling or observing nature, are available throughout the year. Also, the seasonal features and cultural heritage correspond to the customers' needs to have authentic experiences and opportunities to take care of and develop themselves. Experiencing and learning about the phenomena of Arctic nature and a sustainable lifestyle are crucial in sustainable nature-based tourism.

As more and new types of visitors continue to come, we need to reframe the nature-based tourism products and understand the customers' needs. These can be developed through concept planning. It is a process that includes product development, service design and strategic business planning. It is also about the cooperation and partnerships between the different operators and stakeholders. In addition, the recovery from the Covid-19 pandemic requires collaboration and working together.

The Phenomena of Arctic Nature project addresses both nature and nature-based tourism. Its main objective is to raise awareness of arctic nature and its unique phenomena in the nature tourism sector. New infrastructure, nature exhibitions and a range of different workshops have boosted cooperation among tourism entrepreneurs and stakeholders in the Fennoscandian Green Belt in

Finnish, Norwegian and Russian Lapland and spread awareness of the phenomena of arctic nature. The project is implemented during 2019–2022, and it is co-financed by the Kolarctic CBC Programme. This publication presents the principles, examples and tools related to the phenomena of Arctic nature and concept planning. We hope to encourage nature-based tourism entrepreneurs, municipalities, organizations managing nature protection areas and nature centres as well as people interested in developing sustainable nature-based tourism to see the opportunities for nature-based tourism in protected areas through the use of phenomena of Arctic nature, concept planning and customer insight.

This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of Lapland University of Applied Sciences and can in no way be taken to reflect the views of the European Union.

In the first section, the articles focus on physical operating environments in nature-based tourism. The articles study the principles, infrastructure, visitor management, communication and networks that are relevant in the nature-based tourism in protected areas.

The second section concentrates on experiencing and learning about the phenomena of Arctic nature. The articles give examples of nature interpretation, exhibition complex, lightscape and how environmental education is part of youth work and tourism services.

Next the articles focus on business development through concept planning. The articles introduce and give examples of the principles of concept planning.

Thereafter, the publication focuses on customer insight. The development of customer experiences is illustrated through principles, tools and real-life cases.

You can study these topics further in online educational materials created during the project. PAN Phenomena of Arctic Nature <https://blogi.eoppimispaivelut.fi/phenomenaofarctictnature/> gives theoretical knowledge and practical tools for developing nature-based tourism in protected areas and planning concepts for nature-based tourism.

We would like to thank all authors who gave their valuable contribution to this publication.

Mervi Angeria, Milla Hirvaskari and Outi Kähkönen



Nature-based tourism in protected areas

Protected areas and national parks are among the most important operating environments in nature-based tourism. They offer and maintain both diverse nature and infrastructure as well as information and services.

This chapter focuses on physical operating environments: protected areas and visitor centres for nature-based tourism and local communities.

It discusses their importance as well as practical actions and experiences in them.

Keywords:

nature-based tourism, responsible tourism, protected areas, routes, visitor management, wooden architecture, co-operation, networking



Responsible Nature-based Tourism in Protected Areas

Sustainable tourism in protected areas requires resources for nature and visitor management and policies, public-private collaboration and local planning networks and focus on the visitor experiences.

WHAT IS NATURE-BASED TOURISM?

Basically, all tourism that relies on nature resources and attractions can be called nature-based tourism. It is a general description of the various types of tourism and approaches. Nature can have various roles depending on the tourists' needs, expectations and motives. Nature can be an attraction in itself or an operating

environment, but in any case, nature has a significant role. Usually nature-based tourism is based on motion through muscle power or some other non-motorized travel. (Rantala 2017; Fredman & Tyrväinen 2011.) However, nature-based tourism includes various branches of businesses such as accommodation, programme and guiding services, ski centres, equipment rental and attractions (Fredman et al. 2021; Petäjistö & Selby 2012).

The sustainability of tourism is emphasized in nature-based tourism. However, sustainability is not a self-evident factor but a continuous process that takes full account of its current and future economic, social, and environmental impacts. It concerns the needs of visitors, the tourism industry, the environment, and host communities. Sustainable tourism should maintain a high level of

tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. (UNWTO 2021a.)

The definition closely refers to ecotourism which includes ecological, ethical, and educational objectives, values and criteria for the environment and activities. Ecotourism is defined as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. There is a strong link between protected areas and ecotourism, with the aim of ensuring that tourism contributes to the purposes of protected areas and does not undermine them. (UNWTO 2021b; Fennell 2003.)

PROTECTED AREAS ARE IMPORTANT IN NATURE-BASED TOURISM

Protected areas include, for example, national parks, nature reserves, nature resorts and monuments, wilderness and hiking areas, and botanical gardens and arboretums. Parks and protected areas refer to public lands and are usually owned and operated by a public agency. They are held in trust with both a recreation/tourism and conservation/preservation mandate. (Metsähallitus 2021; Nordic Council of Ministers 2019; Kobayakov & Jakovlev 2013, 57–58.)

National parks are among the most important and popular operating environments for nature-based tourism worldwide.

The main purpose is to guarantee the biodiversity and the preservation of different types of nature, animals, and habitats for future generations. National parks offer easy access and diverse services such as guidance, wilderness huts, maps, and lavatories for outdoor recreation. (Metsähallitus 2021b; Nordic Council of Ministers 2019, 9; Kobayakov & Jakovlev 2013, 57–58; Visit Norway 2021; World Travel & Tourism Council 2016.)

Nature reserves (or “zapovednik” in Russian) are established for the purpose of research and are conserved in their natural state. They represent the oldest, best known, and most prominent protected area type. For the most part, strict nature reserves are closed to the public and visits require a permit. (Metsähallitus 2021a; Kobayakov & Jakovlev 2013.)

There are also other protected areas that do not have the same status as the strict nature reserves and national parks but are still important in nature conservation and outdoor recreation. These include, for example, various mire, forest and sea reserves, nature resorts (such as mineral springs), small and local nature monuments, wilderness areas and national hiking areas. These usually belong to other protected areas and conservation networks such as the Natura 2000 network. (Metsähallitus 2021a; Kobayakov & Jakovlev 2013, 57–58.)

There is also a diverse range of areas that have no fixed boundaries or special role, legal or otherwise, in land use planning. However, they have great symbolic value and are immensely important for tourism. Good examples of these are national landscapes and World Heritage Sites. (Metsähallitus 2021c.)

COMPLEX COMBINATION OF PROTECTION AND RESPONSIBLE TOURISM

Combining the protection/preservation and recreation/tourism is not unquestionable. Nature protection, outdoor recreation and commercial tourism belong to different political areas. The objective of the protected areas is literally to protect the area. However, national parks attract tourists who want to explore the very environments that are supposed to be protected and recreation in the outdoors is commercialized through nature-based tourism. Tourism causes distraction, trash, and erosion. (Fredman et al. 2021; World Travel & Tourism Council 2016.)

Growing visitor numbers create pressure on environmental, social, and local resources. In addition, the visitors may not have the pre-existing knowledge about how to behave in nature. It is also claimed that the public right of access is not designed for the commercial tourism and the massive increase in visitor numbers. (Fredman et al. 2021; Nordic Council of Ministers 2019.)

On the other hand, protection benefits the wildlife, nature, and the region and country as a whole. Protected areas bring together multiple stakeholders and are crucial in promoting and implementing sustainable tourism development. At its best, there is resilience and a good combination between responsible tourism and limiting negative impacts on native populations. (UNWTO 2020; World Travel & Tourism Council 2016.)


As more and new types of visitors continue to come, new forms of self-organized user activities and communication channels are

needed to preserve the value and attraction of the destinations (Nordic Council of Ministers 2019). Addressing these challenges in the post-COVID-19 world provides an opportunity to reframe nature-based tourism and outdoor recreation. Sustainable tourism in protected areas requires resources for nature and visitor management and policies, public-private collaboration and local planning networks and focus on the visitor experiences. (Fredman et al. 2021; UNWTO 2020.) These have been the key issues in the Phenomena of Arctic Nature project.

SOURCES

- Fennell, D. A. 2003. *Ecotourism: An Introduction*. 2nd edition. Routledge.
- Fredman, P., Haukeland, J., Tyrväinen, L., Stensland, S. & Wall-Reinius, S. 2021. Nature-based Tourism in a Nordic Context. In P. Fredman & J. Haukeland (eds.) *Nordic Perspectives on Nature-based Tourism: From Place-based Resources to Value-added Experiences*. Elgar, 2–15. eBook. Accessed 8 October 2021 <https://luc.finna.fi/>.
- Fredman, P. & Tyrväinen, L. 2011. *Frontiers in Nature-based Tourism: Lessons from Finland, Iceland, Norway and Sweden*. London: Routledge.
- Kobyakov, K. & Jakovlev, J. (eds.) 2013. *Atlas of High Conservation Value Areas, and Analysis of Gaps and Representativeness of the Protected Area Network in Northwest Russia: Arkhangelsk, Volgda, Leningrad, and Murmansk Regions, Republic of Karelia,*

- and City of St. Petersburg. Finnish Environment Institute: Helsinki.
- Konu, H., Tyrväinen, L., Pesonen, J., Tuulentie, S., Pasanen, K. & Tuohino, A. 2017. Uutta liiketoimintaa kestävä luontomatkailun ja virkistyskäytön ympärille – Kirjallisuuskatsaus. Accessed 8 October 2021 https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/79836/45_VIRKEIN_.pdf.
- Metsähallitus 2021a. Nature Reserves in Finland. Accessed 2 September 2021 <https://www.metsa.fi/en/lands-and-waters/protected-areas/nature-reserves/>.
- 2021b. National Parks Are Finland’s Natural Treasures. Accessed 29 September 2021 <https://www.metsa.fi/en/lands-and-waters/protected-areas/national-parks/>.
 - 2021c. Meaningful National Landscape. Accessed 29 September 2021 <https://www.nationalparks.fi/experiences/historyandculture/nationallandscapes>.
- Nordic Council of Ministers 2019. Visitor Management in Nordic National Parks. Accessed 29 September 2021 <http://norden.diva-portal.org/smash/get/diva2:1296532/FULLTEXT01.pdf>.
- Petäjäistö, L. & Selby, A. 2012. Luontomatkailun yritystoiminta Suomessa. Accessed 8 October 2021 <http://www.metla.fi/julkaisut/workingpapers/2012/mwp246.pdf>.
- Rantala, O. 2017. Luontomatkailu. In J. Edelheim & H. Ilola (eds.) Matkailututkimuksen avainkäsitteet. Rovaniemi: Lapland University Press, 59–63. Accessed 8 October 2021 <http://urn.fi/URN:ISBN:978-952-310-952-0>.
- UNWTO 2020. Sustainable Recovery of Tourism in Protected Areas from the COVID-19 Pandemic. Accessed 1 October 2021 <https://www.unwto.org/covid-19-oneplanet-responsible-recovery-initiatives/iucn-tapas-group>.
- 2021a. Sustainable Development. Accessed 1 October 2021 <https://www.unwto.org/sustainable-development>.
 - 2021b. Ecotourism and Protected Areas. Accessed 1 October 2021 <https://www.unwto.org/sustainable-development/ecotourism-and-protected-areas>.
- Visit Norway 2021. National Parks. Accessed 29 September 2021 <https://www.visitnorway.com/things-to-do/nature-attractions/national-parks/>.
- World Travel & Tourism Council 2016. How National Parks Around the World Influenced Sustainable Tourism Development. Accessed 24 September 2021 <https://worldtraveltourism-council.medium.com/how-national-parks-around-the-world-influenced-sustainable-tourism-development-6e149cfc0688>.



Alexandra Sinyak and Ekaterina Boykova, Pasvik State Nature Reserve

Tourism in Pasvik Zapovednik

Due to border regime, before planning a walking tour and excursion, you must get a special permission to visit Pasvik Zapovednik.

Pasvik Zapovednik is a unique place. Established on 16 July 1992 to study, protect and monitor the northernmost pine forests, wetlands of global importance, rich ornitho-fauna and arctic ecosystems, it is the youngest nature reserve in the Murmansk region and the first nature reserve to be established in the Russian Federation after the collapse of the USSR. Called after the river Pasvik, which means “saint river” in the Sami language, and separated by the same river from Norway, it is the only nature reserve in Russia that is entirely located in the state border area.

Zapovednik is rich in history and biodiversity. 14 687 hectares of protected lands are covered by boreal forests, waters, and wetlands, inhabited by more than 3 000 flora and fauna species, 241 of which are birds. Because of the rich ornitho-fauna, Pasvik Zapovednik is sometimes called a “bird heaven”. 117 species of flora and fauna are included in the Red Data Book of the Murmansk region, 22 species – into the Red Data Book of the Russian Federation, 2 – in the Red List of IUCN (International Union for Conservation of Nature). Among vulnerable species are smew, common crane, white-tailed eagle, great grey owl, European otter, roe deer, Eurasian water shrew, ring ouzel, lady’s-slipper orchid, European freshwater pearl mussel, bryoria fremontii and lobaria pulmonaria.

People have also inhabited these lands - in the recent past Sami, Finns, Norwegians and Russians have lived here. Traces of the II World War II can still be found in Zapovednik together with the traces of human activity, some dating back to the Stone Age. Nowadays all human activity, except scientific research, is forbidden here, because Zapovednik is a strictly protected nature territory, having class A of protection according to the IUCN.

Despite strict nature and border protection, people can still visit Zapovednik. As a contribution to the development of sustainable tourism in the Arctic region, Pasvik Zapovednik provides walking tours. It is the only way to visit this part of the Kola Peninsula. Pasvik Zapovednik provides two tourism products during summer period – “Varlam Island – a pearl of Pasvik”, a walking tour to the protected territory, and the excursion “Rajakoski village: life near three borders”. Also, since 2017 it has been possible to have a tour around the new visitor-center of Pasvik Zapovednik in Nikel.


“Varlam Island – a pearl of Pasvik” – a two-kilometre-long walking tour in Pasvik Zapovednik – is popular among those who like nature tourism and ornithology. During the three-hour tour, visitors are able to observe different biotopes: mixed pine and birch forest, wetlands, swampy lake shores. The shallow waters of these biotopes serve as a habitat for many aquatic and semiaquatic birds. The island has good infrastructure - for bird watchers there is an ornithological tower, which was opened in 1995 by Prince Philip, the president of WWF, and the house-museum of the first Pasvik ornithologist – Norwegian scientist Hans Schaanning. Also, the island still has some historical remnants of the World War II and buildings of the XX century.

Currently it is the only walking tour Pasvik Zapovednik provides, in near future we plan to have more tours – “In search for Aurora Borealis” and “Glukhaya Dam”.

“Rajakoski village: life near three borders” is an excursion to a picturesque village on the Pasvik river bank, surrounded by pine forest. The village has a unique local atmosphere – part of the houses were built by Finns, another by Norwegians in the mid 20th century. During the one-and-a-half-hour excursion to Rajakoski, tourists can have a tour around the village, visit the ecological school of Pasvik Zapovednik and find out more about Zapovednik’s work, as well as visit the botanical garden where Zapovednik’s specialists grow red-list plants.

Due to border regime, before planning a walking tour and excursion, you must get a special permission. Instructions on how to get the permission can be found on the official website of Pasvik Zapovednik (<https://pasvik-reserve.ru>).

Also, the new visitor-centre of Pasvik Zapovednik was opened for the tourists in January 2017 in Nikel. The visitor-centre includes a conference hall, a hall for permanent and temporary exhibitions and an observation platform on the top floor. In 2021 Pasvik Zapovednik will present a new permanent exhibition, made within the PAN project. The visitor-centre provides one-hour excursions. To visit us, please contact the department of ecological education via mail: pasvik.zapovednik@yandex.ru or via phone +7 (81554) 5-07-00. You are welcome!



Rolf Schaanning Kollstrøm, Øvre Pasvik National Park

Visitor Management and Wooden Architecture

Visitor Point Gjøken will be an important setting for displaying the values of the protected nature and the cultural history associated with Øvre Pasvik borderland and a meeting point of nature regions and ethnic groups.

The Øvre Pasvik National Park Board has since 2011 worked to establish a Visitor Point close to the nature protected areas in Øvre Pasvik. Through a process with a feasibility study and in dialogue with different stakeholders, “Gjøkhotellet” was chosen as the locality. The name is now Visitor Point Gjøken. The plans have been elaborated in cooperation with the National Park Board’s Advisory Committee, the Visitor Centre for Øvre Pasvik National Park at

NIBIO Svanhovd and local tourism entrepreneurs. The Visitor Centre will have the main responsibility for the design of public information and the future operations when the construction is completed in 2022. Through the Kolarctic PAN project, the vision of a new Visitor Point is now being realized.

