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# Title: Exploring Sustainable Tour Guiding Practices in Finnish Lapland



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## **Abstract**

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This thesis aims to analyze how sustainable tourism practices are being implemented in Finnish Lapland, with a specific focus on the role played by tour guides in promoting sustainable travel to the region. The study will provide an in-depth investigation of tour guides' various techniques and approaches to ensure environmental, social, and economic sustainability in this tourist destination.

The research material was gathered by surveying the guide's perspectives through interviews, participant observation, and document analysis. Five tour guides from Nordic Unique Travels were interviewed to examine how they encourage sustainable tourism practices among their clients, implement sustainability during tours, and the challenges they encounter. This thesis contributes knowledge to the region's tourism by providing an understanding of the pivotal roles of tour guides in promoting sustainability.

The research yielded several key findings. Tour guides raise visitors' awareness of sustainable behaviors and encourage sustainable tourism practices through effective communication and storytelling techniques. Tourists are more likely to engage in sustainable tourism when they clearly understand the positive outcomes of their actions and perceive that their actions align with their values. The outcomes of these efforts have included reduced waste, increased conservation efforts, and improved environmental and cultural awareness among visitors.

The study reveals that tour guides in Finnish Lapland practice sustainable tourism by constantly learning and implementing such practices and allowing mutual dependency between tourists and nature. However, challenges in meeting tourists' expectations regarding sustainability do exist. Nevertheless, Finnish Lapland serves as an example of sustainable tourism that can be followed by other communities while protecting their heritage and stimulating beneficial change. Although the study offers valuable insights, it is important to acknowledge its limitations due to the small sample size. To enhance external validity, it would be crucial to increase the representativeness and diversity of the participants. Additionally, capturing the temporal dynamics proved challenging, highlighting the need for a longitudinal study. Future research benefit from a mixed methods approach incorporating consultations with more tour companies, thus providing a more holistic understanding of sustainable tour guiding practices in Finnish Lapland.

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## 1 Introduction

In the modern tourism business, sustainable tourism has become a fundamental paradigm, stressing the need to balance socio-cultural respect, environmental preservation, and economic growth (Tyrväinen et al., 2014, pp. 1-15). With its distinctive ecosystems and delicate habitats, the Arctic region is both a potential beneficiary and a difficult testing ground for sustainable tourism practices in this worldwide trend (Tribe & Liburd, 2016, pp. 44-61). Finnish Lapland is a great travel destination in this Arctic context due to its unspoiled landscape, native cultures, and fascinating natural phenomena. The job of tour guides becomes increasingly crucial in determining how sustainability is included in the tourism narrative as the attractiveness of Lapland rises among tourists seeking authentic and immersive experiences (Rantala et al., 2011, pp. 285-300). Sustainable tourism practices are distributed globally but putting them into practice brings unique obstacles and opportunities, especially in isolated and environmentally sensitive regions like Finnish Lapland. Tour guides significantly impact tourists' behaviors, attitudes, and relationships with the environment and local communities since they liaise between visitors and the location (Carneiro et al., 2015, pp. 8-9). To advance the cause of sustainable tourism in Finnish Lapland, it is essential to understand the strategies tour guides use to promote sustainability and the challenges and opportunities they face. This thesis aims to comprehensively explore sustainable tourism practices in Finnish Lapland, focusing on the indispensable role of tour guides (Pietikäinen, 2010, p. 202). By examining the strategies tour guides adopt, the difficulties they confront, and the opportunities they encounter, this research sheds light on the region's multifaceted landscape of sustainable tourism.

### 1.1 Research Question

The study aims to provide perspectives on sustainable tourism development in the Finnish Lapland community through the following question:

- What approaches, difficulties, and opportunities exist for tour guides to promote sustainable tourism practices in Finnish Lapland?

The question is divided into three parts to get the information more precisely.

- Approaches
- Difficulties

- Opportunities

## 1.2 Research Significance

This research aims to have a broader understanding of sustainable tourism in Finnish Lapland, a region grappling with the dual imperative of economic growth and environmental preservation. This study holds several implications for both theoretical and practical domains within the sustainable tourism arena. The findings are expected to enrich the scholarly discourse on sustainable tourism by providing complex understandings of the practices and experiences of tour guides as change agents in promoting responsible travel. Moreover, tourism operators, policymakers, and stakeholders can leverage the knowledge gathered from this research to develop targeted strategies that foster sustainable tourism development in the Arctic region. Furthermore, by emphasizing the collaborative aspect of sustainable tourism, this research underscores the vital role that local communities, tourists, and tour guides play in safeguarding the delicate ecosystems and cultural heritage of Finnish Lapland.

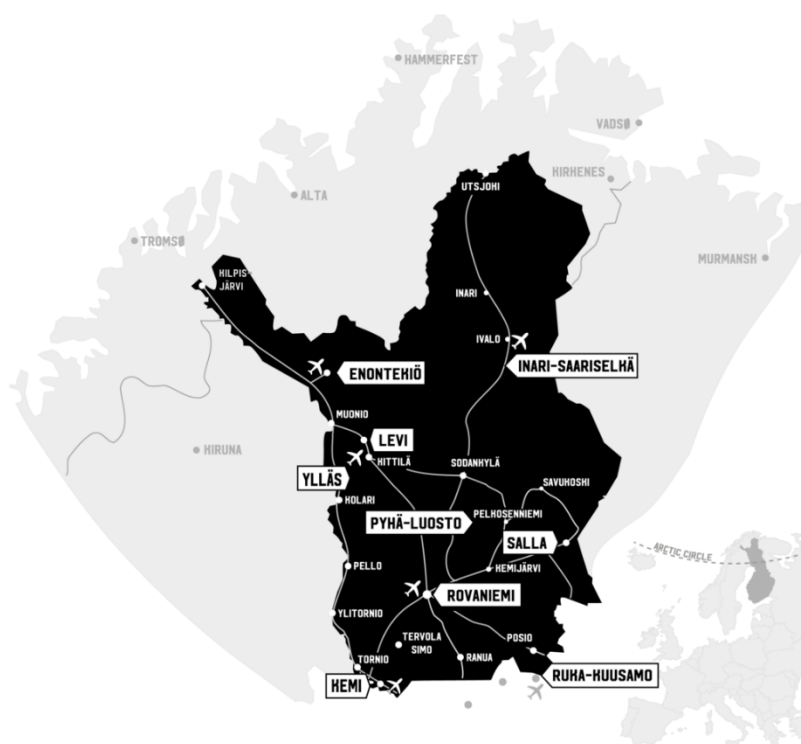
## 1.3 Commissioning Party

The commissioning party is the entity or individual in charge of launching a construction project, supervising its development, and ensuring it meets their needs and vision. Nordic Unique Travels is commissioning this thesis. The company specializes in creating tours tailored to the interests of travelers. They offer a range of options, including Northern Lights photography-guided safaris and opportunities to explore hidden local places. Their main goal is to ensure that visitors have an experience during their time in destinations like Finnish Lapland.

One of the standout features of Nordic Unique Travels is their selection of over 65 daily tours. They also provide the flexibility to customize tours according to preferences. To cater to travelers, they have guides proficient in 9 languages. This ensures communication. Enhances the overall travel experience ([Nordic Unique Travels](#)).

## 2 Finnish Lapland (Overview)

Finnish Lapland is the northern region of Finland, with a population of 180,000 people ([Lapland Above Ordinary](#)). It is an ideal outdoor destination famous for its Northern Lights, also known as aurora, arctic nature, Mid Night sun, and Santa Claus Village based in Rovaniemi. It is also home to the indigenous Sámi people or Sám̄i. Despite being less populated, with just under 180,000 residents in 2017, or about three percent of Finland's population, Lapland offers an abundance of space to enjoy the purest air in the world ([LAPIN LIITO](#)). The Arctic Circle is in the southern part of Lapland, starting from Rovaniemi (Figure 1).