A feasibility study from 2014 concluded that it is expedient to establish a Visitor Point in Øvre Pasvik because

- the Visitor Centre for Øvre Pasvik National Park (Svanvik) is located 65 km from the National Park;
- Øvre Pasvik has four protected areas located so close to each other that a Visitor Point will be useful in the management of all of these;

- accesses to the protected areas are all from the main road FV 885. Therefore, a Visitor Point should be established along this road to catch all visitors.
- it is also useful for informing the public about the rules of conduct when traveling in this border zone towards Russia and Finland.

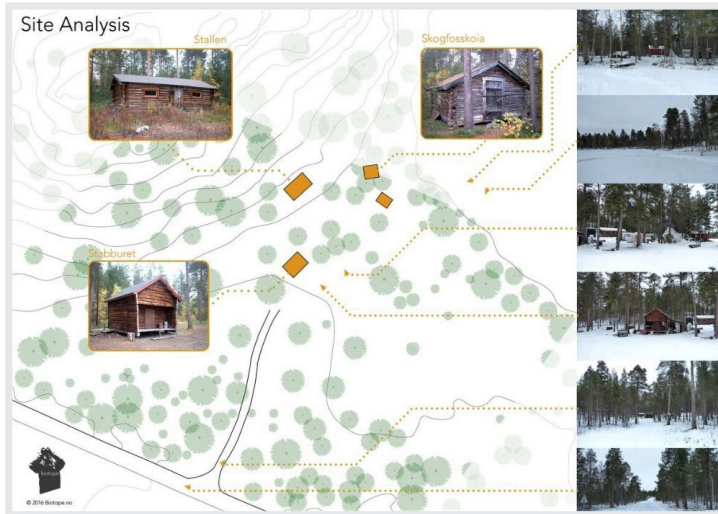


Figure 1. The log houses Stallen (the stable), Stabburet (food storehouse) and Skogfosskoia (accommodation for travellers) were placed at “Gjøkhotellet” approximately 50 years ago.

Locally known as Gjøkhotellet - “the Cuckoo hotel” - in Øvre Pasvik, old, protected log houses have been placed here to salvage them from damming and disrepair. This happened some 50 years ago with the plan to establish a museum for forestry in Pasvik here. This was never done and the buildings fell in disrepair. This rural courtyard with the ancient houses is now being upgraded as a Visitor Point linked to the nearby nature protected areas.

The main house with a sanitary annex sadly burned down in 2014. It will be replaced by relocating a log house which currently stands 5 km from the Gjøken. This house has earlier been used as accommodation in connection with forestry activities and will fit in with the other traditional handcrafted log houses at the Visitor Point.

From the main facility at Visitor Point Gjøken, short and medium-long nature trails to viewpoints and nature and cultural attractions are planned. These are

1. An 800-metre circular hike to an archaeological excavation site of settlements from the Middle Ages with great educational value.
2. Heritage trails in WW2 military camps with distances ranging from 200 m to 2 km from the Visitor Point.

A survey among tourism entrepreneurs in Pasvik in 2018 showed that the Visitor Point will provide them important support. Five out of six companies have services related to nature guidance and bird tourism, which they want to offer to visitors from the Visitor

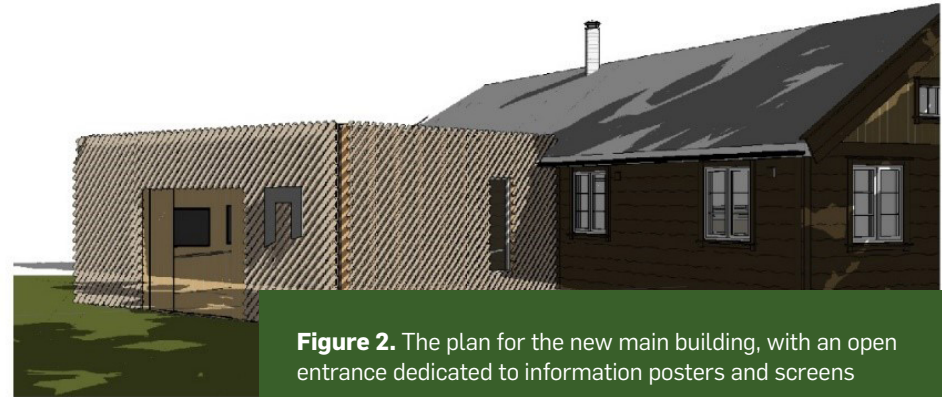
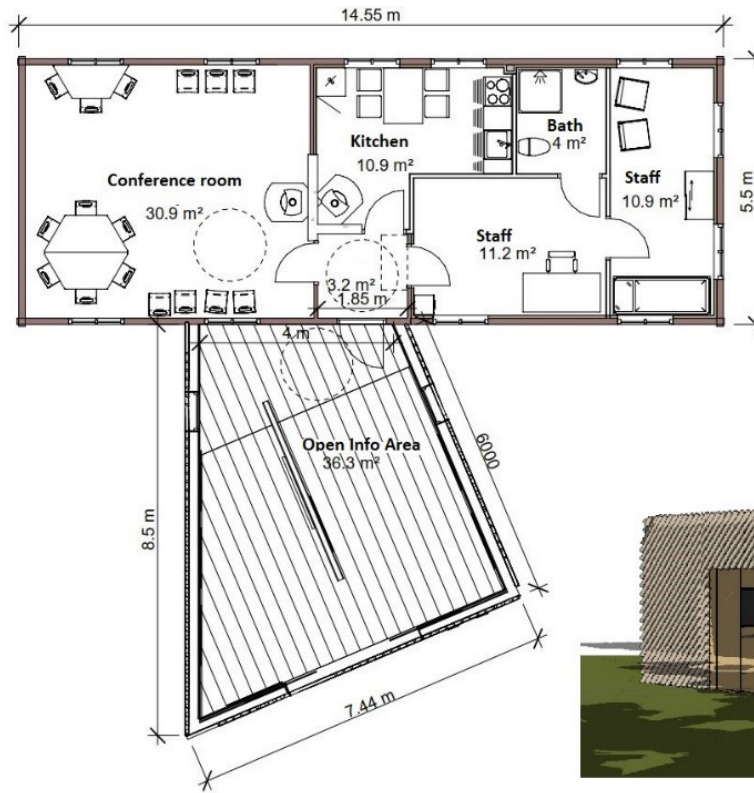


Figure 2. The plan for the new main building, with an open entrance dedicated to information posters and screens

Point. The companies consider the Visitor Point to be important for both their business and the local population. They want to use the Visitor Point as an integral part of the offer to their guests, and this facility in Øvre Pasvik will ensure their 21 employees / 14 person-years and provide potential for further value creation.

In the project, several formal clarifications have been necessary to put in place. The most important are, firstly, a lease contract with the landowner the Finnmark Estate, secondly, an agreement with the Sør-Varanger municipality that the municipal master-plan's land-use objectives will include a service and information

centre for visitors to Øvre Pasvik National Park, and thirdly, permission for road signage from the road authorities.

These listed buildings are recognized as some of the oldest wooden buildings in the region, and we aim to both restore the authenticity and protect their historical integrity. An expert architect has planned the work in close dialogue with the historical building authorities. When tendering for the restoration, we had to require carpenters skilled in traditional techniques, re-use of original woodwork to a great extent, and use of local wood when in need of new materials.

Architectural solutions are based on both care for nature and the use of traditional materials. The transition between new and old should be seamless. The wooden houses will be respectfully adapted to display the pristine pine forests with their taiga birdlife and high-quality outdoor experiences in Øvre Pasvik.

The rustic log houses with their Pasvik history will be an important setting for displaying the values of the protected nature and the cultural history associated with this borderland and a meeting point of nature regions and ethnic groups. This concept is beautifully integrated in our joint venture with our partners in the Kolarctic PAN project.

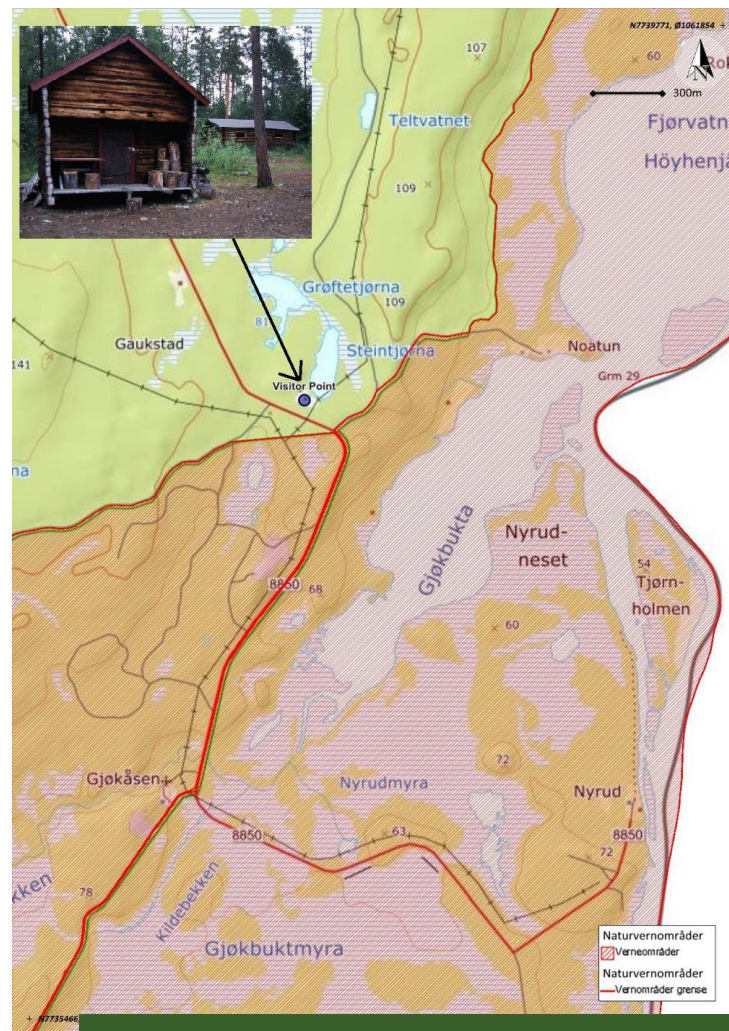


Figure 3. Location of the Visitor Point Gjøken in relation to the nature protected areas (red hatch) in Øvre Pasvik

Multidisciplinary Co-operation and Networks in the PAN Project

The main objective is to increase awareness and knowledge about arctic nature and provide sustainable nature-based tourism with new services and infrastructure which support year-round use.

The PAN - Phenomena of Arctic Nature project brings together nine partners from three countries. The main objective of the project is to increase awareness and knowledge about arctic nature and provide sustainable nature-based tourism with new services and infrastructure which support year-round use. The partners have varying fields of expertise, which creates a unique frame for combining nature and nature-based tourism in cross-border

cooperation. This exquisite combination of partners cooperates for the first time together in this project, and therefore the first network created in the PAN project consists of partnerships.

The partner organizations are as follows. There are three organizations managing nature protection areas and visitor centres in three countries. These partners are Metsähallitus Parks & Wildlife Finland, Pasvik State Nature Reserve in Russia and Øvre Pasvik National Park Board in Norway. The managers of protected areas preserve nationally valuable nature and organize possibilities for recreation and sustainable nature-based tourism through well-planned infrastructure and services.

The Lapland University of Applied Sciences and Youth Centre Vasatokka from Finland represent educational institutes, which



Figure 4. Partners of the Phenomena of Arctic Nature project

work with national and international pupils and students. Various pedagogical approaches combined with theoretical background provide an excellent base for developing new educational materials.

Then there are two research institutes: the Russian Institute of North Industrial Ecology Problems, INEP, and the Norwegian Institute of Bioeconomy Research, Nibio Svanhovd. These institutes possess masses of environmental data and the means to analyse it, and publish it in popularized form.

The Municipality of Salla in Finland and the Norwegian Architect Office Biotope develop sustainable nature-based tourism actively. The Municipality of Salla is devoted to sustainable nature tourism and active cooperation with tourism businesses. Biotope has created its own design for developing destinations through minimalistic infrastructure built from local wood.

Luckily, the partners were able to have two face-to-face meetings prior to the Covid-19 pandemic. After the organisations had got together and people had met each other, it was easy to continue with international cooperation online webtools. The first results from the multidisciplinary cooperation can be presented in the autumn 2021.

Altogether four observation lookouts designed by the Norwegian architects have been built in Salla, Finland, and in Apatity, Russia. The building sites have been selected together with tourism businesses, which are one of the target groups using the infrastructure in the future. The lookouts provide shelter and easy access to nature for observing different phenomena of arctic nature around the year.

The partners who are building and renewing permanent exhibitions in visitor centres started their cooperation through a common workshop and benchmarking journey to various museums in St. Petersburg, Russia. It was followed up by a webinar for exchanging the best practices in making and maintaining permanent exhibitions. By the end of the year 2021 four out of the five permanent exhibitions in three countries will be ready. The exhibitions provide memorable visits and multi-layered information on arctic nature.

The workshops which have been arranged in the frame of the project contribute not only to cooperation and networking but also to the capacity building of the participants. The topics of the workshops have been wood carving, wood architecture and planning new tourism service concepts. The project partners and tourism businesses have been able to discuss, exchange experiences and work together.

Other results to be mentioned here are self-made touchable items next to immaterial results, as well as a better understanding through learning to empathise and look at the services and infrastructure through customers' or visitors' eyes. Some results of the workshops will be used for piloting new services for sustainable nature tourism.

Good cooperation and networks require organisations which are devoted to the common objectives. But the most significant role is played by the active persons who are open and curious towards cross-border cooperation, and who discuss and create the common results.



Figure 5. International project partners' get-together for wood carving and architecture workshop in Norway in October 2020

Responsible Communication Builds a Sustainable Tomorrow

Responsibility can be summed up in one piece of advice: do not leave a trace in nature.

The increase in domestic tourism resulting from the coronavirus pandemic has been noted throughout Finland. The tourism focused particularly on the summer and the holiday season in July. Indeed, overnight stays in accommodation establishments by domestic tourists in July 2021 broke all previous records (Statistics Finland 2021). The national parks and hiking areas maintained by Parks & Wildlife Finland of Metsähallitus have also had their share of growth from summer tourism. Visits to national parks

increased by 4% compared to 2020 and by as much as 25% compared to 2019 (Metsähallitus 2021a).

Visits to national parks and other popular nature destinations are monitored every year. The monitoring provides information on the busiest months in terms of visits and the destinations under the highest operating pressure. In Lapland, visitor counters are remotely readable and some of the counters are able to distinguish between walkers and cyclists. The wear of the terrain and rest areas is strongest in the most popular destinations. The data on the number of visits and most popular destinations obtained from the counters is taken into account in the maintenance and development of hiking trails and structures. Additional information on

visitors is provided by visitor surveys conducted at five-year intervals, as well as by profiling hikers and validating assumptions.

National parks are regional attractions. They attract tourists to the areas and are also exploited commercially by activity programme service companies, for example. National parks are the subjects of new books and blog posts. They are described on social media accounts, and highlighted on the websites of regional tourism organisations. Metsähallitus provides information about its own destinations on the Nationalparks.fi and Excursionmap.fi websites and the Facebook pages of national parks, for instance. Information and impressions are also passed on by individuals, companies, and various tourism organisations. With so many sources and producers of information, how do you make sure that hikers and campers understand how to enjoy the great outdoors responsibly?

THE POWER OF SOCIAL MEDIA

Thanks to social media, a place may become a top destination in a matter of months. Great pictures are easy to like and share at the touch of a button. At their best, great pictures inspire people to explore nature, but an ill-considered picture may encourage them to act in a way that is not sustainable for nature.

Hiking and camping are attracting an increasing number of people new to the activities who need more guidance and clear instructions on how to move around in nature. It is a common misconception that everyman's right applies as is in protected areas, although it is often limited by the rules and regulations

of national parks. If you are not familiar with the rules and regulations, how should you go about ensuring that the message conveyed by your photos is responsible?

Responsible hikers and campers study the destination's rules and regulations in advance. Tents are put up in the places indicated for them, fires are made at permitted locations only when there are no forest fire warnings in place, and trash should travel back home with visitors. While in search of information, hikers and campers often end up on the pages of regional tourism organisations. Regional organisations, together with Metsähallitus, do indeed play an important role in providing the right information about protected areas and how they operate, and in guiding visitors to destinations that can withstand high visitor pressure. When building the image of a national park or tourist area, the visual communication must also be responsible.

Beautiful images and videos are a source of inspiration, but at the same time they shape expectations. In addition, the images convey a lot of information to the viewer, almost unnoticed. Pictures give an idea of what an area looks like, what the trails are like, and the kinds of activities they enable. Pictures provide information about the weather conditions, the equipment required or how to be active in accordance with the rules. The location markings on images, on the other hand, provide tips on possible excursion destinations. A responsible communicator therefore considers the impact of the picture they publish in advance. Does the picture encourage people to act responsibly and safely? If the picture becomes a social media phenomenon, are the consequences solely

positive? In other words, can the object of the image withstand the visit of hundreds or even thousands of hikers or campers? It also remains to be seen whether people want all the places to be found or whether a location could be left untold. What happens when all the fell peaks in a national park become hit attractions?


Fortunately, there is plenty of information available on responsible camping and communication. You can check out the Outdoor Etiquette (Metsähallitus 2021b) or the Outdoor Guide (Metsähallitus 2021c), for example, or the destination-specific instructions and rules of national parks and hiking trails on the Nationalparks.fi website. The signs at the starting points of hiking trails include the most important rules for the area and you can also contact or visit the Nature Centres for advice. At the end of the day, responsibility can be summed up in one piece of advice: do not leave a trace in nature.



Figure 6. Outdoor Etiquette provides tips and guidelines for responsible hiking and camping (Metsähallitus 2021b)

SOURCES

- Metsähallitus 2021a. Kansallispuistoissa on saavutettu uusi korkeampi peruskäyntimäärätaso - Rahoituksen on vastattava käyntimäärien kasvun aiheuttamia tarpeita. Accessed 28 October 2021 <https://www.luontoon.fi/-/kansallispuistoissa-on-saavutettu-uusi-korkeampi-perusk%C3%A4yntim%C3%A4%C3%A4r%C3%A4taso-rahoituksen-on-vastattava-k%C3%A4yntim%C3%A4%C3%A4rien-kasvun-aiheuttamia-tarpeita>.
- 2021b. Outdoor Etiquette. Accessed 28 October 2021 <https://www.nationalparks.fi/hikinginfinland/visitorguidelines>.
 - 2021c. Outdoor Guide to Finland's National Parks. Hiking in Finland. Accessed 28 October 2021 <https://www.nationalparks.fi/hikinginfinland>.
- Statistics Finland 2021. Domestic Tourism at a Record High Level in July 2021. Accessed 28 October 2021 https://stat.fi/til/matk/2021/07/matk_2021_07_2021-08-26_tie_001_en.html.



Experiencing and learning the phenomena of arctic nature

Arctic nature is full of fascinating and impressive natural phenomena. For deeper understanding, experiences and learning, visitor centres, exhibitions and ecological program services are important.

This chapter focuses on phenomena of Arctic nature. The articles give examples of how interactive exhibitions and actions in nature interpretation can promote the sustainable lifestyle.

Keywords:

natural phenomena, nature interpretation, environmental education



Nature Interpretation of Phenomena of Arctic Nature at the Øvre Pasvik Visitor Centre

Increased knowledge on species, biodiversity and ecosystems can inspire to live a sustainable lifestyle and promote awareness about the natural world.

INTRODUCTION

The Øvre Pasvik National Park Visitor Centre was established in 2001 and is part of the research station NIBIO Svanhovd in the Pasvik valley. At the Centre you will find exhibitions that present the Pasvik Valley's special nature, culture, and history, and learn

about the primeval forest in the national park and the most characteristic bird and animal species that live here.

The Pasvik Valley borders to Finland in the West and Russia in the East and has the densest brown bear population in Norway. The brown bear has therefore been given a central place in the exhibitions, and with interactive solutions, they offer exciting and educational experiences for visitors. The Centre is surrounded by a botanical garden, and in the immediate area there are various nature trails. Further, the Visitor Centre offers a variety of nature interpretation activities suitable for both school and family visits.

Nature and heritage interpretation have received increased attention in recent years. Nature interpretation promotes the dissemination of knowledge and care for nature. The aim is to

strengthen the understanding of ecological and cultural contexts and increase awareness of the role of man in nature. Increased knowledge on species, biodiversity and ecosystems can inspire to live a sustainable lifestyle and promote awareness about the natural world.

Nature interpretation at our visitor centre is used as a tool for education, recreation and protection of nature and the environment. At our visitor centre, emphasis is placed on the link between knowledge and understanding through practical approaches which in turn can bring increased awareness and conservation of nature. Our experience is that nature interpretation plays an important role in nature-based tourism, management, and planning of conservation areas.

The best nature interpretation activities bring nature to life through storytelling and the use of various creative techniques. There are several important aspects to consider before we meet our visitors, such as how many visitors are coming and where they come from, why and for how long they visit us and what interests them. Nature interpretation at the visitor centre is usually based on local nature and research, and it follows the current school curriculum. We offer day visits to schools or welcome pupils or guests to our visitor centre. Sometimes we travel with visitors to the protected areas which are located about an hour's drive from the visitor centre.

Practical work and making use of all our senses while learning are the methods used in our nature interpretation. Our main nature interpretation activities, apart from the current exhibitions

at the visitor centre, are mainly directed to school children. Hands-on activities can stimulate the youth to choose education in research, technology, engineering, and mathematics (STEM education). This can contribute to developing solutions to the challenges experienced by the northern areas due to, for example, changes in climate and land use.

An important location for the nature interpretation activities that the Visitor Centre offers is the Visitor Point "Gjøken", which is being developed through the Kolarctic PAN project. At this site, pupils and public in general can gather to receive lectures about natural phenomena in the Pasvik valley in addition to getting information about the protected areas and local cultural heritage, including historically important buildings.

EXAMPLES OF NATURE INTERPRETATION ACTIVITIES AT THE VISITOR CENTRE

Here we present two examples of nature interpretation activities performed by the visitor centre where the target group are school children.

1. Bear Research Lab

Knowledge of biological and genetic diversity is important for society's ability to take care of nature and for sustainable development. Large carnivores are an important part of arctic and Nordic nature, but they are also a source of conflict among society. To prevent conflicts in areas with large carnivores and at the same



Figure 7. Brown Bear (Wikan 2019)

time to meet some of the challenges associated with the new school curriculum, we offer a genetic teaching laboratory based on methods used in predator management today where pupils must extract and analyse DNA from various samples of brown bears.

For children, science becomes quickly much more exciting when it can be performed through practical activities. In the research lab, pupils learn about genetics, predator management and behaviour, as well as the sustainable use of nature through teaching and practical assignments. We talk a little about all predators and carry out the practical tasks with bear samples. The pupils become bear researchers for the duration of the 3–4-hour programme.

2. “My National Park”, a Nature School about Bird Life in the Pasvik Valley

My National Park is an interdisciplinary nature school where children and youth can explore and get to know the national park closest to them, i.e., the Øvre Pasvik National Park. It is in a primeval forest and wetland area with a rich bird life. Pupils learn about the conservation values the national park is based on through lectures, practical assignments, and excursions in the national park. Getting to know your nearest protected area helps to strengthen the responsibility for preserving nature and biological diversity in a sustainable way.

Through primary school, pupils encounter the project three times (4th, 7th, and 9th grade) where they learn through a variety of activities about bird life and primeval forest. Some of the topics are, for example, differences between migratory birds and resident

birds, bird beak anatomy and how this is related to what they eat, identifying and registering species belonging to primeval forests and participating in bird ringing activities with a member of the Norwegian Ornithological Society. Most activities take place at the Visitor Point “Gjøken”, which is located a few minutes from the conservation areas. The programme length varies from 2 hours up to 1 day.

Participation in “My National Park” and “Bear Researcher Lab” is free for schools and the various teaching programs are adapted to the latest school curriculum.



The Exhibition Complex «Khibinarium» in Apatity

Interactive contents give every visitor the possibility to not just listen but to become an active participant, to find interesting information by themselves and even to test their knowledge on the Khibiny Massif.

One of the special objectives of the PAN project is the establishment of an international network of managers and operators along the Green Belt of Fennoscandia. Visitor centres will form the backbone for that new network. Project activities prepare new exhibitions, audiovisual presentations, and educational materials for the visitor centres.

INEP, as a partner of the PAN project, is to create an exhibition on the central square of the city of Apatity, dedicated to the nature of the Khibiny Massif (Mountains). The creation of a new exhibition centre in Northern Russia will contribute to the cultural, social, and economic prosperity of the Khibiny National Park and the entire Murmansk region. The new museum will play an important role in the formation and development of a cultural identity for the region, broadcast its symbols and values for guests and tourists.

The current environmental situation on the planet Earth makes us think about the fragile balance between nature and human's activity. The Khibiny Massif is a perfect example of this, where industrial threats, nature conservation and nature-based tourism meet and try to coexist. The social mission of the permanent

Khibiny exhibition is closely connected with the cultural politics and economic and tourism development in the Murmansk region and in the cross-border area as well. In these conditions, the role of the permanent Khibiny exhibition is to represent the unique northern nature and geological heritage of the place to the wide audience and to become the starting point for tourist routes to Khibiny.

The main aims of the exhibition are to

- preserve cultural, mining, and geological heritage;
- create a space for telling about the history of the region, the development of the national park in the Khibiny, and to reflect the relationship between human activity and the natural world of the Khibiny mountain;
- implement social and cultural activities to organize thematic events for residents and guests in the region;
- create an information and educational centre;
- form a dynamic space containing modern methods of presenting information and the author's creative solutions.

The main thematic zones of the complex are presented in Figure 8. The permanent exhibition would present the geological formation of the Khibiny Massif, history of mountain development, the new Khibiny National Park, the impact of mining on natural complexes as well as the flora and fauna of the mountains. Interactive multimedia tools would be used in the permanent exhibition: a screen

with a projector for showing video, films, and presentations; and an interactive touch screen table with texts in Russian and English, photos, maps, drawings; a display with the Khibiny National Park; a volumetric map of the region with highlighted zones; the layout of the geological formation of the Khibiny Massif as well as information on the walls about fauna and flora. Interactive contents give every visitor the possibility to not just listen but to become an active participant, to find interesting information by themselves and even to test their knowledge on the Khibiny Massif.

The exhibition about the Khibiny National Park could be an excellent contribution to the development of the National Park: the exhibition space could serve as an information point to the Park, too. The tourist routes with sights and descriptions are presented to visitors. The exhibition space would be a good meeting point for all the target groups in the project: for tourists, locals, children, students, and youth as part of their environmental education, for tourism entrepreneurs who can use all printed materials and give here information for tourists before hiking and trekking, for researchers studying Khibiny as well as local authorities and mining companies who should be in dialog with the local community.

Main thematic zones



Figure 8. The main thematic zones of the Exhibition Complex «Khibinarium» in Apatity



Lightscape as Part of Touristic Experience

Natural lightscapes make night-time scenery, such as a starry sky, easier to view and are critical for maintaining nocturnal habitats for wildlife. Light that is undesirable in a natural or cultural landscape is often called “light pollution”.

The popularity of nature tourism is clearly increasing. The trends it gives rise to may be relatively narrow-minded, such as the aurora borealis excitement which has emerged in recent years. Highlighting other spheres of natural light as well could, however, provide tourism in Lapland with new round-the-year attractions.

“Landscape” is one of key concepts in environmental research alongside “place”, “area” and “nature” (von Bonsdorff 2011, 17). Nature and landscape differ from each other in that “landscape” is a limited area, whereas “nature” is a broad concept (Rannisto 2007, 45). A landscape is typically built around a certain core view, and it may not be outlined by other landscapes. An area has boundaries that separate it from other areas, and it may contain several landscapes. (von Bonsdorff 1996, 31; Raivo 1997, 207.)

The term “lightscape” has been used in both scientific and non-scientific contexts (see Veijola, Jokimäki, Kyyrö & Jutila 2020, 95–96). However, it is difficult to define the concept of intertwined light, optical phenomena, and landscapes. Optical phenomena mean lights in the atmosphere. Light is reflected, and it bends or

scatters, when it travels through the atmosphere, making the sky look different in different situations. Optical phenomena have an impact on the sky's colour and create different lights in the sky. (Foreca 2021.) The best-known examples are rainbows and aurora borealis (Ursa 2021; Korhonen 2012).

When talking about nature's lightscape, it is often connected to the presence of artificial light and the protection of darkness. For example, Your Dictionary (2021) defines "lightscape" as a lighting arrangement that picks out some details and obscures others. The National Park Service (2021), which manages US national parks, uses the term "natural lightscape" to describe resources and values that exist in the absence of artificial light sources at night. Natural lightscapes make night-time scenery, such as a starry sky, easier to view and are critical for maintaining nocturnal habitats for wildlife. According to Willamo (2012, 138), researchers have only in recent years included environmental changes associated with light in their lists of environmental problems, even though they are very common. Light that is undesirable in a natural or cultural landscape is often called "light pollution" (National Park Service 2012).

Even though light is an inseparable part of a space and place, the very word "landscape" often seems to exclude the sky from its meaning, focusing on landforms, geology, biology, natural history, and cultural objects. Definitions of landscape emphasise, almost without exception, what can be perceived in daylight. However, the landscape also includes variations of light and weather. (Edensor 2010, 230–231.) Therefore, the term "lightscape" can be used as part

of the comprehensive landscape experience in a natural landscape, in which the focus is mainly placed on natural optical phenomena, not on artificial light.

What is the difference between a natural lightscape and natural optical phenomena? According to Finto (2021), "natural phenomena" is a broader concept, which covers narrower concepts, such as "polar night", "forces of nature", "autumn leaf colour" and "meteors". They are physical or biological events that usually are not caused by human activities (Yle.fi 2015). It should be noted that these phenomena do not require the presence of humans to take place. Instead, a landscape always requires someone who experiences, senses, and observes it, and inevitably, also interprets it (Halla 2003, 84–85). It is safe to say that the natural lightscape is affected by changing natural optical phenomena that set up changing stages and, therefore, evoke different experiences and emotions.

In addition to changing periods and points of view, the landscape also changes as a physical object. Even if we focus our observations on a single object, its shape and colours are changing constantly, which affects the situation in which we experience it. (Ranisto 2007, 94.) What we observe in nature is a process (von Bonsdorff 1996, 28), which is why it is constantly different and in motion. The Earth has seasons because, when revolving around the Sun, it rotates around its own axis. Due to the direction of rotation, the sky appears to move from east to west. Correspondingly, the day passes from east to west. (Partonen 2002, 43.) In other

words, natural optical phenomena are constantly recurring and also changing due to conditions.

Light plays a significant part in experiencing the atmosphere of the natural environment. Darkness awakens the feeling of fear or even terror much more easily than daylight when moving around in nature: the lack of light makes it more difficult to visually perceive our surroundings, with the origins and causes of sounds more likely remaining a mystery and products of our imagination. Darkness and twilight feed the imagination to see non-existent shapes. (Rannisto 2007, 117.) Light, like music, is a highly subjective experience, while the sensory observation of light is rarely a conscious process. Perhaps because we do not consciously experience the emotional impact of light, it has such a significant impact on our emotions. (Keller 2010, 23.)

The lightscape can be regarded as part of the natural landscape, similarly to the soundscape. Unlike the lightscape, the soundscape has been studied since the late 1960s. The definition of “soundscape” can therefore be used in defining the concept of “natural lightscape”. Along the lines of Uimonen (2021), the lightscape can be defined as follows: “Lightscape” means how individuals and communities interpret the impact of natural optical phenomena in their surroundings and how they understand optical phenomena and related meanings around them. Learned and adopted ways of seeing are parts of this relationship with the environment. We are talking about a sociocultural way of understanding the environment and its changing conditions. “Lightscape” means any entity of light and landscape: both in its natural state and shaped by

humans. Like other landscapes, there are many types and qualities of lightscapes. The concepts of sustainability, responsibility and aesthetic experience can apply to their qualitative analysis. Different observers and observation situations produce different meanings for lightscapes.

The various lightscapes of Lapland’s nature consist of light and different degrees of light at different times of the day and year. Instead of remaining a social media update similar to a postcard, it can become part of our mindsets, remembered afterwards as lights, colours, scents, emotions, and sounds. We only need time, sensitivity, and patience to be in the landscape and lightscape.