Map of Finnish Lapland (Lapland Above Ordinary)

Finnish Lapland, located above the Arctic Circle, stands out for its events. During summer, the Midnight Sun illuminates the region, while Polar Nights create a mesmerizing atmosphere in winter. This area holds significance as it is home to the indigenous Sámi people. Their customs, craftsmanship, and reindeer herding practices have stood the test of time. Lapland's landscape features forests, crystal lakes, and protected areas like Urho Kekkonen National Park. The administrative center of Rovaniemi is famous for Santa Claus Village, where Christmas magic thrives year-round. Winter sports enthusiasts flock to Lapland for its ski resorts, where they can enjoy activities like skiing and snowboarding. Moreover, one cannot miss the opportunity to witness the enchanting

Northern Lights during winter nights. Lapland offers a blend of nature's beauty, richness, and inspiring meteorological phenomena that cater to adventurous travelers seeking diverse experiences.

Finnish Lapland has a long tourism history centered around its pristine natural wilderness. However, in recent decades, there has been a significant focus on developing sustainable tourism in the region to preserve this natural environment for future generations (Responsible Travel).

Sustainable tourism has become a significant priority in Finnish Lapland in recent decades. However, tourism has a much longer history in the region, stretching over a century. Lapland's pristine natural wilderness has attracted visitors since the late 1800s (Liksom, 2014). In the early 20th century, improved transportation links like railroads allowed more access for leisure travelers.

By the 1980s, mass tourism was causing some adverse environmental impacts on Lapland's sensitive arctic environment. Since the 1980s, there has been a significant focus on tourism development in Finnish Lapland, emphasizing sustainability (Tourism in Finland, 2019).

This led to a push towards developing a more sustainable approach to tourism in the region from the 1990s. Key focus areas for sustainability have included preserving nature, supporting local economies, reducing emissions from transportation, and educating visitors. Significant investments have been made in sustainable tourism initiatives across Lapland in recent years (Lapland Above Ordinary). Hundreds of tourism companies have obtained sustainability certifications. There is still more work to be done, but Lapland aims to be a model for responsible travel worldwide by 2030, following SDGs (Sustainable Development Goals).



### 3 Literature Review

This literature review investigates sustainable tourism strategies, especially in the context of Finnish Lapland, focusing on tour guides' crucial role in promoting sustainability in this area. Sustainable tourism is gaining attraction in tourism because it strives to deliver economic advantages to host countries while reducing negative consequences on residents, environments, and cultural traditions. This section gives an overview of the definition of sustainable tourism and its importance.

#### 3.1 Sustainable Tourism Definition and Importance

Many people have been paying a lot of attention to sustainable tourism as of late. This is because sustainable tourism is still a relatively new concept. It bears the majority of the responsibility for the complex environmental, social, and economic issues that the tourism industry is confronted with on a global scale. This technique tries to avoid negative effects on the ecosystems, cultures, and economies of the region while simultaneously maximizing benefits for both the communities that are hosting visitors and the tourists themselves. In order to have a better understanding of what sustainable tourism is, why it is important, and how it will impact travel in the future, we will investigate the definition of sustainable tourism, as well as its objectives and main principles at this point (Schönherr et al., 2023). Travelling with the intention of achieving a triple bottom line, which means taking into consideration the effects on people and the earth both in the present and in the future, is what is known as sustainable tourism. This type of tourism is also frequently referred to as eco-tourism or responsible tourism. One organisation that incorporates this description is the United Nations World Tourism Organisation (UNWTO), which places a focus on the necessity of satisfying the requirements of host communities, industry, the environment, and tourists. In order to ensure sustainable tourism, it is vital to find a balance between all of these many moving aspects.

Ecotourism is based on the notion of protecting natural resources as its primary guiding principle. Should we wish to uphold this idea, we must take measures to protect our abundant biodiversity, reduce the amount of damage we cause to the environment, and exercise caution while dealing with our natural resources. Conventional tourism is known to cause environmental damage, such as pollution and deforestation, and sustainable tourism aims to abolish or significantly reduce the environmental damage that is caused by conventional tourism. The second principle that drives

people is the commitment that they have to their society and culture. The preservation of indigenous peoples' cultural belongings and customs is an essential component of environmentally responsible tourism. This organisation advocates for the support of local businesses, the promotion of cross-cultural exchange, and the maintenance of social cohesion among communities that are hosting international visitors. One of the third fundamental principles of ecotourism is the maintenance of financially sustainable practices. The purpose of this initiative is to encourage the economic development of host places in a manner that is beneficial to the local population. This includes the creation of employment opportunities, the encouragement of local small enterprises, and the distribution of economic gains in a fair and equitable manner (Schönherr et al., 2023).

Community empowerment and involvement is the fourth essential notion that must be understood well. To implement sustainable tourism, it is necessary to provide locals with the resources they need and to give them a say in the decisions that are made regarding tourists. With this proposal, citizens will be able to have a say in tourism and may even be able to benefit from it. In the following section, we will discuss sustainable tourism, which is a multidimensional topic that impacts a wide variety of different fields. Specifically, ecotourism is the primary factor that determines whether or not the natural treasures of our globe are preserved. Traditional tourism has the potential to bring harm to the environment; sustainable tourism, on the other hand, encourages ethical practices that conserve ecosystems and natural resources. This is done in an effort to mitigate said possible damage. It is one of the most important aspects of ecotourism to ensure that historic sites are preserved. There is a possibility that the villagers' customs and traditions could be jeopardised by the activities of tourists. Sustainable tourism, on the other hand, serves to encourage the preservation of cultural heritage by fostering community involvement in tourism planning, authentic experiences, and the respect of regional traditions (Irawan & Hartoyo, 2022). Increasing economic growth should be a top aim for sustainable tourism. By putting an emphasis on the long-term financial benefits that sustainable tourism can provide for local communities, it is possible to achieve a fairer distribution of income. The host locations may experience a reduction in poverty, an improvement in infrastructure, and an increase in their economic resilience as a result of this. Additionally, sustainable tourism improves the overall experience that an individual has when travelling. Increasing the amount of satisfaction that visitors feel can be accomplished by concentrating on presenting them with experiences that are genuine and pertinent. When guests have a good time, they are more likely to suggest the establishment to others, come back, and contribute to the expansion of the tourism business. One of the many considerations that contribute to the significance of sustainable tourism is the fact that it has the potential

to reduce the rate of global warming. The tourism industry is responsible for a major increase in emissions of greenhouse gases. There is a possibility that sustainable tourism could provide a solution to this problem by promoting environmentally responsible behaviours such as the reduction of waste, the utilisation of renewable resources, and the enhancement of energy efficiency. The influence that industry has on climate change is mitigated as a result of this action (Rajčević et al., 2023). The facilitation of amity between guests and the communities that host them contributes to the maintenance of societal harmony and coherence. Participation from the local community, the identification and resolution of societal problems, and the promotion of intercultural understanding are some of the factors that contribute to the development of sustainable tourist experiences. Last but not least, sustainable tourism strives to strike a balance between social, economic, and environmental factors when it comes to the planning of travel. The principles that serve as the foundation for sustainable tourism are responsible resource management, the preservation of cultural traditions, economic growth, and the empowerment of individual communities. Sustainable tourism has the potential to effectively address the difficulties that are now being faced by the global tourism sector. This may be accomplished by fostering a connection that is more harmonic between tourists and the communities that they visit. Due to this particular reason, it is significant. In light of the fact that an increasing number of individuals are looking for ethical travel options, the tourism industry must adopt sustainable practises if it is to continue to exist and expand in the years to come. These practises will be beneficial to the natural environment as well as the local cultures.