SOURCES

- Edensor T. 2010. Aurora Landscapes: Affective Atmospheres of Light and Dark. In K. Benediktsson, K. A. Lund (eds.) *Conversations with Landscape*. Taylor & Francis Group. EBook. Accessed 25 May 2021 luc.finna.fi, Ebook Central.
- Finto 2021. Phenomena. Accessed 30 May 2021 <https://finto.fi/koko/fi/page/p32195>.
- Foreca 2021. Ilmakehän optiset ilmiöt. Accessed 29 May 2021 <https://www.foreca.fi/s%C3%A4%C3%A4pedia/cb1fx7qv>.
- Halla, T. 2003. Maiseman esteettinen kokeminen. Master’s thesis, philosophy. Jyväskylä University. Accessed 25 May 2021 <https://jyx.jyu.fi/bitstream/handle/123456789/8127/Go000372.pdf>.
- Keller, M. 2010. *Light Fantastic: The Art of Stage Lighting*. Munich: Prestel.

- Korhonen, V. 2021. Revontulet ja tähtitaivaan tarkkailu. Accessed 29 May 2021 <https://www.luontoon.fi/tahtitaivaantarkkailu>.
- National Park Service 2021. Protecting Natural Lightscape. Accessed 22 May 2021 <https://www.nps.gov/articles/natural-lightscape.htm>.
- Partonen, T. 2002. Kaamoksesta kesään. Valon ja ajan merkitys terveydelle. Helsinki: Kustannus Oy Duodecim.
- Raivo, P. 1997. Kulttuurimaisema. Alue, näkymä vai tapa nähdä. In T. Haarni, M. Karvinen, H. Koskela & S. Tani (eds.) Tila, paikka ja maisema. Tutkimusretkiä uuteen maantieteeseen. Tampere: Vastapaino.
- Rannisto, T. 2007. Luonnon estetiikka. Helsinki: Multikustannus Oy.
- Uimonen, H. 2021. Äänimaisema – ai mikä? Finnish Society for Acoustic Ecology. Accessed 22 May 2021 <https://www.aanimaisemat.fi/p/aanimaisema-ai-niin-mika.html>.
- Ursa 2021. Ilmakehän optisia ilmiöitä. Accessed 29 May 2021 <https://www.ursa.fi/ilmakeha/ilmiot.html>.
- Veijola, S., Jokimäki, J., Kyyrö, K. & Jutila, S. Vierailukestävyiden kolmiomittausmalli. In S. Veijola & K. Kyyrö (eds.) Kestävän matkailun monitieteiset mittarit kulttuuriympäristöissä. Publications of the Government's analysis, assessment, and research activities 2020:26. Helsinki: Prime Minister's Office. Accessed 22 April 2021 https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/162206/VNTEAS_2020_26.pdf.
- von Bonsdorff, P. 1996. Maiseman esteettinen tulkinta ja arvottaminen. In M. Häyrynen & O. Immonen (eds.) Maiseman arvo(s)tus. Reports no. 1 of the International Institute of Applied Aesthetics. Lahti: Lahti International Institute of Applied Aesthetics.
- 2011. Johdanto. In S. Heinänen, P. von Bonsdorff & V. Kaukio (eds.) Tunne maisema. Helsinki: Maahenki Oy.
- Willamo, R. 2012. Miten ympäristömuutos aiheutetaan ja koetaan ongelmaksi? In K. Lummaa, M. Rönkä & T. Vuorisalo (eds.) Monitieteinen ympäristötutkimus. Helsinki: Gaudeamus Helsinki University Press.
- Yle.fi 2015. Abitreenit. Riskimaantiede. Accessed 30 May 2021 <https://yle.fi/aihe/artikkeli/2015/12/15/riskimaantiede>.
- Your Dictionary 2021. Lightscape. Accessed 22 May 2021 <https://www.yourdictionary.com/lightscape>.

Biodiversity and Ecology in Youth Work

Arctic nature is phenomenal with its specificity and diversity. Together with young people, we discuss how we can influence the surrounding nature and its preservation through our own activities.

Various nature activities are offered to groups visiting the Vasatokka Youth Center. They introduce the diversity and ecology of nature to children and young people through various methods. The nearby forests, waterways and fells are excellent learning environments and there are plenty of things to observe in every season. Various habitats can be found in the immediate vicinity, including

marshes, waterways, open fells, and old forests. The permanent, serviced sites, almost in the courtyard, offer a variety of opportunities for outdoor activities such as learning wilderness skills, dining by a fire, kayaking and even watching the northern lights.

Additional opportunities are offered by nearby excursion destinations, such as Otsamo Fell. There you not only challenge yourself, but also see and experience many different things on the way, such as changes in the area's forests and vegetation, and as you ascend the fell, clearly perceive the growth of different trees. On the way to the fell, we get to know northern nature, its flora and fauna, as well as vulnerability and slow renewal. Together with young people, we discuss how we can influence the surrounding nature and its preservation through our own activities.

The instructor talks about the area, its history, and species, introducing the surrounding nature to the young people. As we walk, we observe nature and share our observations with the group. Who saw which bird, and did you notice those hare tracks on the snow? Depending on the group and the trip, taking pictures and recording the observations also form part of the program.

NEW SKILLS THROUGH LEARNING BY DOING

Most of the programs are implemented in the so-called learning-by-doing method, in which everyone experiments and gets new learning experiences by themselves. Different skills are practiced in groups, and young people are also included in, for example, making decisions and choices and considering new steps for the future programmes. All programmes have some goal, including learning a new skill, teamwork or surpassing oneself. Especially the content of camp schools is designed together with the teacher, taking into account the class's own goals and the school curriculum. Reflection and open feedback after the programs experienced is also important.

SUSTAINABLE AND ECOLOGICAL PROGRAMMES

Year after year, sustainable development and ecology are more strongly involved in the planning of programmes, and progress has been made in many areas. The campfire meals in the programmes favour local food and vegetarian food, which are constantly

being added to the centre's menu anyway. We do not use disposable tableware and emphasize the etiquette of the traveller in nature to our young visitors. We go hiking using our own bodies: motorized vehicles are used only for site maintenance and programme safety.

Respect for nature is one of our values: we are there just to visit and we do not want to leave any traces of the visit. Young people are well aware of environmental issues, and through our own programmes and work we want to support them in these matters. In the future, we will also operate as an Environmental School. The aim of the PAN project for Vasatokka is to produce activities related to the observation of the phenomenal Arctic nature for youth groups. The activities are in harmony with nature and the values of the centre and reflect some educational features: observing different natural phenomena, using different senses, observing and exploring nature as well as learning through doing. Arctic nature is phenomenal with its specificity and diversity, and we want to bring it to the attention of young people.

Environmental Education in Tourism Services

Environmental education and responsibility should reflect and combine the company's identity, products, value proposition, encounters and employee experience.

WHAT IS ENVIRONMENTAL EDUCATION?

Environmental education is a practical field of education that aims at a sustainable way of living and environmental sensitivity, familiarity, and optimism. The objective is to increase environmental awareness and knowledge, clarify environmental attitudes, values and emotions and involve people to solve environmental problems. The definition and objectives are related

to education for sustainable development. (Cantell 2020; Palmer 1998.)

Environmental education is a multi-disciplinary field integrating various disciplines such as biology, chemistry, physics, ecology, earth science, atmospheric science, mathematics, and geography. Previously environmental education was focused on protecting nature. A more comprehensive and international approach to environmental education was taken in the 1970s by launching the first international environmental program. Nowadays environmental education is part of early childhood education in many kindergartens and schools. It is implemented also in museums, science centres, youth and social work, and churches. (Cantell 2020; Palmer 1998.)

WHY IS ENVIRONMENTAL EDUCATION IMPORTANT?

The importance of environmental education has grown while environmental problems such as the climate change, global warming and biodiversity loss have become more visible. There is a global need to educate environmentally and socially active citizens. (Cantell 2020; Palmer 1998.)

In addition, the interest in a sustainable way of living and responsible travel choices is increasing among travellers. Research has shown us that travellers want to learn and establish meaningful connections when they travel. They also want their choices to have an impact. Consumer demand will continue to push companies and destinations to rise to the occasion. It is also the responsibility of companies and destinations to raise awareness and to educate travellers. (Center for Responsible Travel 2019.)

EDUCATION IN, ABOUT AND FOR THE ENVIRONMENT

Environmental education provides various theories and methods for increasing the environmental awareness, knowledge, attitudes, values, and practices. One of the most popular theories is Palmer's Tree Model. The theory is built on individual and significant learning experiences, previous knowledge, action, senses and empowering. The framework is divided into three essential elements: education

in or from the environment, education about the environment and education for the environment. (Cantell 2020; Palmer 1998.)

Education in or from the environment means spending time in nature or other green areas. National parks and other protected areas, forests, wetlands, fells, rivers, and lakes are common physical operating environments in Arctic tourism, and tourism services are often based on nature. Nature is near us and therefore the awareness in and from the environment occurs naturally.

Education about the environment means getting knowledge about the natural world by observing the environment and using different senses and sources. Versatile physical operating environments offer excellent opportunities to learn and increase the knowledge about Arctic nature and phenomena such as the ecology, climate, flora and fauna, traditions, and folklore. Sharing information, guidance and storytelling are useful methods to increase the knowledge and create memorable experiences.

Education for the environment means reflecting, encouraging, and empowering customers to act responsibly. Perhaps this is the most unknown and untapped element of the environmental education in tourism services. However, this could be included in the services, for example, by discussing the environmental attitudes and emotions, involving people to help solve environmental problems by, for example, gathering rubbish, and promoting their own possibilities to affect the environmental issues.

RESPONSIBILITY CREATES COMPETITIVE ADVANTAGE

To ensure meaningful, memorable customer experiences, the objectives, the target group, and the resources of environmental education must be considered carefully. Environmental education and responsibility should reflect and combine the company's identity, products, value proposition, encounters and employee experience. Responsible tourism and environmental education are both a prerequisite and a competitive advantage for tourism business.

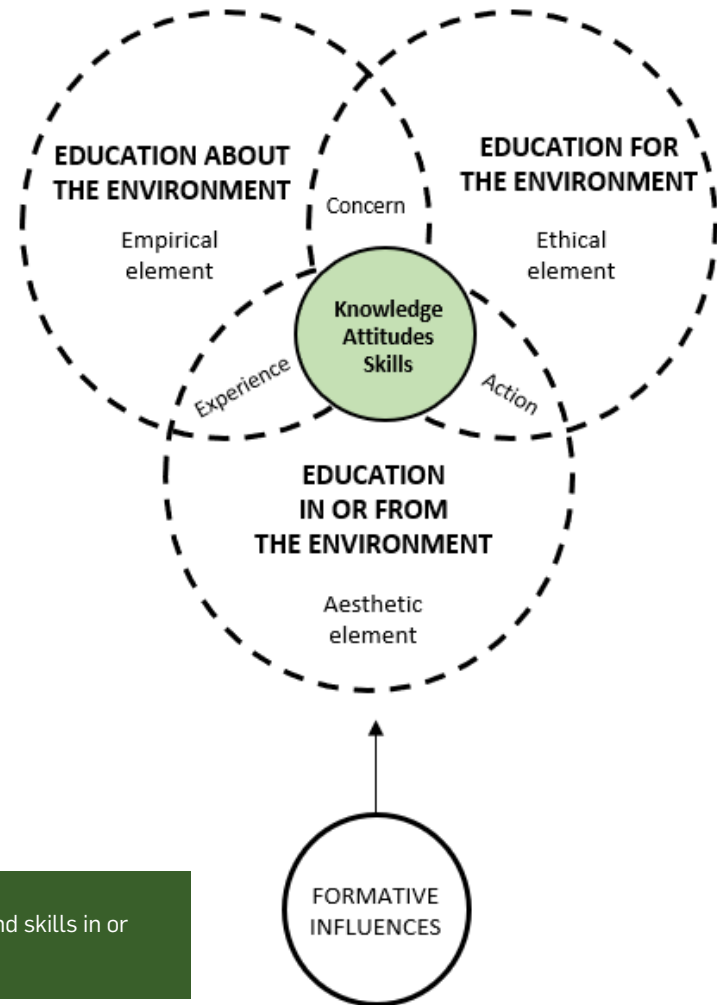


Figure 9. Environmental education provides knowledge, attitudes and skills in or from, about and for the environment (adapted from Palmer 1998)

SOURCES

- Cantell, H., Aarnio-Linnavuori, E. & Tani, S. 2020. Ympäristökasvatus. Kestävän tulevaisuuden käsikirja. Jyväskylä: PS-kustannus.
- Center for Responsible Travel 2019. The Case for Responsible Travel: Trends & Statistics 2019. Accessed 9 April 2021
https://www.responsibletravel.org/docs/CaseforResponsibleTravel_2019_Web.pdf.
- Palmer, J. 1998. Environmental Education in the 21st Century: Theory, Practice, Progress and Promise. Taylor and Francis.



BUSINESS DEVELOPMENT THROUGH CONCEPT PLANNING

Nature-based tourism offers various business opportunities. Systematic business development and concept planning help to create even-quality experiences and offer customers what they want and value.

This chapter focuses on concept planning. The articles introduce the principles and practical examples of concept planning.

Keywords:

concept planning, value proposition



Introduction to Concept Planning

Concept planning is systematic business development aimed at creating even-quality experiences at carefully defined customer groups.

DEMAND FOR NATURE-BASED TOURISM SERVICE PRODUCTS

In destinations, both tour operators and individual travellers expect to find a wide and diverse range of high-quality services which provide good customer experiences. When planning these service products, we must take into account tourism trends and changes in consumer behaviour, customer needs and wishes, and

the opportunities of the operating environment. We need to think over the content of the services and the customer journey map. We need to market and sell. Above all, we need to consider what we are and what we want to offer our customers. These can be developed through service concept planning. (Stickdorn 2012; Tekoniemi-Selkälä 2020.)

WHAT IS CONCEPT PLANNING?

“Product development” and “service design” might be more familiar terms than “concept planning” (see Stickdorn 2012; Sammallahti 2009). Their aim is the same: offering customers what they want and value. Here we discuss concept planning concerning nature-

based tourism service products that have been planned according to certain principles, creating an even-quality experience aimed at a carefully-defined customer group.

Concept planning is not about planning individual products only; it is comprehensive and systematic business development. It is always based on the company's goals, values, and identity, and so each concept is unique. Also, building a concept is a process. It is continuous and transparent service development, evaluation, and communication. (Sammallahti 2009; Kaihua & Sipponen 2020.)

A successful service consists of carefully considered details. Once these details have been honed to work as a cohesive service entity, one can speak of a concept. The created concept defines the content of the service, the required measures and the rules for the provision of the service. The concept helps to reproduce the service with the same and uniform quality. (Sammallahti 2009.)

CUSTOMER-CENTRIC DEVELOPMENT

Once the content of the concept has been carefully defined, it appears to the customer as a clear, concrete and risk-free purchase. In addition to delimiting the service content, the concept defines how significant, memorable, and impactful the service is from the customer's viewpoint. Concept planning creates a good framework for the service and enables creativity. The concept also engages employees to implementing a themed service. When the company believes in the spirit it has created, it is also easy to engage the customer. (Sammallahti 2009; Tekoniemi-Selkälä 2020.)

FEATURES OF CONCEPT PLANNING

The concept is based on the company's identity, and in particular its spirit, principles of action, style, values, and goals that are also to be communicated to the outside world.

When developing and evaluating a business idea for a concept, one should study the market potential and the current demand as well as the customer's need for the service and the benefits experienced from it. Guidelines to the business idea can be obtained from the regional tourism strategy. The market is affected by, among other things, prevailing trends and new consumption patterns. One should also analyse where the company is positioned in the market: what we offer to whom and when, and who are our competitors. (Sammallahti 2009; Business Finland 2021.)

Customer orientation means that the service is specifically created to meet the customer's needs. The service solves the customer's problem and offers an answer to the wishes. Involving customers in the development of the service creates good conditions for a functioning product. (Prahalad & Ramaswamy 2004; Sammallahti 2009.)

Customer segmentation means grouping potential customers. It brings together target groups that are internally similar. By researching what kind of needs, demands and preferences as well as travel motivations customers have, the service can be targeted at these target groups. Once the target groups are known, the distribution and marketing channels of the service products can also be better planned. (Sammallahti 2009; Konu & Kajala 2012.)



Figure 10. Building blocks for concept planning (see Sammallahti 2009)

The product card brings together all the information needed to implement the service product. It serves as an internal handbook for the staff, stakeholders, and partners, and as part of marketing information for customers. (Sammallahti 2009; Lapland UAS 2021.)

Every service product is customer service in some way, i.e., people inevitably interact with each other. The service concept can outline how customers are met and how they are guided to use the service. People, both company staff and customers, create the service.

The service itself is intangible, so the physical features of its environment play a significant role in supporting the service concept. The elements replicate the identity of the company, the chosen themes, values, and goals, and thus act as a logical part of the created service concept. (Sammallahti 2009; Breiby & Slåtten 2015.)

The value proposition describes what value the service product brings to the customer. It is something that the company promises to implement with its service. (Lempiäinen 2020.)

Marketing means advertising, communication, and all measures to bring a service product to the customer's awareness. Marketing content utilizes the company's identity and the created concept, and it must be truthful and authentic. (Renfors 2020.)

The customer journey maps the stages of the service that are in a central or critical part of the service. Alongside the customer's actions, there are also touchpoints with the staff, stages of service production invisible to the customer and functions that support it. The description of the customer journey helps to outline the whole service, the resources it requires, the scheduling, and how functional the service is. Once the actions before, during and after the

service have been defined, the customer gets a sense of holistic consideration. The ease of finding and using the service, as well as after-sales marketing, are often the decisive factors based on which the customer makes decisions about their commitment to the company. (Sammallahti 2009; Visit Finland 2019; Tekoniemi-Selkälä 2020.)

SOURCES

Angeria, M., Hangas, K., Hirvaskari, M. & Kähkönen, O. 2020. Introduction to Concept Planning. Unpublished PAN project report.

Breiby, M. A. & Slåtten, T. 2015. The Effects of Aesthetic Experiential Qualities on Tourists' Positive Emotions and Loyalty: A Case of a Nature-Based Context in Norway. *Journal of Quality Assurance in Hospitality and Tourism*, 16: 323346. Accessed 3 June 2021 https://www.researchgate.net/publication/282970405_The_Effects_of_Aesthetic_Experiential_Qualities_on_Tourists_Positive_Emotions_and_Loyalty_A_Case_of_a_Nature-Based_Context_in_Norway.

Business Finland 2021. Benchmark Report Developing Finnish Lapland as a Year-round Travel Destination Through Outdoor Activities Accessed 3 June 2021 <https://www.businessfinland.fi/497680/globalassets/julkaisut/visit-finland/tutkimukset/2021/benchmark-report-130421.pdf>.

- Kaihua, H. & Sipponen, M. 2020. Kohdeidentiteetin merkitys kohdekokemuksen kehittämisessä. in H. Kaihua, M. Koikkalainen, O. Kähkönen, M. Lempiäinen, M. Liimatta, M. Tapaninen & N. Vuontisvaara (eds.) Kohdekokemus – yhteinen näkemys. Accessed 3 June 2021 https://issuu.com/lapinamk/docs/b_3_2020_kaihua_koikkalainen_k_hk_nen_lempi_inen_l/22
- Konu, H. & Kajala, L. 2012. Segmenting Protected Area Visitors Based on Their Motivations. Metsähallituksen luonnonsuojelujulkaisuja, Sarja A 194. Vantaa: Metsähallitus. Accessed 3 June 2021 <https://julkaisut.metsa.fi/julkaisut/show/835>.
- Lapland UAS 2021. Four Success Factors. Tourism ABC online learning material. Accessed 3 June 2021 <https://blogi.eoppimispalvelut.fi/tourismabc/language/en/four-success-factors/>.
- Lempiäinen, M. 2020. Arvolupaus matkailukohteen kehittämisessä. in H. Kaihua, M. Koikkalainen, O. Kähkönen, M. Lempiäinen, M. Liimatta, M. Tapaninen & N. Vuontisvaara (eds.) Kohdekokemus – yhteinen näkemys. Accessed 3 June 2021 https://issuu.com/lapinamk/docs/b_3_2020_kaihua_koikkalainen_k_hk_nen_lempi_inen_l/26.
- Prahalad, C. K. & Ramaswamy, V. 2004. Co-creation Experiences: The Next Step in Value Creation. Journal of Interactive Marketing Volume 18, Issue 3, 5–14.
- Renfors, S. 2020. Business from Nature: Handbook of Green Business Planning in Micro-Enterprises. Satakunnan ammattikorkeakoulu. Accessed 3 June 2021 <https://urn.fi/URN:NBN:fi-fe2020050825725>.
- Sammallahti, T. 2009. Konseptisuunnittelun supersankari. Helsinki: Books on Demand.
- Stickdorn, M. 2012. Managing Tourism Experiences. Accessed 3 June 2021 <https://issuu.com/marcstickdorn/docs/sdt/20>.
- Tekoniemi-Selkälä, T. 2020. Developing High-quality and Memorable Destination Experiences “Focus on Quality and Success Will Follow”. in H. Kaihua, M. Koikkalainen, O. Kähkönen, M. Lempiäinen, M. Liimatta, M. Tapaninen & N. Vuontisvaara (eds.) Kohdekokemus – yhteinen näkemys. Accessed 3 June 2021 https://issuu.com/lapinamk/docs/b_3_2020_kaihua_koikkalainen_k_hk_nen_lempi_inen_l/12.
- Visit Finland 2019. Matkailuyrittäjän kansainvälistymisopas. Accessed 3 June https://www.businessfinland.fi/498bfa/globalassets/julkaisut/visit-finland/tutkimukset/2019/vf_kansainvalistymisopas_2019.pdf.



Sensory Observations on Nature

– a Workshop in Salla During the Snow-free Period

ARRANGEMENTS OF A SENSORY OBSERVATION WORKSHOP IN NATURE

The Phenomena of Arctic Nature observation point in Kaunisharju, Salla, served as an inspiration to arrange a sensory observation workshop during the snow-free period for the entrepreneurs and project partners in the Salla destination. The experts from Lapland UAS, Päivi Hanni-Vaara and Mirva Tapaninen, suggested that the workshop would be themed around the examination of traveller profiles and their more precise definition. The outputs of the workshop would serve the destination both in the development of the national park project and in the work of updating the traveller profile which has changed due to the pandemic. Moreover, the destination's entrepreneurs would leave the workshop armed with the

lessons of the workshop method, which they could then put into use in their business.

The workshop was to be a concrete participatory experiment to test the destination's value proposition with pre-defined traveller personas. In the definition work, Visit Salla's traveller segments, Visit Finland's target groups (Visit Finland 2018) and Metsähallitus's national park visitor profiles were used. Further details for the descriptions of traveller personas were taken from a recent report by the Ministry of Economic Affairs and Employment on the current state and potential of domestic tourism (Honkanen, Sammalakangas & Satokangas 2021) and Taloustutkimus Oy's target group survey of travellers during the snow-free period (Sandqvist, Myllymäki & Stolze 2020). Five identifiable, named traveller personas were formulated to be used and tested in the workshop.

An empathy map was used to examine the values of the participants who took on the roles of the traveller personas and to take a closer look at the emotions, needs, concerns, and wishes the service concept would evoke in a person (see Innokylä 2021). So, in practice, a participant taking on the role of a particular traveller mirrored the persona's perceptions and experiences of the snow-free period's services, trail, and the built facilities at the end of the trail. The selected trail leads from Salla Wilderness Park towards the Kaunisharju observation point. The preparations for the workshop also included technical arrangements, such as including a photographer, a 360 camera, and a drone.

THE INVITATION TO THE WORKSHOP WAS SENT IN COOPERATION WITH VISIT SALLA.

“The workshop aims to jump in the customer's shoes, to sense and observe and document the Phenomena of Arctic Nature observation point and the Salla Wilderness Park as both destinations and service environments. Our goal is to gather experiential material that the destination and its actors can utilise in, say, the development of the national park and future workshops.

Your participation is important, because it will allow you to gain an understanding and knowledge of the pre-and post-pandemic traveller profiles. The knowledge will facilitate the development of ideas and new business in the destination. In addition, the observation method will continue to serve as a tool for you to test services in the future.”



“I was impressed by the fact that we reached the peace of nature very quickly after leaving, so it feels like you achieve what you have come for quickly; in other words, the peace of nature and genuine nature and the touch of real nature, and the sounds of nature feel really good.

Bird song and this wind in the trees, and I can only marvel at the clean air I'm breathing with every breath and how it's good for me and my mind and my body; and

I'm also wondering whether the trail was marked well enough, in that would I risk getting lost if I was alone here and a more inexperienced hiker.”

Sirkku

PERSONAS OBSERVING THE DESTINATION

The day before the workshop we got acquainted with the environment and tested the trail as well as the technology we had at our disposal.

We were joined by a fair number of participants from the businesses in the area, the municipality of Salla, and Metsähallitus. After an introductory round and an introduction to the sensory observation walk, the participants were divided into five two-person teams based on the traveller profiles. The idea was to give each team such a traveller persona that motivated them and they could identify with. The teams were also given instructions for sensory observation and a recorder for recording speech and mood.

The trail from Salla Wilderness Park to the Kaunisharju observation point is a few kilometres long. The nature along the trail is varied in terms of both vegetation and elevation. The kettles and ridges formed by nature make for varied terrain, which a person on the trails feels as occasional puffing and panting and a rising pulse. On more relaxed stretches, the small and beautiful inland bodies of water and charmingly winding paths smooth the course and heartbeat alike.

The participants threw themselves into the personalities with great dedication. They observed using all five senses, talked and interacted with each other, and recorded their experiences on voice recorders and notebooks.



"Okay, we've just climbed onto a small ridge and here the terrain is strangely dry.

I find myself here examining the traces of the ice age; there's a kettle there in the middle of the ridge, apparently caused by a big block of ice during the ice age.

It's really quite nice, but you can still hear the sounds of cars and that's quite disturbing and something the wife there lamented."

Father of the family



“We looked at this scenery, kettles abound, chunks of rock, like how huge masses of water have worked the landscape here; we’re in the old landscape, like the whole world’s this old landscape.”

Oona

The sensory observation walk ended at the architecturally magnificent Kaunisharju lean-to. There we continued the documentation with video interviews, each team relating their perceptions and sensory experiences along the trail.

WORKSHOP OUTCOMES

After the workshop, the recordings were transcribed and analysed, and the videos and photographs were edited. The processing made the characters of the Salla traveller personalities more tangible, shaping into more detailed descriptions of the destination and its

special features. The descriptions of the five traveller personas were later to be used by Visit Salla and Metsähallitus in their customer journey development work.

The sensory observation workshop used a method of co-creation, the core of which lies in the low hierarchy, equality, and an appreciation of each other’s competence. The aim is to involve travellers, in cooperation with the target actors and developers, in the destination’s development work. In the best-case scenario, the actors forge a network of relationships based on trust and characterised by mutual appreciation and transparency (Adner, 2017, 41; Aaltonen, Hytti, Lepistö & Mäkitalo-Keinonen 2016). The co-creation – or, in this case, participation in a sensory observation workshop – creates value for each participant (Aaltonen et al. 2016). In this model, the destination’s actors and project partners represented both their own roles and those of the travellers.

“The co-creation model allows for throwing oneself into something new and experimenting” (Hanni-Vaara, Kähkönen & Palo-niemi 2020). Stepping into the shoes of a traveller made the entrepreneurs and actors in the Salla area reflect on the customer’s experiences and the customer’s journey, and encounter the customer differently than in other types of product development processes. The workshop’s implementation model received praise: “The best workshop I’ve been to”.

“I could throw myself down on that soft moss hummock and take my time just watching the blue sky ... and listening to the birds sing.”

Oona



For Inspiration

The key points of the sensory observation tool that can be used by everyone in the development of their own operations. Write down or record your thoughts, feelings, or sensory experiences in each step.

Start:

- Get to know your inner traveller
- Internalise their soul and values
- Define your expectations, needs, and dreams in terms of the upcoming trip
- Be open-minded

Expectations:

- Keep your senses open: Watch, listen, smell, taste and feel
- Walk in silence
- Admire the scenery: What makes an impression that you will be able to remember?

About nature:

- If your clothing is adequate, throw yourself onto the moss and take it easy, take a sprint around, lean on a tree, or explore the terrain's flora
- Consider and note: What would interest your inner traveller right here and now?
- Tell your group about one positive nature experience you can remember

Smell:

- Take a deep breath
- Note the different scents and smells

Listen:

- Find a place of your own a little further away from others
- Stop, be completely quiet and strain your ears

Taste:

- What does the nature or destination taste like here?
- Taste different things. What does your traveller taste here?
- What do the flavours tell you?

Finally:

- Were your traveller's expectations exceeded? (mirror to start)
- Were the needs met, how? Describe.
- Did the experience fall short in any way in terms of your expectations? In what way and why?

SOURCES

- Aaltonen, S., Hytti, U., Lepistö, T. & Mäkitalo-Keinonen, T. 2016. Yhteiskehittäminen: kaikki siitä puhuu, mutta mitä se on ja miten siinä onnistua? University of Turku. Accessed 29 September 2021 <https://www.utu.fi/fi/ajanohtaista/uutinen/yhteiskehittaminen-kaikki-siita-puhuu-mutta-mita-se-on-ja-miten-siina>.
- Adner, R. 2017. Ecosystem as Structure: An Actionable Construct for Strategy. *Journal of Management* Vol 43 (1), 39–58. Accessed 29 September 2021 <https://doi.org/10.1177/0149206316678451>.
- Hanni-Vaara, P., Kähkönen, O. & Paloniemi, P. 2020. Arvonluontia yhteiskehittämällä – Case Ranua. In H. Kaihua, M. Koikkalainen, O. Kähkönen, M. Liimatta, M. Tapaninen & N. Vuontisvaara (eds.) *Kohdekokemus – Yhteinen näkemys. Tutkimusraportit ja kokoomateokset 3/2020*. Rovaniemi: Lapland University of Applied Sciences.
- Honkanen, A., Sarmalkangas, J. & Satokangas, P. 2021. Kotimaanmatkailun nykytila ja potentiaali – selvitys kohderyhmistä ja kehittämistoimista. Publications of the Ministry of Economic Affairs and Employment 2021:14. Accessed 5 May 2021 <https://julkaisut.valtioneuvosto.fi/handle/10024/162882>.
- Innokylä 2021. Työkalut. Empatiakartta. Accessed 29 September 2021 <https://innokyla.fi/fi/tyokalut/empatiakartta>.
- Sandqvist, S., Myllymäki, T. & Stolze, M. 2020. Kohderyhmäkaritoitus ja lumettoman ajan matkailijaprofiilit. Tutkimusraportti, Taloustutkimus Oy. Ylläs Ympäri vuotiseksi –hanke / Ylläksen matkailuyhdistys ry. Accessed 19 August 2021 <https://www.yllas.fi/media/yllas-ymparivuotiseksi/pdf/yllas-kavijatutkimus-2020-lumeton-aika-tutkimusraportti.pdf>
- Visit Finland 2018. Suomen vetovoimatekijät. Segmentointimalli. Accessed 29 September 2021 <https://www.businessfinland.fi/globalassets/suomen-vetovoimatekijat-segmentointimalli.pdf>. (in English)

Luxury from Nature – Business in Networks

Luxury comes from Lapland's inexhaustible stories and heritage which, combined with nature's valuable and clean raw materials rich in nutrients and active substances, provide an unending source for companies' service and experience design.

WHAT IS LUXURY IN LAPLAND?

Luxury in Lapland includes clean nature, different seasons, peace and quiet, white nights, and starry skies. An all-embracing experience comes from genuine, local, and natural products and services that improve wellbeing. (Lapland Education Center REDU 2021.)

One of the goals of Lappi Luxus, a project for developing products and services for wellbeing tourism in Lapland, is to support cooperation among Lapland-based natural product, wellness, and travel companies, as well as their vitality. Another aim, together with companies, is to build a business model that takes into account localness, round-the-year availability, natural heritage, research data, natural products, raw materials (Figure 11), and profitability.

Luxury comes from Lapland's inexhaustible stories and heritage which, combined with nature's valuable and clean raw materials rich in nutrients and active substances, provide an unending source for companies' service and experience design. A good example of this is the tying of a sauna whisk (Figure 12). According to the Lapland agreement, luxury travel in Lapland means



Figure 11. Blossoming fireweed (© Lappi Luxus project)

specialisation, high-quality products and destinations that use the region's expertise in experiences and are sustainable and responsible. According to Visit Finland, luxury travel is always a customised, experience-based and customer-driven service. Luxury travel is defined by six different needs: care, personal touch, experiences, flexibility, safety, and exclusivity. Above these, "classic" and "relaxed" luxury, two highly different themes, can also be identified. In this project, luxury travel means more "relaxed" luxury. Relaxed luxury is often less impressive and formal, with needs focusing on gaining genuine experiences and doing things. Also, privacy and truly unique experiences are considered important. (Lapland agreement 2017; Mäki & Tervo 2019a, 11, 15–16, 21; Mäki & Tervo 2019b, 5, 7, 10–12.)