### 3.1.1 Principles and Pillars of Sustainable Tourism

A sustainable tourism strategy is founded on ideas and values (Milićević et al., 2021, pp. 735–748). These pillars are the basis for projecting the challenging balance between social well-being, environmental preservation, and socio-economic advancement. Sustainable tourism aims to safeguard host communities and resources for future generations while leaving a good legacy. According to Kaján & Tervo-Kankare (2021, p. 32), economic viability underpins sustainable tourism. This concept emphasizes how critical it is for tourism to contribute to the economic development of host communities without jeopardizing their long-term financial stability. Further, sustainable tourism promotes economic growth that benefits residents by supporting locally owned enterprises, cultural interests, and fair benefit sharing. This method prioritizes creating an excellent economic cycle above short-term advantage. Pyykkö's (2021, p. 44) findings indicated that preserving natural resources is critical to the long-term viability of tourism. The notion recognizes

the complex link between the tourist industry and the environment. Sustainable tourism takes steps to mitigate its negative environmental repercussions. These include switching to more ecologically friendly modes of transportation, implementing rigorous waste management requirements, maintaining biodiversity, and lowering carbon emissions (Milićević et al., pp. 2021, 735–748). Admiration for preserving regional traditions is the cornerstone of sustainable tourism (Kaján & Tervo-Kankare, 2021, pp. 518–538). This concept acknowledges that a place's cultural identity is formed by its history, customs, and population. Sustainable travel differs from itineraries that leverage regional cultures by emphasizing cultural authenticity. Instead, it encourages friendly relationships between visitors and residents, which leads to mutually beneficial learning and growth. This concept protects indigenous peoples' knowledge, customs, and way of life against alien influences. Putting people first and prioritizing their happiness and safety is the core of sustainable tourism (García-Rosell & Mäkinen, 2013, pp. 396–416). This idea advocates giving locals a vital role in tourism-related decisions and equal access to the sector's benefits. Likewise, the participation of stakeholders is critical in projects to promote sustainable tourism (Roxas et al., 2020). According to this concept, including stakeholders from all government, industry, and civil society levels in the planning and decision-making processes is critical. Open and honest governance structures are required to ensure everyone's needs are met and that tourist growth benefits the destination in the long run (Javed & Tučková, 2020, pp. 997–1011). Sustainable tourism is a form of ethical tourism that seeks to reduce the number and severity of social, environmental, and cultural harm while providing maximum benefits for local communities and the destination. Ethical tourism promotes activities that respect the environment, support local economies, and preserve the destination's culture. Environmental sustainability is the bedrock of ethical tourism. Tour guides can encourage various environmentally responsible activities as a link between tourists and the local community. This includes promoting cycling and walking excursions to reduce carbon emissions and eco-friendly vehicles. Visitors must strictly adhere to the 'leave no trace' guideline to guarantee that the ecology is not harmed.



Link Between Tourists and The Local Community

Tourism has always been essential in promoting cross-cultural understanding, economic growth, and development. However, the link between tourists and the local community goes beyond these superficial dimensions. A thriving tourism industry can significantly impact the lives of individuals residing in tourist destinations, leading to positive and negative outcomes.

### 3.1.2 Importance of Sustainable Tourism

Sustainable tourism balances economic growth, environmental protection, and social and economic stability. It recognizes the interdependence between human societies and ecological systems. According to Makridou's (2021) report, adopting sustainable practices can result in cost savings for both businesses and individuals. Numerous studies have corroborated this claim, demonstrating that implementing eco-friendly strategies, such as using energy-efficient appliances or establishing recycling programs, can yield substantial financial advantages in the long run. While some may perceive sustainability as a potential detriment to their profits, Makridou (2021) reminds us that it is an opportunity rather than a threat. Although the initial investment required to adopt these practices may seem daunting initially, research indicates that this investment pays off over time through decreased waste and lower utility bills. Furthermore, sustainable practices bring forth additional benefits beyond solely reducing costs. They also enhance a brand's reputation among consumers who value environmentally conscious products and services.

Károly (2011) suggests that sustainability should encompass principles such as fairness and harmony beyond mere environmental responsibility. Sustainable practices must guarantee equitable allocation of resources while averting further harm to the planet. These practices will result in continuity through fair treatment of future generations without compromising present needs or deleting resources required by future generations. Consequently, embracing measures of sustainable growth will ensure long-term prosperity across various dimensions, from economic steadiness to enhanced living conditions, while preserving ecological well-being. Integrating sustainability into different facets of societal processes can contribute to accomplishing goals of social justice while improving overall well-being in diverse regions globally (García-Rosell & Mäkinen, 2013, pp. 396–416).

### 3.1.3 Challenges and Opportunities in Sustainable Tourism Practices

Sustainable tourism offers a unique opportunity for economic growth while preserving natural and cultural resources for future generations. By prioritizing environmentally friendly practices, sustainable tourism can contribute positively to local economies without compromising the very resources that attract visitors in the first place. As Trišić et al. (2019) notes, these practices "offer a way for destinations to differentiate themselves from competitors" by emphasizing their commitment to sustainability. Tourism can bring tremendous benefits to a region through increased economic growth but can also negatively impact the environment and local communities. In Finnish Lapland, tour operators are increasingly concerned with preserving the idealized image of a winter wonderland as climate change threatens tourism activities involving snow and ice (Guo et al., 2019).

Tour guides play an essential role in sustainable tourism by educating visitors about responsible travel practices and minimizing their impact on the natural surroundings. Tour operators in Rovaniemi adapt to these changes by implementing various strategies, such as moving operations further north or offering replacement activities that do not rely on icy landscapes. The increasing temperatures have led to a decline in snow cover during winter months and subsequently affected activities such as skiing and sledding. Additionally, melting ice has negatively impacted local wildlife populations, which can deter visitors from visiting certain areas altogether. Tour guides are essential in educating visitors about these issues while showcasing what makes Finnish Lapland a unique travel destination. By imparting knowledge on how human actions impact ecosystems globally and locally through their work with conservation groups like Protect Our Winters or Arctic Adventure Tours, they can help raise awareness among travelers who may not have previously considered environmental implications when making holiday plans. It is vital for tour guides to share information about sustainable travel practices, such as minimizing plastic usage and supporting locally sourced goods that promote responsible consumption patterns among visitors. (Schönherr et al., 2023). While Finnish Lapland has much potential for environmentally aware tourism, operators and guides must deal with several issues that may make the widespread adoption of sustainable methods brutal. The Arctic's fragile ecological balance must be conserved while allowing for a burgeoning tourist economy. The region's famous natural beauty and variety of activities may result in congestion in popular locations, putting resources under pressure and resulting in worse quality for tourists. Furthermore, the seasonality of Arctic tourism makes it difficult for tour companies and guides to operate. Therefore, effective planning is required to maximize finite resources during the peak travel season and distribute the year-round economic

benefits. Since seasonal job patterns may impede the formation of long-term, well-paying occupations in local communities, labor market issues may be triggered by inconsistent demand for goods and services (Schönherr et al., 2023).

Visitors must carefully traverse cultural subtleties and regional conventions to connect with local cultures courteously and meaningfully. Tour guides must be conversant with the needs of the local population and have the tools required to encourage genuine encounters between people from different backgrounds). Sustainable tourism is a critical and growing industry offering immense economic development, community empowerment, and environmental conservation potential. However, as noted by the challenges of sustainable tourism practices include balancing tourism demand with the needs of local communities and protecting fragile ecosystems from the impacts of tourism. While promoting sustainable tourism in rural areas is vital to creating employment opportunities and driving regional growth, a lack of involvement from local communities can hinder its success. To overcome this challenge, policymakers must engage actively with locals and ensure their participation in decision-making processes related to sustainable tourism practices (Foronda-Robles et al., 2023). Another crucial challenge with sustainable tourism is ecological damage caused by unregulated tourist activities. The influx of tourists often increases pollution levels, deforestation, and habitat destruction, among other environmental harms that negatively impact biodiversity hotspots such as national parks or protected areas. Therefore, measures must be implemented to mitigate these negative impacts on ecosystems by enforcing responsible travel behavior through education programs aimed at tourists and increasing regulations on tour operators. Promoting sustainable tourism requires balancing economic growth while ensuring social inclusion within local communities and preserving the integrity of natural systems. Policymakers should consider these factors when developing strategies for promoting sustainable travel so that they may manage expectations effectively while still achieving positive outcomes over time (Utami et al., 2023).

Sustainability has developed as a defining force in the dynamic sector of international tourism, driving it towards ethical behavior and significant consequences (Dangi & Petrick, 2021, pp. 15-42). Many new trends and practices reflect the growing desire for more responsible and pleasant travel. Green hotels and eco-lodges are becoming more popular as they employ cutting-edge technology and design to reduce their environmental impact. Due to mass tourism's quick speed and harmful ecological effects, "slow tourism," which emphasizes longer stays and more in-depth experiences has grown in popularity. Regenerative tourism is gaining popularity as a strategy for tourist destinations to regenerate local ecosystems, reduce visitor impact, and supply communities with essential services. Efforts are also being made to conserve cultural traditions, focusing

on peaceful cohabitation with indigenous cultures and practices. Communities, non-governmental organizations, governments, and the commercial sector work together to create sustainable policies and initiatives. These projects reflect a paradigm change in the travel and tourism business, one that attempts to improve the lives of visitors while not negatively impacting the areas they visit.

The paradigm shifts towards sustainable tourism result from a rising recognition of the interdependence of the tourist industry, the environment, and social well-being (Dangi & Petrick, 2021, pp. 15-42). The usage of technology has contributed mainly to the growth of sustainable practices. Along with sustainable tourism, digital platforms and applications to give travelers real-time advice on eco-friendly activities, ethical eating alternatives, and travel logistics are growing. This empowers tourists to make moral judgments that reduce their environmental impact. As a result of these worldwide trends, governments and organizations are implementing certification systems and standards to encourage sustainable tourism (Gutkevych & Haba, 2020, pp. 116–133). Hotels and companies increasingly use Earth Check and Green Key certifications to demonstrate their commitment to sustainable practices. Furthermore, international organizations and coalitions are advocating legislation to integrate tourism with the Sustainable Development Goals (SDGs) to positively affect issues such as poverty eradication, gender equality, environmental protection, and other related ones (Surmeier, 2020, pp. 1498–1518).

The COVID-19 epidemic has made many individuals reconsider their trip plans. The momentary halt gave central tourist locations time to review their preparations, considering the economic consequences of the travel ban. Many locals rethought their connection with the tourist industry and examined how they might better rebuild themselves while considering sustainability. The crisis has highlighted the need to preserve natural areas so that tourists and inhabitants may enjoy them. It has been analyzed that sustainable tourism practices are catching the industry's rapid and complicated expansion worldwide. The pillars of sustainable tourism, eco-friendly lodging, ethically good travel practices, cross-sector collaboration, and technology integration are changing how we experience the globe. Given these developments, authorities, companies, municipalities, and tourists must work together to transform tourism into a positive force that benefits locals and visitors?

#### 3.1.4 Sustainable Tourism in the Arctic Region

According to Schönherr et al. (2023) showed that protecting fragile ecosystems becomes crucial where climate change poses an unparalleled threat to the earth. Nestled within this global



challenge lies the unique realm of Arctic tourism, captivating adventurers and nature enthusiasts with its awe-inspiring landscapes and endangered wildlife. However, as we traverse this frozen wonderland, questions arise concerning sustainable practices that can preserve the fragile environment and local cultures (Cornelisse, 2020, pp. 40–56). Arctic sustainable tourism stands at a crossroads between innovation and conservation. As exploration unfolds, it becomes evident that technology plays a pivotal role in promoting sustainability while enhancing visitor experiences. Technological advancements have revolutionized how we perceive and engage with Arctic environments, from cutting-edge research vessels capable of low-impact navigation through icy waters to immersive digital platforms showcasing remote destinations before setting foot onshore (Cornelisse, 2020, pp. 40–56). Within this framework lie three crucial talking points: first, how technology facilitates real-time monitoring of environmental indicators to ensure responsible tourist activities; second, how it enables innovative educational experiences for visitors seeking more profound connections with these polar realms; finally, how it amplifies outreach efforts dedicated to raising awareness about climate change mitigation among tourists themselves. Embracing complexity and variation is imperative when discussing current practices in Arctic sustainable tourism.

Stone (2021) points out, "The Arctic includes the regions of eight independent states and is home to several indigenous tribes as well as a diverse array of cultural practices." Therefore, involving these local communities is essential for promoting sustainability. The involvement of local communities can take different forms, such as consultation on policy-making processes or participation in decision-making bodies that regulate tourism activities. By doing so, they can provide valuable insights into their traditional knowledge systems, which are integral to understanding how to manage natural resources like wildlife habitats and cultural heritage sites sustainably. Moreover, community engagement helps build trust between tourists and locals since visitors will be more likely to respect cultural norms if they understand why they exist (Cornelisse, 2020, pp. 40–56). According to Tribe and Liburd (2016), "Tourism in the northern and arctic regions" is a topic of interest. The region's unique beauty has attracted tourists for decades; however, the changing climate poses significant threats to this industry. As temperatures rise, glaciers melt, and sea ice recedes, altering the landscape and endangering wildlife populations upon which tourism depends (Tribe & Liburd, 2016, pp. 44–61).

#### Example: Norway's Lofoten Islands

In Norway, the Lofoten Islands are high above the Arctic Circle and renowned for their scenery, diverse marine life, and lively fishing communities. With the popularity of northern light watching

and wilderness adventures, local governments and communities have come to understand the significance of sustainable tourism for protecting the fragile Arctic ecosystem (Cornelisse, 2020, pp. 40–56). The Lofoten Islands offer practical instances of sustainability initiatives, such as:

#### Regulated Tourism Operations

The Norwegian government has implemented strict regulations regarding the number of visitors allowed in certain areas during sensitive periods, such as the nesting season of seabirds (Surmeier, 2020, pp. 1498–1518). This ensures that the local wildlife is not disturbed and the environment's carrying capacity is not exceeded (Tribe & Liburd, 2016, pp. 44–61).

#### Low-Impact Accommodation

Accommodation providers have adopted sustainable practices, including energy-efficient technologies and eco-friendly options like lodges powered by renewable energy sources, which are growing (Cornelisse, 2020, pp. 40–56).

#### Local Engagement and Community-Based Tourism

The Lofoten Islands have involved local communities in tourism planning and decision-making processes. This collaboration helps distribute the benefits of tourism more equitably and preserves the region's cultural heritage. Locals play a central role in offering authentic experiences, such as traditional fishing trips and storytelling sessions (Tribe & Liburd, 2016, pp. 44–61).

### 3.2 Sustainable Tourism in Finnish Lapland: A Snapshot

Finnish Lapland is a one-of-a-kind and enticing tourist destination that exemplifies sustainable tourism by striking a careful balance between ecology, culture, and responsible tourism. Visitors may get a close-up look at the Arctic by participating in various outdoor activities, such as husky sledding and skiing in the background. The natural and cultural legacy of Finnish Lapland have contributed to the region's status as a tourist destination. Snow-covered landscapes and stunningly pure lakes give a picture-perfect backdrop for fantastic adventures. The native Sámi culture adds dimension to the region, and tourists may participate in centuries-old events. The area has

become a sustainable tourism destination because of its dedication to preserving these traits for future generations while offering tourists accurate and respectful encounters with the Arctic environment and its population.

Finnish Lapland's proactive attempt to balance tourist expansion and cultural and environmental preservation may be found in its sustainable tourism programs. Local lodging establishments firmly commit to sustainability, as seen by their use of recycling programs, alternative energy sources, and other environmentally friendly activities. Tour operators are promoting carbon-neutral travel alternatives to show their commitment to reducing the environmental effects of their industry. Initiatives such as "Visit Sámi" promote genuine cultural interactions and underline the need for indigenous peoples' responsible involvement.