Figure 12. Tying a sauna whisk from branches of silver birch (© Lappi Luxus project)

BUSINESS IDEAS

Studies have been prepared for companies' research and development activities following the Lappi Luxus ideology, such as Lapland's sauna traditions: "Alongside heat, the heart of the Finnish sauna lies in the whisk. For centuries, it has been part of the different stages of people's lives: washing a newborn, the bridal sauna, asking the whisk for help in finding your true love on Midsummer or using it as a pillow for the deceased, etc. The whisk has improved blood circulation, made muscles relax and removed dirt, but it has also made the skin clean." (translated quotation from Holm 2019, 11.)

A brief quote from a study on holy trees: "Traditionally, the sauna whisk was made from birch twigs. The whisk had to be made in cloudy weather to prevent it from wilting, during the waxing moon after Midsummer. Pine twigs were added to the water bucket. Their scent opened the sinuses. The effect of spending time in a pine forest on the mind and respiration has been known for long." (translated quotation from Holm 2020, 13, 17.)

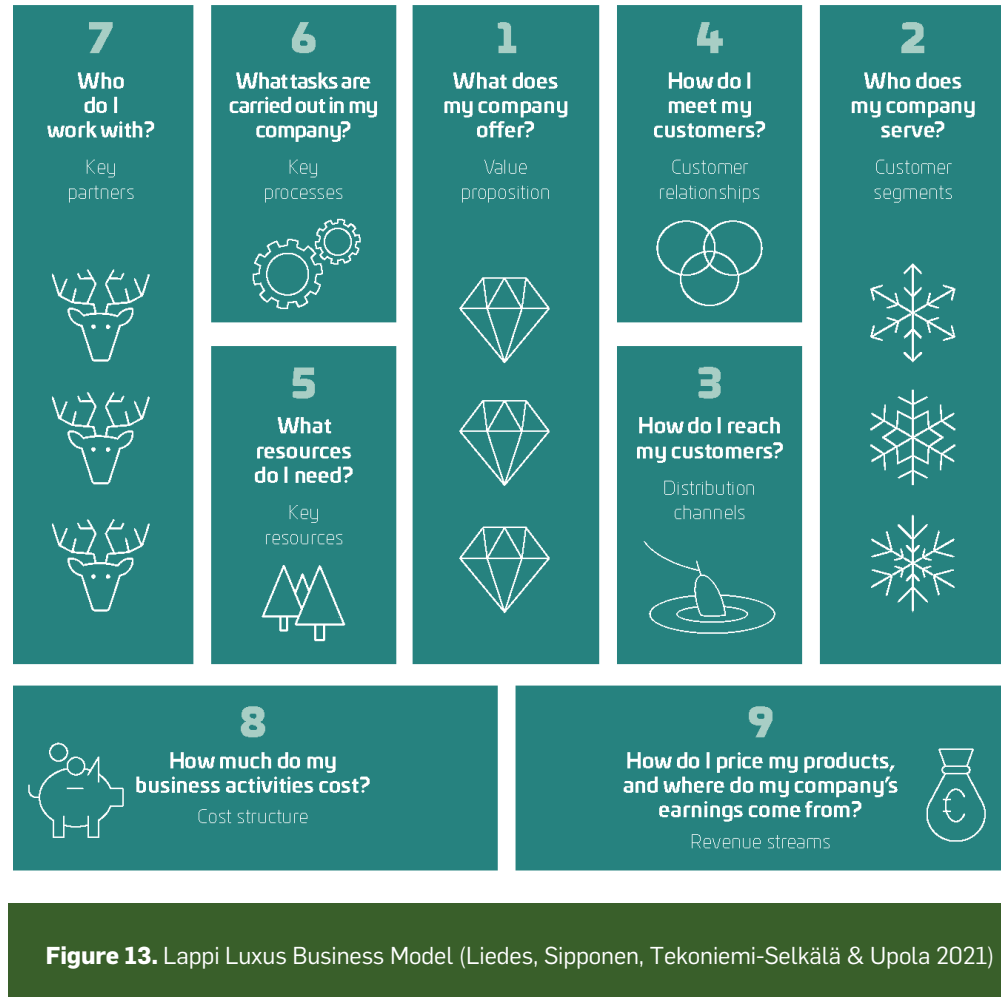


Figure 13. Lappi Luxus Business Model (Liedes, Sipponen, Tekoniemi-Selkälä & Upola 2021)

Thirdly, a quote from a study on wetlands: “Where one remembers wetlands from the scent of wild rosemary, the bitter taste of bog cranberries, the feeling of moss against the bottom of their feet, the merry chirping of the common crane, peaceful mornings when the sun rises and the mystical sensation of the mist, others remember wetlands as hard going on a hike, from the smell of rotting vegetation, the squishing of wet shoes, the never-ending whine of mosquitoes, and as an unexpected and dangerous place where you can sink into a bog hole.” (translated quotation from Haveri-Heikkilä 2021.)

The guide for sustainable development and responsibility, and the manual for building the Lappi Luxus business model are tools that have been developed for companies and that will be implemented until the end of the project. They will also be used later on business and tourism training and study units at the Lapland University of Applied Sciences and REDU. Intersecting themes that are often repeated include responsibility, experiences, safety, storytelling, localness and authenticity. This model (Figure 13) will be customised for different needs, by region or theme, for developing the business operations of a few companies.

A broad range of “incentives/impulses” have been provided at events as the basis of new R&D. These include multisensory exhibitions of natural products, such as local natural cosmetics, or hand-craft and the plants used in it. In addition, various foods and drinks have been provided with the theme of wild food as part of wellbeing tourism service products. Wellbeing products have even been tested in practice a few times. Examples include Jeris and Ranua sauna workshops with local soaps, poultices, and creams.

WELLBEING FROM NATURE IN COOPERATION WITH THE NETWORK

The project’s activities have been planned in cooperation with the natural product, wellness and travel companies involved in the project, as well as other partners, such as the local heritage association and municipal development organisations, by identifying their needs and wants. Based on this identification, workshops and webinars have been held as a long-term series of several events focusing on a single theme, such as the sauna, or at a short notice to build a business model, such as preparing a weekly programme for companies operating in the Aavasaksa region in Ylitornio for the winter holiday weeks. Working as a team helps to achieve common goals.

Nature in Lapland offers various stimuli and opportunities for wellbeing tourism. Enjoying the peace and quiet, and the sounds of the forest, animals and birds heals both body and mind. Responsible and safe services, produced seamlessly in cooperation with the network, provide customers with unforgettable experiences. They will return again and again, and remember their experiences for years to come.

The Lappi Luxus – products and services for wellbeing tourism in Lapland – project has been funded with the European Regional Development Fund’s Leverage from the EU 2014–2020 subsidy (EUR 263,438) granted by the Regional Council of Lapland, with the total project budget being EUR 351,254. The project started in August 2019 and will end in December 2021. The main project

party is Lapland Education Center REDU, with the Lapland University of Applied Sciences as a cooperative project party.

SOURCES

Haveri-Heikkilä, J. 2021. Suon mystiikka kansanperinteessä.

A presentation at the “Tarinat suosta, metsästä ja pyhistä puista” webinar in Rovaniemi on 26 January 2021 for the Lappi Luxus – products and services for wellness travel in Lapland – project.

Holm, M. 2019. Tarinaa lappilaisesta saunaperinteestä. Accessed 12 May 2021 <https://www.redu.fi/hankesivut/lappiluxus/Etusivu>.

– 2020. Pyhät puut, suomalaiseen kansanperinteeseen perustuvaa tarinaa puista. Accessed 12 May 2021 <https://www.redu.fi/hankesivut/lappiluxus/Etusivu>.

Lapland Education Center REDU 2021. Accessed 22 April 2021 <https://www.redu.fi/hankesivut/lappiluxus/Etusivu>.

Liedes, A., Sipponen, M., Tekoniemi-Selkälä, T. & Upola, S. 2021. LAPPI LUXUS – liiketoimintamalli. Työkirja yrityksille. Accessed 13 September 2021 [https://www.redu.fi/media/hankkeet/lappi_luxus/LappiLuxus_liiketoimintamalli_\(S\).pdf](https://www.redu.fi/media/hankkeet/lappi_luxus/LappiLuxus_liiketoimintamalli_(S).pdf).

Mäki, J. & Tervo, A.-S. 2019a. Mitä on suomalainen luksus. Research report. Accessed 22 April 2021 <https://www.businessfinland.fi/4947ac/globalassets/visit-finland--red-note--suomalainen-luksus-raportti-2019.pdf>.

– 2019b. What is Finnish Luxury? Business Finland. Summary in English. Accessed 22 April 2021 <https://www.businessfinland.fi/4af670/globalassets/julkaisut/visit-finland/tutkimukset/2020/red-note-finnish-luxury-research-summary-2019.pdf>.

Regional Council of Lapland 2017. Lapland Agreement. Accessed 22 April 2021 <https://www.lapinliitto.fi/wp-content/uploads/2020/08/Lappi-Sopimus2018-2021.pdf>.



CUSTOMER INSIGHT IN IMPROVING TOURISM EXPERIENCES

Nature attracts more and more tourists, and the interest has grown significantly during the Covid-19 pandemic. When planning the service products, we must consider changes in consumer behaviour and customer needs and wishes.

This chapter focuses on customer insight. The articles present current information and tools for understanding the customers.

Keywords:

customer insight, customer segmentation,
customer persona, customer journey



Exceptional Circumstances Brought People Closer to Nature

Finns know how to make the most of nature. During the exceptional circumstances of 2020, Finland's national parks and other hiking destinations were “flooded” with visitors.

Nature attracts us. Nature makes us feel good. Nature has a clear impact on our health. During the exceptional circumstances brought on by the Covid-19 pandemic, Finns have gone outdoors and sought various nature activities.

The year 2020 was an extraordinary and challenging year in the history of humankind. The coronavirus changed our lives across the globe, testing our coping skills and wellbeing. Many familiar

recreational activities were suspended, events were cancelled, and normal life underwent a total change for an indeterminable time.

Luckily, Finns know how to make the most of nature. During the exceptional circumstances of 2020, Finland's national parks and other hiking destinations were “flooded” with visitors. The Urho Kekkonen National Park was not congested in spring. At the end of March, the Saariselkä resort was closed, together with all the huts and campsites at the Urho Kekkonen National Park. No travellers came to the area. To promote the wellbeing of locals, ski trails were maintained on key routes. According to the most recent visitor survey (Kuusisto 2018), 3% of all visitors to the Urho Kekkonen National Park are locals.

During the best skiing season, the wilderness was eerily quiet. Sheds outside huts were full of firewood, outhouses and rubbish bins empty. Pure snow was only broken by animal tracks, there were no signs of backcountry skiers. The snow piled in front of wilderness huts underlined the worldwide lockdown.

There were no foreign travellers. In summer, Finnish travellers started to visit national tourist destinations and also went hiking in magnificent northern nature attractions. Some restrictions were also lifted at the Urho Kekkonen National Park. Locked huts and campsites were reopened. Huts started to accept bookings, even though only half of the full capacity was in use. Staying the night in a tent is easy in summer, and it was the preferred option for many.

THE NUMBER OF VISITORS TO THE URHO KEKKONEN NATIONAL PARK INCREASED IN 2020

Visitor counters all say the same thing. In March–May 2020, the number of visitors to the Urho Kekkonen National Park declined, while the record-busy end of the year started in June. The Urho Kekkonen National Park has long been the second most popular national park in Finland, and it maintained its position in 2020. It had 367,000 visitors in 2019, and as many as 372,300 in 2020. The use of online services provided by Metsähallitus also increased. (Metsähallitus 2021.)

Hikers did not necessarily have very accurate information about the Urho Kekkonen National Park and all the opportunities it has to offer, its nature, regional business, the size and wilderness-like quality of the national park, the sensitive northern nature, or responsible hiking. Sometimes, visitors did not even know that they were inside the national park's boundaries. Based on visitor contacts, it appeared that many were first-timers or inexperienced hikers. There also seemed to be more young hikers than usual. The higher number of visitors was seen through increased volumes of mixed waste and outhouse waste, and in the increased consumption of firewood.

AFTER THE PANDEMIC

The future will show whether our normal lives will undergo permanent changes and whether it is possible that our relationship with nature will become closer than before. Metsähallitus believes, also hopes, that many of the new visitors become regulars after having once found their way to nature. When the pandemic eases, international customers will also return to the Urho Kekkonen National Park.

For hikers, it is important to know what the national park rules say about respecting nature, moving around in the area, camping, and making a fire, etc. Hikers need to be ecologically minded and understand the meaning of their actions, be they large or small. In this way, each of us can protect the sustainability of nature, nature tourism and hiking, and also our wellbeing.

As a result of the growing number of visitors, it is increasingly important that information and guidance services reach as many visitors to the area as possible. Metsähallitus is developing digital customer services alongside current services. The aim is to respond to visitors' need for information as quickly as possible, even proactively, through various digital platforms and systems. Face-to-face customer service will also be developed by increasing the number of guides inside the park.

Correctly dimensioned service facilities that are in good condition serve a large number of visitors and prevent nature from wearing out. Sufficient resources must also be allocated to maintain the service facilities in the future. It is wonderful that people enjoy spending time in nature. Hopefully, hikers continue to respect the original purpose of the national park: protecting nature.

SOURCES

- Kuusisto, K. 2018. Urho Kekkosen kansallispuiston kävijätutkimus 2017. Metsähallituksen luonnonsuojelujulkaisuja. Sarja B 242. Vantaa: Metsähallitus. Accessed 8 October 2021 <https://julkaisut.metsa.fi/fi/julkaisut/show/2325>.
- Metsähallitus 2021. Visitor Monitoring and Impacts. Accessed 8 October 2021 <https://www.metsa.fi/en/outdoors/visitor-monitoring-and-impacts/>.





From Data to Customer Insight and Improved Customer Experiences

"The goal is to turn data into information, and information into insight."

Carly Fiorina, former CEO of Hewlett-Packard

DATA AND INFORMATION: BASIS OF INSIGHT

Guest centricity, customer focus and customer relationship management are crucial in delivering tourism experiences. To match the offer with the demand, a profound understanding of the customers is needed. (Inversini 2020.) There is certainly no lack of big data, open data, any data (Eurostat 2017) or even mis- and dis-information (Fedeli 2020). A quick online search leads to numerous sites quoting IBM that 90 % of all the existing data has been

generated during the past two years. That was in year 2012, yet the sources seem to claim the same every year. About 75% of that data is unstructured in the form of text, voice, and video, and thus difficult to analyse. (e.g. Wall 2014.) That must be overwhelming especially for any small business.

In the data-driven world, decisions should not be educated assumptions but based on relevant data. To know what data is relevant, the company first needs to define the target and then ask the right questions.

The terms data and information are often mixed. Data becomes information after processing and organizing so that it becomes useful. (Vocci 2020.) For example, mobile tracking data can be used for analysing visitor flows and visitor use patterns. During the pandemic in 2020, data from mobile phone use showed that

park usage – national parks, public beaches and gardens, etc. – in Finland increased by 236% (Google 2020, as cited in Souza et al. 2021.) When that data is shown on a heatmap, visualising congested areas, that data has turned into information.

Also, the way people use their mobile phones provides useful data e.g. for marketing. Nowadays we “snack” content online in so-called micro-moments. In one example, a consumer called Amy had 419 micro-moments when planning her trip over 2 months: she watched 5 videos, did 34 searches, and visited 380 web pages. (Think With Google, as cited in Rowett 2018.) “Old” sources of customer data, such as surveys, interviews, panels, observations and cocreation are still worthy of attention. However, digitalization has brought about efficient ways to analyse customer behaviour through web analytics, to benchmark what others are doing, and to receive constant feedback through online reviews and connecting with the potential and existing customers on social media.

A company does not need to gather all the data alone. A wealth of sources is readily available for learning about statistics, trends, customer behaviour, etc., such as Visit Finland’s brand tracking and segmentation studies or statistics offered by [statista.com](https://www.statista.com) or [visitory.io](https://www.visitory.io). Furthermore, research on topics concerning nature-based tourism is published actively.