### 3.3 Role of Local Communities and Stakeholders

The involvement of the local population and other interested parties is critical to developing ecotourism in Finnish Lapland. They collaborate to ensure that activities reflect the preferences of local inhabitants. Likewise, Bickford et al. (2017) specified that communities foster traditional knowledge, provide genuine experiences, and engage in policymaking, all contributing to tourism's authenticity. Working cooperation among indigenous organizations, corporations, and governments may help preserve cultural practices while growing the economy. Furthermore, local perspectives provide unique insights into the effects of tourism, paving the way for adaptable activities that foster harmony between the tourist industry and the Arctic ecosystem.

### 3.4 Role of Tour Guides in Sustainable Tourism

Tour guides are critical in defining the quality of visitors' travel since they serve as the intermediary between tourists and the sites they visit. The importance of responsible tourism in Finnish Lapland is only growing. These tour guides are more than simply communicators; they are ambassadors with the power to influence how visitors feel and perceive a location. Tour guides assist guests in getting a greater understanding of the Arctic's sensitive environment and the need for its conservation by transmitting their wealth of information (García-Rosell & Mäkinen, 2013, pp. 396–416). By visiting these locations, tourists learn new things, be inspired to make a difference, and better know who they are as people (García-Rosell & Mäkinen, 2013, pp. 310–333). Guides

are essential in promoting environmentally sustainable behavior in the Arctic tourist industry (Tribe & Liburd, 2016, pp. 44-61). They influence tourists' views and behaviors by serving as role models for sustainable practices and explaining their reasons. Tour guides' interpretative lectures may convey information on how ecosystems are interrelated, how vital local cultures are, and how unsustainable tourism has a negative impact. They encourage tourists to respect local traditions, behave responsibly, and positively contribute to the regions they visit (García-Rosell & Mäkinen, 2013, pp. 310–333).

Tour guides serve a significant and diverse role in creating the long-term viability intended for Finnish Lapland. They serve as drivers for shifts in environmentally friendly tourism practices rather than merely data conduits. Tour guides are primarily instructors and act as guides for tourists, explaining the importance and delicacy of the Arctic ecosystem (Özgit & Zhandildina, 2021). For instance, on a Northern Lights viewing trip, the tour guides discuss the academic and historical significance of the celestial phenomena, helping visitors to develop tremendous respect and understanding for Finnish Lapland's natural beauty. Tour guides also facilitate in-depth cultural contact involving tourists and the local population. By bridging cultural gaps, they promote mutual respect and empathy. An illustration of this is whenever a tour operator arranges for tourists to go to a Lapp reindeer farming family, enabling genuine contacts that support an understanding of culture and maintenance.

Additionally, tour guides serve as role models by using sustainable practices themselves (Higgins-Desbiolles et al., 2021). They set the example by practicing Leave No Trace values, ethical waste management, and environmentally sustainable modes of transportation. This reduces tourism's instant adverse effects on the environment and inspires visitors to follow in the footsteps of other ethical travelers. Additionally, tour guides are innovators by utilizing apps and augmented experiences; they deliberately incorporate technology into their field trips to lessen their tangible influence on the surroundings while boosting education opportunities (Xu & Wu, 2022). This invention enhances the sustainability and quality of vacations. It has been analyzed that tour guides play a crucial part in Finnish Lapland's aim for sustainable travel. They are involved with creativity, preservation of culture, learning, and environmental commitment. Tour guides are crucial to ensuring Finnish Lapland thrives as an environmentally friendly and alluring place, which links the objectives for sustainable tourism and the necessary steps required to realize this vision. Tourists benefit from tour guides because they help them appreciate how difficult it is to balance environmental protection and economic advancement (García-Rosell & Mäkinen, 2013, pp. 396–416). They might shed light on the care taken to conserve fragile ecosystems and the tactics utilized to preserve cultural traditions in their original forms. Besides, tour guides play an essential role in

bridging the gap between the Arctic's fragility and attractiveness in the spectacular surroundings of Finnish Lapland (García-Rosell & Mäkinen, 2013, pp. 396–416). They must persuade tourists to adopt more sustainable practices via captivating narratives, practical training, and personal examples. They understand the importance of tour guides as advocates for sustainable approaches to establish a tourist culture that protects the Arctic environment and cultural legacy for future generations (García-Rosell & Mäkinen, 2013, pp. 310–333).

### 3.5 Tour Guides' Role in the Region

The main objective in planning for the long-term sustainability of Finnish Lapland is to achieve an appropriate balance between the expansion of the tourism sector area and maintaining the area's pristine ecosystems as well as its cultural heritage (Mtapuri et al., 2021, pp. 423–432). The goal is to develop a tourism industry that values ethical behavior, honors the distinctive Sami cultural legacy, and prioritizes the preservation of Arctic nature. Finnish Lapland tourism seeks to provide tourists with an intensive and informative experience rather than just a vacation (Toivonen, 2022). It aims to turn visitors into thoughtful travelers who understand how delicate the Arctic's ecosystem is. Tour guides conducting expeditions that emphasize the value of minimizing one's ecological impact despite experiencing the breathtaking beauty, providing information about Arctic flora and animals, and imparting a profound feeling of environmental responsibility are an example of this concept in practice. A further vital aspect of this concept is pre-serving culture. Finnish Lapland promotes knowledge of the customs, dialects, and ways of life of the native Sami community to honor their history (Mtapuri et al., 2021, pp. 423–432).

In this setting, tour guides serve as traditional representatives, exposing tourists to the Sami heritage through narratives, escorting tours of historical sites, and being involved in cultural activities. Such interactions foster an honorable and educational dialogue between visitors and the locals. Technology is envisioned as an instrument to improve sustainability initiatives (Tien et al., 2021, p. 579). Engaging smartphone social media apps and virtual reality encounters are included in tourism practices to minimize physical effects on fragile natural systems. Visitors can, for illustration, take online excursions of the Arctic tundra, which lessens the requirement for actual pedestrians in these delicate locations while enabling a thrilling and instructive encounter. The realization of this vision requires collaborative collaborations. To jointly define the landscape of sustainable tourism, tour guides have conversations with the local population, governmental

entities, and tourism organizations. It has been analyzed that this cooperative method produces cooperative strategies that are advantageous to all parties involved and guarantees that the community's opinion gets considered during the decision-making stage. As representatives of Lapland's tourism industry, guides influence how tourists perceive and act during their visits. They can educate guests about minimizing their impact by choosing partners who respect cultures and set an example for themselves. This can shape behavior among visitors. Guides can also encourage tourists to support businesses protecting Lapland's environment and communities. By doing so, operators will be motivated to adopt practices that align with sustainability values.

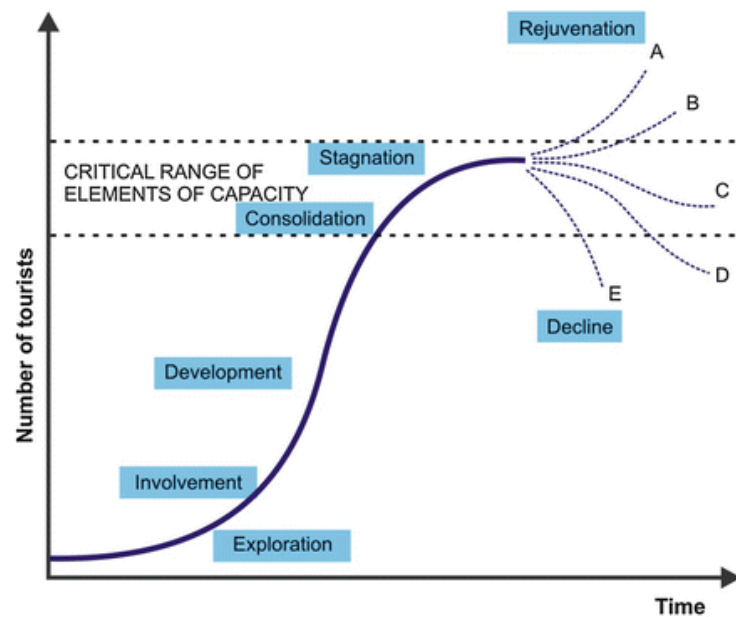
Moreover, guides serve as bridges by sharing insights from Sami communities and forest reindeer herders with tourists. This helps enrich visitors' perspectives and fosters understanding and respect for the populations most affected by the growth of tourism. Guides also gather feedback that assists operators and policy-makers in making informed decisions that balance priorities with community livelihoods. With their knowledge of the area and personal interactions with guests, guides hold a unique position in promoting sustainability within the Laplands tourism network. They are ambassadors for travel to play a crucial role in safeguarding these lands for future generations. It is essential to provide guides with training, resources, and unified messaging to support them in fulfilling the task.

## 4 Theoretical framework

In this section, we explore the framework of tourism development in Finnish Lapland by considering two influential models: the Tourism Area Life Cycle (TALC) Theory and Community Based Tourism (CBT) Theory. The TALC model helps us understand the stages that tourist destinations go through, shedding light on the challenges and potential for growth in Finnish Lapland. On the other hand, the CBT model emphasizes the participation of local communities in tourism development, focusing on ethical practices, cultural preservation, and fair economic benefits. Using these theories, we can create a foundation for analyzing how environmental consciousness, economic growth, and cultural conservation interact within the Finnish Lapland's evolving tourism industry.

### 4.1 Tourism Area Life Cycle (TALC) Theory

The Tourism Area Life Cycle (TALC) theory provides an insightful structure for comprehending the many phases of tourist destinations' growth and their long-term evolution (Dangi & Petrick, 2021). The six stages of this theory, exploration, involvement, development, consolidation, stagnation, and decline, are outlined in Richard W. Butler's original 1980 study (Eom & Han, 2019). Whenever used to examine sustainable tourism in Finnish Lapland, TALC provides insightful information about this area's challenges and potential. Few travelers had heard of Finnish Lapland in the early stages of exploration. The unspoiled landscape, distinctive Sami culture, and captivating Northern Lights were undiscovered treasures awaiting discovery (Mtapuri et al., 2022). During this time, tour guides were vital to promoting the place and influencing travelers' opinions. They significantly impacted the first perceptions, shaping how tourism would grow in the area in the decades. The attractiveness of the Arctic beauty and historical events drew additional travelers as Finnish Lapland advanced to the engagement stage (Lee et al., 2022, pp. 967–985). Tour operators responded to this growing need by providing more excursions, from ice-fishing trips to reindeer safaris, which helped expand the visitor perspective. The entire area began to experience some economic advantages at this point. Nevertheless, there was also a risk of overusing the resources that the area had to offer. For Finnish Lapland, the growth phase was the turning point of importance. Along with developing hotels, restaurants, and transit systems, the tourism structure proliferated.



Butler's Tourism Area Life Cycle Model (TALC)

It was the tour guides that played a pivotal role in bringing this growth under control by advocating for environmentally responsible practises. As part of their efforts to educate tourists about the delicate ecosystem of the Arctic, they began emphasising the significance of appropriate behaviour in order to lessen the damage to the environment. By taking preventative measures, the proactive strategy made certain that the expansion of the tourism industry was in line with the long-term environmental goals (Singh, 2021, pages 218–229). Lapland, which is located in Finland, reached the stage of consolidation when it succeeded in becoming a popular tourist destination. As a result of the region's well-known reputation for its scenic beauty and cultural diversity, it was not uncommon for tourists to visit the area. Guides guide visitors towards moral choices that preserve the ecology and the people who live in the surrounding area, playing an essential role in the promotion of environmentally responsible tours and practises.

During the period of stagnation, Finnish Lapland had challenges in maintaining the same level of excitement and the same number of visitors (Lee et al., 2022, pages 967–985). As a result, tour operators were required to adapt to the ever-changing preferences of customers and continue to emphasise the importance of sustainability in order to preserve the reputation of the location. They collaborated with local community organisations to create authentic, historically inspired settings, with the goal of ensuring that the benefits of tourism would continue to be enjoyed in the area. Additionally, the decline stage of the TALC theory serves as a warning phase. Finnish Lapland may experience a fall in the number of tourists as well as a decline in the quality of its cultural and natural assets if it is not maintained effectively. This degeneration, however,



can be slowed down with the assistance of tour drivers who are attentive in their operation. In order to ensure that Finnish Lapland continues to be a viable and appealing vacation destination, they can reinvent and revitalise travel alternatives.

As a consequence of this, the TALC theory provides a useful framework for appreciating the evolution of tourism hotspots such as Lapland in Finland. Tour guides have a considerable impact on the process of developing sustainable tourism, beginning with the discovery stage and continuing through the consolidation and final stagnation phases of the process. They play a critical role in ensuring that Finnish Lapland thrives as an environmentally sustainable tourism destination, combining economic growth with the preservation of nature and historic sites. Education, motivation, and the promotion of responsible behaviour are all things that they do. According to the TALC theory, developing innovative leadership and finding sustainable solutions are two of the most important factors in ensuring the continued success of tourism in locations such as Finnish Lapland and others.

#### 4.2 Community-Based Tourism (CBT) Theory

Community-based tourism, also known as CBT, is a tourism strategy that places an emphasis on the active participation of regional communities in the development, administration, and benefits of tourism in their region (Rodrigo et al., 2023, pp. 285–300). It is predicated on the notion that local communities ought to play a significant role in directing and benefiting from initiatives made by local tourism organisations. When applied within the context of sustainable tourism in Finnish Lapland, CBT offers a powerful basis for the development of ethical tourism practices, the preservation of cultural heritage, and the assurance of economic benefits that are distributed in a fair manner. The community is regarded as an essential stakeholder in the approach that CBT takes to the development and administration of tourism. The statement acknowledges the fact that locals frequently have distinctive points of view regarding the history, culture, and conditions of their region. These indigenous people, who are native to the region of Lapland in Finland, have a strong connection to the natural world, which makes their participation in tourism a very significant aspect.

One of the key tenets of community-based tourism (CBT) is the empowering of communities to make decisions on the growth of tourism (Javed & Tučková, 2020, pp. 997–1011). Within the context of Finnish Lapland, this suggests that the indigenous population as well as other members of the society have a say in the manner in which tourism is organised. There is a possibility that tour

guides will make this procedure simpler while still ensuring that tourists have an authentic and historically respectful experience. They will do this by acting as a bridge between tourists and the local community. Additionally, cognitive behavioral therapy places an emphasis on the significance of community-specific economic gains (Szeligiewicz, 2020). Tour guides play a vital role in this regard since they provide support to organisations that are privately owned and run autonomously. They have the ability to convince tourists to purchase local goods, to show their support for local artists, and to take part in activities like as artistic performances or guided tours of Sami communities, all of which have a potentially positive impact on the neighbourhood.

It is possible for tour guides to act as cultural advocates in order to facilitate important linkages and opportunities for contact between tourists and the people who live in the surrounding area. By developing a deeper appreciation for the location and the people who live there, compassion can help to cultivate respect and understanding. As a conclusion, community-based tourism (CBT) is an effective method for promoting travel that is sensitive of the environment in the region of Finnish Lapland. CBT makes a contribution to the preservation of the Arctic environment and cultural legacy by including the local population in the development and activities of tourism, providing them with the authority to make decisions, and ensuring that economic benefits remain in the region. Tour guides play a major role in the implementation of cognitive behavioural therapy (CBT) concepts because they act as educators, mediators, and advocates of culture. They are able to ensure that the thrives as a centre for environmentally responsible travel that offers genuine experiences while protecting its cultural and environmental values if they collaborate with one another. CBT demonstrates an ethical path that is beneficial to the tourist destination and the people that live there. This is done to ensure that tourism continues to be a catalyst for the development of the place.