CURRENT RESEARCH ON TRENDS AFFECTING NATURE-BASED TOURISM

According to recent research on the status and potential of domestic tourism in Finland (Honkanen, Sammalkangas & Satokangas 2021), domestic tourists are interested in nature and various activities, such as snow, northern lights, animals, skiing, snowmobiling, husky, and reindeer safaris. Actually, these same experiences interest our international guests, too. However, the services need to have different concepts and pricing for domestic customers. For them, the service products can be simpler with fewer additional services. For example, usually Finns already have suitable winter gear with them.

During the pandemic, nature-based tourism and proximity tourism (travelling close to home) in favour of domestic destinations have become strong trends (e.g., Metsähallitus 2021). Travelers also expect to find information on how hygienic and safe the destination is (CBI 2021).

Hobbies, such as hunting or science, may also offer strong motives to travel. When designing and marketing hobby tourism products, it is important to define and understand how the hobby is connected to the person’s identity. Choices concerning hobbies reflect the person’s interests and passions, which are related to self-development, expertise and the hobby’s impacts. (Räikkönen & Suni 2020, 149.)



Also, rural tourism activities contribute to the quality of life significantly. In rural tourism, quality of life including social and cultural values should be emphasized. Rural wellbeing tourism answers to the demands of post-pandemic tourism in many ways. (Konu & Pesonen 2020, 173.)

More dialogue is also needed between tourism, bioeconomy, and forest strategies. The way we use our forests and water reserves shows how social and cultural sustainability are put into practice. (Pakarinen, Mustalahti & Konu 2020, 228–229.) How could we learn from traditions and use them in designing services? Nature skills and fostering of traditional knowledge could work as a concept for experiential services and a pull factor for the segmented target group.

INSIGHT INTO ACTION

Insight is gained by analysing data and information and then drawing conclusions to understand the situation or phenomenon. According to GlobalWebIndex (2020), impactful, actionable insight is human, universal, true to brand and targeted.

The insight derived from the analysed customer data and information can then be put into action in creating customer segmentation, customer personas, customer journeys, and service blueprints for the company or destination. For example, mobile tracking data can be used for analysing whether the carrying capacity of a national park is being exceeded and then taking measures to alleviate the situation.

Research also provides insights on the importance of cultural pre-understanding on tourism product development. According to Konu (2017), Eastern and Western tourists differ in how they value and appreciate nature and how they want to experience it. Chinese tourists interpret natural places through their cultural meaning, and thus wild nature is uninteresting for them. In contrast, for the Japanese, nature offers a refreshing escape from the city, and viewing sceneries is preferred over heavy activities. German tourists, however, like to participate in activities in wild nature. Thus, the destination offering as well as communication throughout the customer journey should be made to match the needs of the customers in order to create memorable nature-based tourism experiences.

SOURCES

- Eurostat 2017. Tourism Statistics – Early Adopters of Big Data? Accessed 3 June 2021 <https://ec.europa.eu/eurostat/documents/3888793/8234206/KS-TC-17-004-EN-N.pdf>.
- Fedeli, G. 2020. Fake News Meets Tourism: A Proposed Research Agenda. *Annals of Tourism Research* 80 (2020) 102684. Accessed 3 June 2021 https://www.researchgate.net/publication/328540173_'Fake_news'_meets_Tourism_a_proposed_research_agenda.
- GlobalWebIndex 2020. Creating Consumer Insight. The Smart Researcher's Guide. Accessed 2 June 2021 https://cdn2.hubspot.net/hubfs/304927_Downloads/E-book- Creating-Consumer-Insight.pdf.

- Honkanen, A., Sammalkangas, J. & Satokangas, P. 2021. Kotimaanmatkailun nykytila ja potentiaali – selvitys kohderyhmistä ja kehittämistoimista. TEM julkaisuja 14/2021. Accessed 30 April 2021 <https://julkaisut.valtioneuvosto.fi/handle/10024/162882>.
- Inversini, A. 2020. The Path Towards Customer-Centricity in Hospitality. Accessed 2 June 2021 https://www.hotel-online.com/press_releases/release/the-path-towards-customer-centricity-in-hospitality/.
- Konu, H. 2017. Customer Insight in Tourism Product Development - Importance of Cultural Pre-understanding. Accessed 2 June 2021 https://www.researchgate.net/publication/321358884_Customer_insight_in_tourism_product_development-Importance_of_cultural_pre-understanding.
- Konu, H. & Pesonen, J. 2020. Maaseutumatkailuaktiviteetit matkailijoiden elämänlaadun edistäjinä. In H. Konu, J. Pesonen & H. Reijonen (eds.) Matkailuliiketoimintaa teoriasta käytäntöön, 173–194. Tampere: Vastapaino.
- Metsähallitus 2021. Kansallispuistoissa ennätysvilkas vuosi – koronapandemia vahvisti pitkään jatkunutta trendiä retkeilyn suosiosta. Accessed 30 April 2021 <https://www.metsa.fi/tiedotteet/kansallispuistoissa-ennatysvilkas-vuosi/>.
- Pakarinen, V., Mustalahti, I. & Konu, H. 2020. Maaseutumatkailun edellytykset ja yhteistoiminta osana biotaloutta. In H. Konu, J. Pesonen & H. Reijonen (eds.) Matkailuliiketoimintaa teoriasta käytäntöön, 227–256. Tampere: Vastapaino.
- Rowett, P. 2018. How to Win Customer Micromoments in the Travel Industry. Tourismeschool. Accessed 2 June 2021 <https://tourismeschool.com/blog/micro-moments-travel-planning-research/>.
- Räikkönen, J. & Suni, J. 2020. Harraste matkailun motiivina - esimerkkeinä tiede- ja metsästysmatkailu. In H. Konu, J. Pesonen & H. Reijonen (eds.) Matkailuliiketoimintaa teoriasta käytäntöön, 149–172. Tampere: Vastapaino.
- Souza, C. N., Rodrigues, A. C., Correia, R. A., Normande, I. C., Costa, H. C. M., Guedes-Santos, J., Malhado, A. C. M., Carvalho, A. R. & Ladle, R. J. 2021. No Visit, No Interest: How COVID-19 Has Affected Public Interest in World's National Parks. Biological Conservation Vol. 256, April 2021. Accessed 2 June 2021 <https://www.sciencedirect.com/science/article/pii/S0006320721000677?via%3Dihub#soo25>.
- Vocci 2020. Data vs. Information vs. Insight. Accessed 3 June 2021 <https://vocci.com/data-information-insight>.
- Wall, M. 2014. Big Data: Are You Ready for the Blast-off? Accessed 2 June 2021 <https://www.bbc.com/news/business-26383058>.



Customer Segmentation and Personas: Tools for Understanding the Customers

Customer segments are homogenous groups of potential customers with similar characteristics, values, passions, and interests. To make the segment easier to understand, an imaginary customer persona can be created.

CUSTOMER SEGMENTATION, THE PROCESS TO UNDERSTAND YOUR CUSTOMERS

Pyhä-Luosto National Park, one of the forty national parks in Finland, received 204,500 visitors in 2020 (Metsähallitus 2021). One could assume that they were of all ages, mostly Finns, a lot of first-timers thanks to the pandemic, serious hikers, mountain bikers,

and so on. Very likely, some day-trippers only fetched the map from the visitor centre while other visitors had thoroughly planned their weekend get-away. To better fulfil the needs and expectations of these travellers, and yet do profitable business, we need to analyse them as regards certain characteristics, and focus our marketing efforts.

Customer segmentation means bundling potential customers into homogenous groups that share similar characteristics, values, passions, and interests. Earlier, the focus of segmentation were demographic variables, such as age, gender, education, marital status, and occupation, complemented by geographic segmentation: the location. Gathering data for demographic segmentation is easy and straight-forward, which might be the reason it is still used

quite widely although vital data is left outside. Would it be enough if psychographics, such as the customer's personality, lifestyle, social status, activities, interests, and attitudes were included and defined in the segmentation criteria? (See e.g. Pesonen 2013.)

Let us take an example. A person was born in 1948, lives in England, is married for the second time, has two children, is wealthy and successful in business, spends winter holidays in the Alps and likes dogs. That is quite detailed information already, isn't it? But do such persons behave in the same way as customers? Should similar marketing be targeted at them? Both Prince Charles and Ozzy Osbourne fit that description, so probably not. (see Davies 2019.)

Visit Finland (2017) used motive-based segmentation in identifying six main segments among visitors to Finland. One of them is Nature Explorers: persons who enjoy slow life, value pure nature and quietness.

Parks & Wildlife Finland has defined four main segments among Finnish protected area visitors based on leisure motivation factors: social self-developers, exercising nature explorers, nostalgia appreciative seekers of mental well-being and nature-oriented relaxation seekers. These segments differ most in the motivation factors of having pleasant old memories,

experiencing excitement, and meeting new people. (Konu & Kajala 2012.)

These both segmentation models are partly valid still today even though segments should not be regarded as static or permanent. Especially now during the pandemic, national parks and other nature areas have received record numbers of visits, numerous of them by first-timers. However, the trends of sustainable travel, nature-based tourism and wellbeing are expected to continue also after the pandemic (Honkanen, Sammalkangas & Satokangas 2021).

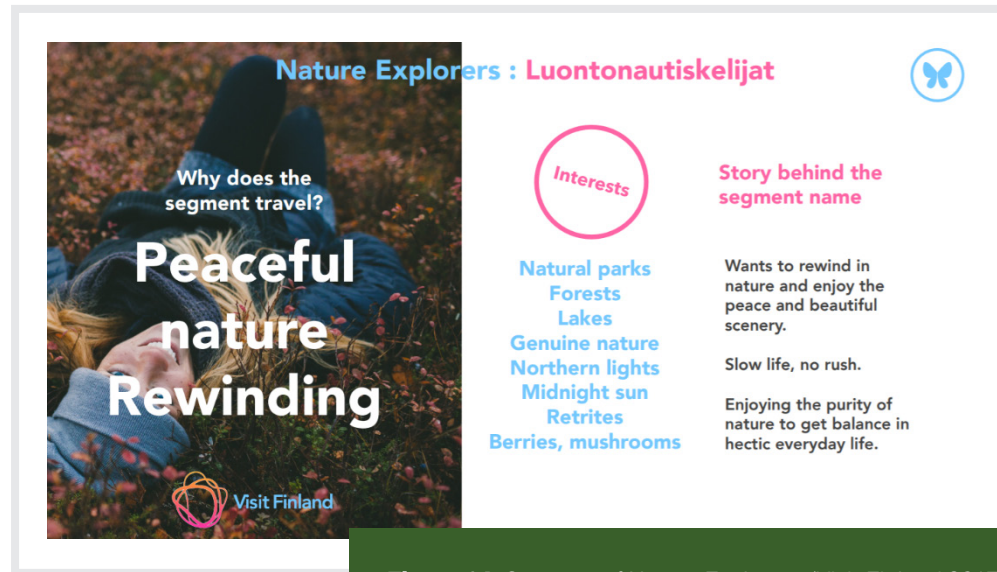


Figure 14. Segment of Nature Explorers (Visit Finland 2017)

(outdoor enthusiast profiles) of Metsähallitus (Nylund 2021). The customer persona can be used for example when drawing a map of the journey the customer takes including pre-travel, during travel and post-travel phases.

SOURCES

Davies, J. 2019. Demographic Segmentation Is Old and Outdated. Accessed 30 April 2021 <https://www.affinio.com/blog/demographicsegmentationisoldandoutdated/>.

Honkanen, A., Sammalkangas, J. & Satokangas, P. 2021. Kotimaanmatkailun nykytila ja potentiaali – selvitys kohderyhmistä ja kehittämistoimista. TEM julkaisuja 14/2021. Accessed 30 April 2021 <https://julkaisut.valtioneuvosto.fi/handle/10024/162882>.

Konu, H. & Kajala, L. 2012. Segmenting Protected Area Visitors Based on Their Motivations. Metsähallituksen luonnonsuojelujulkaisuja, Sarja A 194. Vantaa: Metsähallitus. Accessed 30 April 2021 <https://julkaisut.metsa.fi/julkaisut/show/835>.

Metsähallitus 2021. The Visitation Numbers in 2020 of National Parks, National Hiking Areas and Other Protected and Hiking Areas of Recreational Importance. Accessed 31 May 2021 https://www.metsa.fi/wp-content/uploads/2021/01/Visitationnumbers_2020.pdf.

Nylund, S. 2021. Retkeilijäprofiilit. Vantaa: Metsähallitus. <https://julkaisut.metsa.fi/fi/julkaisut/show/2609>.

Pesonen, J. 2013. Developing Market Segmentation in Tourism: Insights from a Finnish Rural Tourism Study. Dissertation in Social Sciences and Business Studies. University of Eastern Finland. Accessed 11 May 2021

<https://core.ac.uk/download/pdf/18597623.pdf>.

Tourism Slovenia 2016. Slovenian Tourism Target Group Personas. Accessed 11 May 2021 https://www.slovenia.info/uploads/dokument/raziskave/slovenian_tourism_target_group_personas.pdf.

Visit Britain 2021. Understanding Our Customer Segments. Accessed 11 May 2021 <https://www.visitbritain.org/understanding-our-customer-segments>.

Visit Finland 2017. Suomen vetovoimatekijät. Segmentointimalli. Accessed 30 April 2021 <https://www.businessfinland.fi/globalassets/suomen-vetovoimatekijat-segmentointimalli.pdf>.

Walk the Journey in the Customer's Shoes: The Road to Understanding Your Customers

A traveller's customer journey in a destination can be extremely modular in character, creating an ecosystem of stakeholders who all affect the holiday experience.

DO WE KNOW HOW THE CUSTOMER EXPERIENCES US?

About 80% of companies believe that they deliver superior service but only 8% of their customers agree (Bain 2005). How could we understand better how the customer experiences what we claim to deliver?

One way to empathize with the customer, to understand customer experience is to analyse the journey the customer takes. The customer journey means the phases of a holiday from the moment of orientation, via the fine tuning of the holiday plans, booking, travel, stay at the destination, return travel and reflection and evaluation of the holiday back home. Along this journey there is a series of service moments and touchpoints between the traveller and service providers. (CBI 2021.) The journey can be visualized as a compact customer journey map.

To create the map, try to walk in the customers' shoes, to get inside their heads, to see the company through the customers' eyes. To gather data for mapping the customer journey, various methods and sources can be used, such as observation, customer



surveys, customer reviews, website data, interviews with the staff and stakeholders and even cocreating with the customer. Cocreation means bringing the customers in to the process to discuss their experiences and to help create the customer journey map. An analysis of all this data leads to customer insight, understanding the customer.

CUSTOMER JOURNEY MAP DESCRIBES ALL TRAVEL PHASES

The customer journey map can be used in multiple ways, such as in service product development, marketing and improving service quality. Depending on the use and scope, the customer journey can be divided for example into Awareness, Consideration, Purchase, Service and Loyalty phases or the 5 Stages of Travel: Dreaming, Planning, Booking, Experiencing and Sharing (e.g., Digital Tourism Think Tank 2019). There are numerous approaches to creating the customer journey map, some are like visual storyboards, some are more data-driven. The company chooses the approach based on customer insight.

A traveller's customer journey in a destination can be extremely modular in character, creating an ecosystem of stakeholders. Transportation, accommodation, meals, safaris, and other services may all be purchased from different companies, but together they form the holiday experience. However, people do not think in isolated experiences, instead they derive value and meaning from

the total experience. A seamless customer journey provides positive experiences throughout the journey. (CBI 2021.)

The service moments consist of numerous touchpoints, both digital and physical. Each touchpoint is seen as an interaction between the customer and the service system (people, processes, physical settings). The touchpoints can be managed or unmanaged. The key difference is that the company does not have (full) control over the unmanaged touchpoints. Some of the touchpoints can be moments of truth affecting the customer's perception of company brand. Also, factors affecting the five senses (sight, sound, smell, taste, touch) can be included in the customer journey. (see Stickdorn 2012; Rowett 2020.)

As customer journeys are never exactly the same, a customer persona could be used for creating a sample journey with activities, needs, feelings, thoughts, pain points and opportunities (Grocki 2014). There exist ready-made templates to help with journey mapping (Tourism ABC 2018).

An important and topical aspect of customer journey mapping is ensuring that all customer groups are considered. Inclusive tourism (Visit Finland 2021) requires evaluation of all functions, empathy and meeting the customer's needs at each touchpoint. Another important aspect is accessibility, making the tourism experience easy for everybody to reach and enjoy.