### 4.3 Literature Gap

Articles about sustainable tourism usually examine the significance of sustainable practises and the role of various stakeholders in the process of achieving sustainability goals. These topics are commonly discussed in articles. It is also necessary for there to be a greater number of contributions made by tour guides to the promotion of sustainability in Finnish Lapland. In addition to this, there is an increased level of expertise regarding environmentally responsible tourism practises, the administration of destinations, and the implementation of community participation. On the other hand, there is a paucity of comprehensive research that highlights the challenges and

limitations that tour guides in the region face. There is a considerable gap in the research regarding the specific methods and approaches that travel agents in Finnish Lapland employ in order to encourage environmentally responsible tourism. In spite of the fact that there are fundamental suggestions for sustainable tourism, there is still a need for further information concerning the ways in which tour operators can modify their operations to accommodate the ecological and cultural conditions of the Arctic region. If practitioners and politicians are looking for effective tactics, it is possible that they could gain crucial insights by learning the specific techniques that tour guides use. The socio-economic and cultural components of sustainable tourism in Finnish Lapland are also susceptible to a lack of literature. This is a limitation of the literature. In addition, there is a need for additional study that concentrates on the relationships that exist between tour guides and the communities that they serve, despite the fact that the research that is currently being conducted acknowledges the significance of becoming active in the community. To do this, it is necessary to investigate the manner in which tour guides interact with tourists in order to foster the development of mutually beneficial relationships and to preserve traditional cultures, such as the Lapp culture.

A third issue that requires more attention is the impact that contemporary technology and the digital age have had on ecologically responsible tourism in the region of Lapland in Finland. In addition, it is of the utmost importance to evaluate if tour guides react to these developments and make use of technologies in order to enhance the long-term viability of tourism in the region. This is because the prevalence of internet reservation systems, mobile applications, and interactive tours is increasing. In order to accomplish this, it is necessary to investigate internet tools that can be used to connect visitors with communities that provide thorough and accountable tourism education and to involve tourists in ecologically responsible excursions. Additionally, there is a need for additional research to investigate the role of tour guides in minimising the potential adverse effects that could be brought about by an excessive amount of tourism in the region of Finnish Lapland. There is a huge knowledge vacuum regarding the accomplishments and challenges that tour guides in Finnish Lapland face when it comes to promoting sustainability, despite the fact that the concept of environmentally friendly tourism has become well-established in the scientific literature. It is required to conduct additional research in this field in order to acquire a more comprehensive understanding of the practical ways that tour guides use, their interactions with locals and tourists, and their participation in addressing the growing difficulties that are associated with sustainability. These kinds of studies have the potential to provide valuable information that may be used to develop environmentally responsible tourism practises in northern regions and other locations across the world.

## 5 Research Methodology

This study was conducted to assess the knowledge of tour guides on sustainable tourism. To gather the data, the researcher used a qualitative approach. A total of 5 respondents were selected as participants. The research instrument used for data gathering was the survey-questionnaire method. In the previous chapter, sustainable tourism practices in Finland Lapland were demonstrated. Research has not been found considering sustainable tour guiding practices in Finnish Lapland. The thematic analysis seems appropriate for this research area. Collecting general assumptions and outlooks to further initiate research, especially qualitative market research in an international context, is essential. Tour guides from the tourism sector in Finnish have been interviewed. The researcher ensures a non-biased perspective for the research. The collection of data is very detailed as well as the results are transparent. The in-depth interview was held within a Microsoft Teams webinar from tour guides of Nordic Unique Travels company due to the availability of interviewees and difficulties arising from time and resource constraints. All interviewees have been informed about the public display of acquired data and consented to twelve leading questions about sustainable tour guiding practices in Finnish Lapland, which were used for this research. Participants are anonymous, and transcriptions of the interviews are added in the appendix. Despite the comparatively small number of conducted interviews, this research comprehends theoretical saturation as in the progress of this research; no additional data has been acquired. Afterward, open, axial, and selective coding is applied to analyze textual data. In qualitative research, coding comprises processes that enable collected data to be assembled for categorization and thematical sorting, further providing a more organized ground for constructing meaning (Williams & Tami, 2019, pp. 45-55). Braun and Clarke's data collection strategy has been used, which involves six steps that are carried out in a manner: (1) getting acquainted with the data; (2) creating codes; (3) identifying themes; (4) reviewing the identified themes; (5) defining and naming the themes; and finally finding examples to support the themes. The researcher verified that the respondents understood the questions and that the supplied data was reliable. Finding a solution to a problem under study often starts with data analysis. The process of data editing raises the standard of data coding. The study's data was examined to guarantee completeness, accuracy, uniformity, and clarity. The data was coded and prepared for analysis. The collected findings apply to Finnish Lapland as all interviewees are engaged as tour guides.

## 6 Finding Analysis

This aim of this study is to answer three parts of research question, they include research question one (what approaches does tour guide use to apply sustainable tourism practices in the Finnish Lapland), research question two (difficulties that tour guide faced when establishing sustainable tourism practices) and research question three (opportunities available under sustainable tourism). The three questions will answer base on 5 interviews conducted for five tour guide at Nordic Unique Travel Company.

### 6.1 Background of sustainable tour guiding in Finnish Lapland

Knowledge about sustainable tourism was asked from three tour guides, the three of them have different views about sustainable tour guiding. Their view includes a commitment to balance, exploration and conservation, and unforgettable tourist experiences. The first tour guide interprets sustainable tourism as harmonizing the desire to explore and appreciate diverse cultures with the responsibility to protect the environment and support local communities, the second tour guide defined sustainable tourism as a delicate dance between exploration and conservation; he further explain that it's about experiencing the wonders of a destination while ensuring that our presence leaves minimal impact and the three tour guide define sustainable tourism as unforgettable experience without compromising local culture.

Likewise, various ways by which they apply sustainable tourism in their tour were ask, four applications of sustainable tourism were mentioned, they include waste management and recycling project, Crafting experiences, in local conservation project and also in teaching tourists about local customs and traditions.

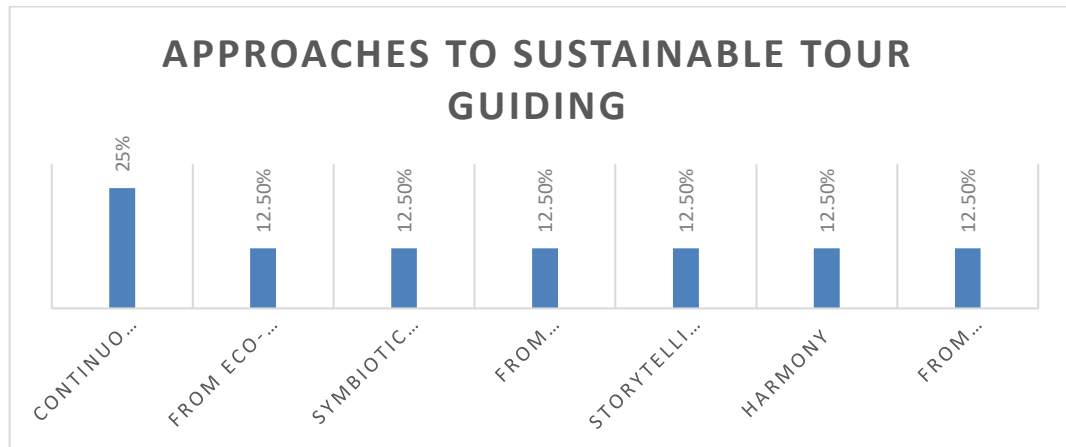
### 6.2 Approaches to sustainable tour Guiding

This section aimed to address various methods/approaches used in establishing sustainable tour guiding, Nordic Unique travels principles, and the role of tour guide in ensuring sustainable tourism.

### 6.2.1 Method/approaches used in establishing sustainable tour Guiding

A total of seven methods, which consisted of five tour guides, were discussed by the interviewee. These methods include the following: the continuous learning process, eco-friendly practices to personal commitment, the symbiotic relationship between tourists and the environment, the relationship between personal responsibility and business sustainability, storytelling, harmony, and the approach that takes the environment to the economy and society.