CHANGED VALUES DUE TO THE PANDEMIC

The customer journey map should not be treated as finished or complete, but it should continually be revised and evolve. The Covid-19 situation has affected customers' needs and expectations for both physical and digital services (e.g. Amadeus 2020; Genesys 2020, 6–7). The values that service providers are expected to create together with convenience include safety and trust (Kofoed 2021).

Each stage of the customer journey during Covid-19 contains risk factors that should be considered. Information on flexible cancellations, itinerary adjustments, local restrictions, hygiene standards should be readily available. (Travelport 2020.) To restore travellers' confidence post-Covid, emotional factors need to be addressed. It is necessary to acknowledge and answer questions such as “How safe will I be?” and “Can I get my money back if I have to cancel?” to assure them that safe travel is possible with precaution. (Travelport 2021.)

SERVICE BLUEPRINTING

Once the journey taken by the customer has been mapped, the stages of the service that are in a central or critical part of the service emerge. Alongside the customer's actions on the so-called frontstage, there are also phases of service production invisible to the customer and functions that support it, on the so-called backstage.

Service is the subjective experience of the customer, and its value is formed when the customer meets the service at the precise touchpoint of the service moment. Therefore, the service provider needs to check through the entire service delivery process to fulfil the needs of both the customer and the service provider. A practical tool for a visual content description of the activities, responsibilities and roles of the persons involved at each touchpoint is a service blueprint tool. It uses the customer experience as a starting point and unpacks it to show how the organization supports the customer journey. (Miller & Flowers 2016.) Abisko Adventure Report finely illustrates the service blueprint of a hiking experience (Pouliou, Torres & Vegele 2014, 114).

The nature of each need of the customer affects, for example, which channel the customer chooses for interaction with the service provider. In sentimental and emotional situations, the customer's most valued way to communicate with the service provider is human-to-human interaction. This is experienced as the trusted way to proceed with the content discussion. Even if the marketing strategy defines one main channel for interaction, the needs of the customer may vary in each customer encounter. (Genesys 2020, 6.)

EMPATHIZING WITH THE CUSTOMER

When the key is in supporting the customer experience during the service encounter, it is relevant to discuss types of empathy. What could empathy mean in customer service?

The most recognized empathy type is cognitive empathy that relates to the ability to understand how the customers feel and what they might be thinking (Chen 2018, 50; Kamas & Preston 2020, 2). In practice, this means, for example, that the tourism service provider prepares a customer journey map to see the customer's perspective of the service experience.

Emotions are important factors in recognizing how the customer is behaving. Emotional empathy refers to feeling the other's emotions and sharing the emotional experiences (Chen 2018, 50; FrieSEM 2016, 27). A typical element of emotional empathy is social interaction, as it affects a person's ability to form relationships. As communication and interaction form one condition for a frictionless customer journey, the service provider should observe that the service moments and touchpoints include a possibility for a sensitive and emotion-based discussion. Thus, it is important to acknowledge the emotional needs of the customer at each touchpoint of the service. By acknowledging the emotions of the customer, the service provider deepens the relationship with the customer and reinforces the company brand.

The third and the least recognized empathy is compassionate empathy (Chen 2018, 50). It means that a person has a profound feeling of being connected with someone, and a trust to share own feelings, emotions, and experiences openly. Compassion should be applied equally to all participants involved. (Chen 2018, 50; Psychology Today 2014.) When implementing empathy into practice, the service provider could, for example, define the elements

and contents of the touchpoints that need to include compassion in the customer encounter.

Sensitivity and compassion are especially needed in unexpected situations. For example, this may happen when the customer is contacting the service provider with a compensation claim, giving feedback of the service, or informing of the sickness or even the death of a close relative that should have joined the trip.

Empathy and sensitivity in customer service require deep customer insight. Tourism and hospitality companies need to recognize that every customer and customer service moment is individual. The needs, expectations, and importance of the service may vary a lot, even for the same customer in different situations. Besides, it is not only the customer and the service personnel who affect the experience, it is everybody along the customer journey.



I follow three rules: Do the right thing, do the best you can, and always show people you care.

Lou Holtz


SOURCES

- Amadeus 2020. Insights for the New Travel: Playing to Your Strengths. Accessed 29 April 2021 <https://amadeus.com/en/insights/research-report/insights-new-world-of-travel-play-to-your-strengths>.
- Bain 2005. Closing the Delivery Gap. Accessed 30 April 2021 <https://media.bain.com/bainweb/PDFs/cms/hotTopics/closing-deliverygap.pdf>.
- CBI 2021. Which Trends Offer Opportunities or Pose Threats on the European Outbound Tourism Market? Accessed 30 April <https://www.cbi.eu/market-information/tourism/trends#increasing-need-for-a-seamless-customer-journey>.
- Chen, C. 2018. Developing EFL Students' Digital Empathy Through Video Production. *System* 77, 50-57.
- Digital Tourism Think Tank 2019. 12 Stages of Transformation - Chapter 2. The Visitor Cycle. Accessed 11 May 2021 <https://www.thinkdigital.travel/wp-content/uploads/2019/03/12-Stages-of-Transformation-Chapter-2.-The-Visitor-Cycle.pdf>.
- Friesem, Y. 2016. Empathy for the Digital Age: Using Video Production to Enhance Social, Emotional, and Cognitive Skills. In S. Y. Tettegah & D. L. Espelage (eds.) *Emotions, Technology, and Behaviors*. Academic Press, 21-45. <https://doi.org/10.1016/B978-0-12-801873-6.00002-9>.
- Genesys 2020. Empathy in Customer Service. A Consumer Survey and Practical Guide. Accessed 29 April 2021 <https://www.genesys.com/en-gb/resources/empathy-in-customer-service-consumer-survey-and-guide>.
- Grocki, M. 2014. How to Create a Customer Journey Map. UX Mastery. Accessed 30 April 2021 <https://uxmastery.com/how-to-create-a-customer-journey-map/>.
- Kamas, L. & Preston, A. 2020. Empathy, Gender, and Prosocial Behavior. *Journal of Behavioral and Experimental Economics* Vol. 92, June 2021, 101654. <https://doi.org/10.1016/j.socec.2020.101654>.
- Kofoed, A. 2021. From Human Touch to Human Tech: The Challenge of Frictionless Travel beyond COVID-19. Keynote in Enter 2021 conference on 20 January 2021.
- Miller, M. E. & Flowers, E. 2016. The Difference Between a Journey Map and a Service Blueprint. *Practical Service Design*. Accessed 30 April 2021 <https://blog.practicalservicedesign.com/the-difference-between-a-journey-map-and-a-service-blueprint-31a6e-24c4a6c>.
- Pouliadou, K., Torres, M. & Vegele, R. 2014. Abisko Adventure. Science Outreach. Umeå University of Design. Accessed 31 May 2021 <http://www.dh.umu.se/media/810125/Abisko-Adventure-Report.pdf>.

- Psychology Today 2014. Empathy. A New Understanding of Compassionate Empathy. Is Compassionate Empathy Something That We Create and Maintain Together? Accessed 22 April 2021 <https://www.psychologytoday.com/us/blog/irrelationship/201408/new-understanding-compassionate-empathy>.
- Rowett, P. 2020. Customer Journey Mapping for Tourism Brands. Tourism eSchool. Accessed 30 April 2021 <https://tourismeschool.com/blog/customer-journey-mapping-tourism-brands/>.
- Stickdorn, M. 2012. Managing Tourism Experiences. Accessed 30 April 2021 <https://issuu.com/marcstickdorn/docs/sdt/20>.
- Tourism ABC 2018. Customer Journey Blank Template. Accessed 30 April 2021 https://blogi.eoppimispalvelut.fi/tourismabc/files/2018/10/CJ_blank_template.pdf.
- Travelport 2020. Redrawing the Map. Accessed 2 June 2021 <https://www.travelport.com/our-views/re-drawing-the-map>.
- 2021. Guide to Travel Recovery. Accessed 2 June 2021 <https://marketing.cloud.travelport.com/recovery-guide>.
- Visit Finland 2021. Inklusiivisen matkailun opas. Accessed 30 April 2021 https://www.businessfinland.fi/497013/globalassets/julkaisut/visit-finland/tutkimukset/2021/inklusiivisen_matkailun_opas_2021.pdf.







Paula Aspholm, Municipality of Salla

Phenomena of Arctic Nature as a Customer Experience in Salla

The Phenomena of Arctic nature offer incredible possibilities for tourism products.

Salla is a Lappish village and tourism destination situated above the Arctic Circle, next to the Russian border and in the middle of wilderness. There live only 0,6 person / km² and more than 10 000 reindeer. The international tourists arrive in Salla from all around the world, and locals proudly market their home region with the slogan Salla- in the middle of nowhere.

The phenomena of Arctic nature offer incredible possibilities for tourism products. So far, these possibilities have been used only limitedly. The northern lights have been one of the attractions to travel to Finnish Lapland for years already, and glass igloos and

other northern lights-based accommodations have been built in different regions of Lapland.

The northern lights have also been an inspiration for many program services. The clients can hunt the northern lights on snowshoes or by snowmobiles or even join a guided northern lights reindeer safari in Salla. Already the journey in a sleigh pulled by reindeer through a silent, dark and snowy forest is an unforgettable experience to the international clients. Some of them are also seeing the starry sky, Milky Way, or full moon for the first time in their life without light pollution. The double auroras (northern lights reflecting from lakes) could be used more in the autumn programs.

The midnight sun is familiar from the pictures marketing Finnish summer. Salla Wilderness Park offers guided midnight sun canoeing trips to a wilderness lake. Also, midnight sun hiking

trips have been organised to the top of fells (Lappish mountains) for years. The Salla Midnight Trail Run event attracts the runners every year during the midnight sun season. There is also the local "Äinpäin-päivä" event, when the whole day rhythm is turned around because of the midnight sun; a restaurant serves breakfast in the evening, the shops in the Salla village are open until late evening and outdoor activities are done during night-time.

The photographers love snow-covered spruces ("tykkypuut" in Finnish). These trees have been filmed on top of the fells during snowmobile safaris, snowshoe and cross-country skiing trips. Nowadays also the morning mist rising from lakes and swamps is often seen in the social media pictures.

New observation points for the phenomena of Arctic nature have been built in the international Phenomena of Arctic Nature project. These observation points are easy to reach for international clients by themselves. The first observation point was built in autumn 2020 to Kaunisharju, situated in the future Salla National Park. In total, there will be built four similar resting places in Salla, where clients can experience the northern lights, morning mist, autumn colours, the midnight sun, and all other magnificent phenomena of Arctic nature.



Kristiina Aikio

Planner, Metsähallitus, Parks & Wildlife, Lapland

I work in northernmost Lapland in communications, customer service, guiding and nature education. The area includes the biggest national parks in Finland, two restricted nature reserves and six wilderness areas, all popular recreation areas. The best thing I know is skiing on the hard snow crust in the Urho Kekkonen National Park in April! There is more light, snow changes form, and you need to set out early before the crust softens. Then you can see and hear courting capercaillies and willow grouses.

Mervi Angeria

Senior Lecturer, Lapland University of Applied Sciences, Finland

My expertise in the PAN project focuses especially on the responsible nature-based tourism and environmental education. I enjoy the nature nearby and the various seasons.

Paula Aspholm

Tourism Manager, Salla - in the middle of nowhere

All phenomena of arctic nature are incredible, but my favourite season is autumn, when you can see the autumn colours ”ruska”, beautiful morning mists and northern lights- all in one season.

Ekaterina Boykova

Specialist for ecological education and international cooperation Pasvik Zapovednik.

I work in the PAN project. I was born in the North; I am working in this region and love living here very much. My favourite Arctic phenomena are the Aurora Borealis and Polar day.

Viktorija Frolova

PAN project coordinator, Institute of Industrial Ecology Problems of the North of Kola Science Center of the Russian Academy of Sciences, Russia

Living in Saint-Petersburg, the only thing I miss mostly in the Arctic nature is the autumn forest, maybe because of mushrooms and berries and its multicoloured beauty.

Viktorija Gonzalez

Advisor at NIBIO Svanhovd where the Visitor Centre for the Øvre Pasvik National park is located.

I have a doctoral degree in ecology and enjoy disseminating the mysteries of the natural world to those visiting our area. My favorite activity in nature is to take long walks with my children and look for wildlife.

Päivi Hanni-Vaara

Senior Lecturer, Lapland University of Applied Sciences, Finland

My contribution to the PAN project has focused on planning and organizing online and physical workshops. I am a seeker of the spirits in nature during our eight seasons in the arctic. The senses—sight, hearing natural sounds, smell, touch, and taste—are activated outdoors.

Milla Hirvaskari

Project Manager & Lecturer, Lapland University of Applied Sciences, Finland

My expertise in the PAN project focuses on project management and cooperation with the international project team. My favourite activity to enjoy Arctic nature is to take walks in the forest in all seasons.

Rolf Schaanning Kollstrøm

CEO for the Øvre Pasvik National Park Board, Norway

My favorite Arctic nature activity is experiencing the timeless ancient taiga forest by the polar tree line.

Outi Kähkönen

Senior Lecturer, Lapland University of Applied Sciences, Finland

In the PAN project I have used my expertise in digital marketing and concept planning, in particular. I am a Nature Explorer: I enjoy slow nature activities, such as skiing, canoeing, and hiking. My journey to a nature destination often starts with inspiring Instagram photos.

Riitta Kämäräinen

CEO of Youth and Holiday Centre Vasatokka.

My long experience of working with youth groups in nature environment is my special field. I have seen how strong an impact nature can have on people and how we can relax and calm down in the woods or fells. My favorite natural phenomenon is the sound of a million bells when it's snowing in cold, calm weather.

Kaija Maunula

Customer Advisor at Pyhä-Luosto Visitor Centre Naava, Master of Hospitality Management student at Lapland University of Applied Sciences

The many seasons of Northern nature are my favourites.

Aini Ojala

Project Manager, Lapland Education Centre REDU

My expertise was to tell how the natural products and welfare services bring luxury to the tourism business in Lapland. I love to walk in the forest picking herbs, berries, and mushrooms from May to November.

Heidi Siira

Communication Manager (Lapland), Metsähallitus Parks & Wildlife Finland, Finland

In my freetime I am an outdoor enthusiast. My favourite Arctic nature activity is Nordic backcountry skiing.

Alexandra Sinyak

Deputy Director for Ecological education and international cooperation, State Nature Reserve Pasvik, Russia

I work in the PAN project. I was born in the North; I am working in this region and love living here very much. My favourite Arctic phenomena are the Aurora Borealis and Polar day.

Mirva Tapaninen

Project Manager, Lapland University of Applied Sciences, Finland

My expertise in the PAN project was to tell what luxury in Lapland is and how to utilize it in the tourism business. I also participated in the planning and implementation of the Salla workshop. I enjoy our beautiful fairytale landscapes in the winter when snow and hoarfrost cover the trees.

Pjotr Terentjev

Project Leader, Institute of Industrial Ecology Problems of the North of Kola Science Center of the Russian Academy of Sciences, Russia

I'm involved with the exhibition complex «Khibiny mountain» in Apatity as one of the components of an international project PAN. I enjoy polar light, Arctic summer and fishing.

Riina Tervo

Project Manager, Metsähallitus Parks & Wildlife Finland, Finland

My favourite Arctic phenomenon is the midnight sun and favourite activity is hiking.

Anne M. Wikan

Station Manager of NIBIO Svanhovd

My favourite nature activity is bird watching during the spring months.

Kjersti J. Wikan

Leader of the Visitor Center for the Øvre Pasvik national park

My favourite natural phenomenon is the beauty of the arctic light throughout the year.



The phenomena of Arctic nature are key attractions in Arctic tourism. This collection of articles discusses them from various viewpoints: nature-based tourism in protected areas, experiencing and learning about the phenomena of arctic nature, business development through concept planning and customer insight in improving tourism experiences.

The Phenomena of Arctic Nature project addresses both nature and nature-based tourism. Its main objective is to raise awareness of arctic nature and its unique phenomena in the nature tourism sector. The authors represent the versatile Phenomena of Arctic Nature project partners from Finland, Norway and Russia.

The publication is for nature-based tourism entrepreneurs, municipalities, organizations managing nature protection areas and nature centres as well as people interested in developing sustainable nature-based tourism.

This publication has been produced in the Phenomena of Arctic Nature project (2019 – 2022), co-financed by Kolarctic CBC Programme. The contents of this publication are the sole responsibility of the Lapland University of Applied Sciences and can in no way be taken to reflect the views of the European Union.

LAPIN AMK⁷
Lapland University of Applied Sciences

www.lapinamk.fi



Co-funded by
the European Union

ISBN 978-952-316-426-0