When asked about how a tour guide's attitude to sustainable tourism evolved, he responded by saying that it is not just about the environment but also about the economics and society. He went on to add that they have begun incorporating more cultural and economic elements into our tours. When the third tour guide was asked the same question, he responded by saying, "At first, it was perceived as a business-oriented endeavour; however, as the tour guide witnessed climate change and the growing significance of preserving our natural and cultural heritage, it became a personal responsibility." He also stated that education is an integral part of our approach through storytelling, and he continued by elaborating on the significance of the storytelling approach, stating that it educates and creates a deeper connection between tourists and the destination. When the third tour guide was asked another question, it was something along the lines of "How does the concept of harmony resonate with your approach to sustainable tourism?" In response to this question, the respondent stated that harmony is achieved by striking a balance between the pursuit of research and the protection of the environment. He stated that the territory of Finnish Lapland is about developing experiences that respectfully and non-intrusively resonate with the environment and culture. He also stated that it is about immersing tourists in the beauty of the region while ensuring that our presence does not jeopardise the delicate ecosystems. The fourth tour guide stated that he initially adopted practises that are friendly to the environment and that he later evolved into a more profound commitment, demonstrating some level of continuous learning. He also explained another approach that involved creating a symbiotic relationship between tourists and the environment, in which both parties benefit without compromising the integrity of the nation. Finally, the fifth tour guide stated that his approach to sustainable tourism was a process of continuous learning. He also stated that he initially adopted eco-friendly practices, but after seeing the impact that sustainable tourism had on the environment and the communities that it served, his approach evolved into a personal commitment instead.



### 6.2.2 Company principle's function

One of the tour guides who participated in the interview stated that it provides clarity and direction; more specifically, he stated that it acts as a great help, bringing clarity and direction. The company guidelines of Nordic Unique Travels mainly consist of three key tasks. All five tour guides said it is the framework for sustainable tourism, making up 71.4% of the responses. Their reply included "company guidelines provide a comprehensive framework that guides whether in choosing accommodations, crafting itineraries or interacting with local communities", "The guidelines from Nordic Unique Travel are the backbone of their operations", "Nordic company guidelines are a comprehensive framework that ensures their practices align with the larger vision of sustainable tourism" and "The tour guide reported that the guidelines serve as a roadmap, ensuring our tours align with the company's sustainability vision". Additionally, according to the observation of one tour guide, the guidelines serve as a reference point to guarantee that the day-to-day operations of the organisation are in accordance with the sustainability objective.

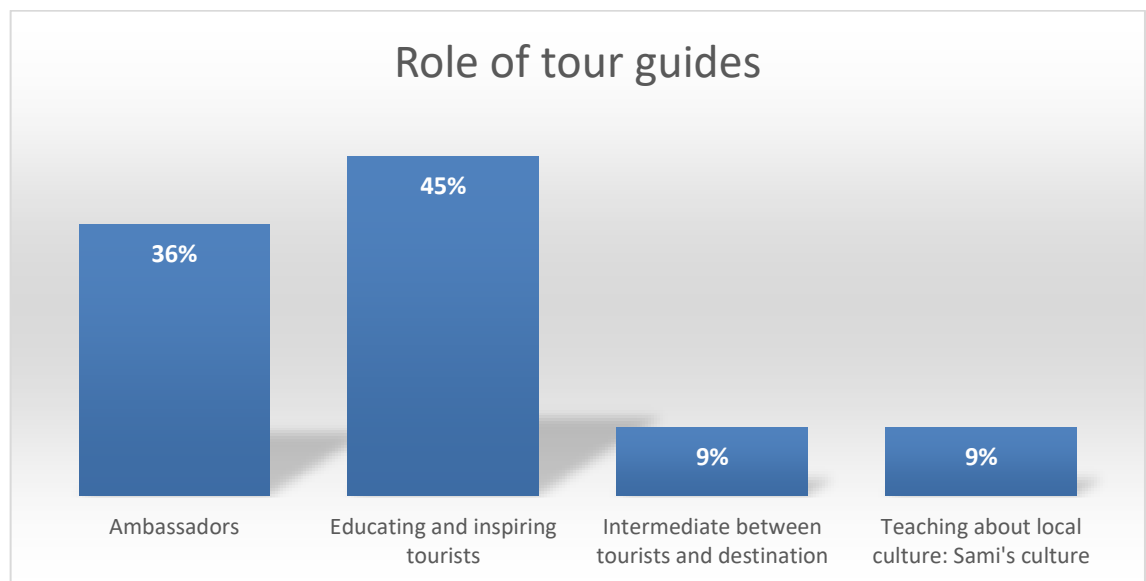
### 6.2.3 Role of tour guide in ensuring sustainable tourism

Tour guides play many different roles in sustainable tourism. Some of these roles include acting as ambassadors, educating and encouraging tourists, acting as an intermediary between tourists and destinations, and teaching local culture, specifically Sami culture.

The question "what role do you see tour guides playing in shaping that future?" was asked by the interviewee; Tour guide two replied that they are advocates and educators guiding tourists

towards responsible choices and instilling a sense of responsibility and a commitment to preserving the treasures of the region they visit, he also said that they link tourists to their destination and that they teach tourists about Sami way of life and aim to inspire a greater appreciation for nature and a commitment to preserving it.

The third tour guide responded that they make sure that guests have a good time in Lapland and that they depart with a heightened knowledge of the significance of responsible travel. They also stated that they are the educators and storytellers of sustainable tourism. They are ambassadors, exhibiting the region's beauty and actively encouraging and moulding sustainable behaviours among tourists, according to the fourth tour guide, who stated that they are storytellers and influencers, directing the narrative towards a future where tourism and sustainability coexist harmoniously. They also mentioned that they are ambassadors. In conclusion, tour guide number five responded that they highlighted the region's natural beauty and actively shaped the narrative in the direction of a future in which tourism and sustainability may coexist without any apparent conflict.



Role of tour guide in ensuring sustainable tourism

### 6.3 Difficulties in Sustainable Tour Guiding Practices

This part aims to discuss the many difficulties tour guides have when implementing sustainable tourism practices and offer potential solutions to those difficulties.



### 6.3.1 Challenges tour guide encounter when practicing sustainable tourism practices

While implementing sustainable tourism, tour guides encountered a number of hurdles, which they identified as the problems they encountered. These challenges include trying to match the expectations of tourists, locating alternatives that are friendly to the environment, and having difficulties in educating tourists about sustainable practices. Two tour guides brought up the issue of matching the expectations of tourists as a significant challenge. It was noted by tour guide number four that tourists typically have a demand for luxurious amenities, and tour guide number five expressed their dissatisfaction with the challenge of striking a delicate balance between satisfying the expectations of tourists and sticking to sustainable principles.

The first tour guide identifies two challenges: the first is the issue of finding eco-friendly alternatives that are within their budget, and the second challenge is the challenge of educating tourists about sustainable practices, particularly if they are not familiar with the notion. In the following section, we will speak about the remedies to the problems that have been outlined.

### 6.3.2 Solution to challenges faced by tour guides

The interviewee considered the following potential solutions prior to the challenges that were listed about. These solutions include the implementation of incentives for business, alternative itineraries, certification, and the development of infrastructure, communication, education, partnership, and collaboration with local communities. One of the tour guides suggested that the tourism industry should invest in training and resources to promote sustainability; they should partner with non-governmental organisations (NGOs) or seek grants for sustainable initiatives; and they should also engage with local communities to understand their needs and concerns and also involve them in the process of tour planning. This will be a solution to the challenges that they are facing.

It was suggested by tour guide 2 that "engaging in open communication explaining the importance of pre-preserving Finnish Lapland and the potential impact of large-scale tourism, partnering in with local artisans to learn about traditional crafts such as woodworking, pottery and weaving, and conducting regular town hall meetings with community leaders and members, where we listen to their feedback and concerns" are solutions to the challenges that are encountered in the field of sustainable tou

Additionally, Tour Guide 3 advised that policymakers may implement certifications that establish benchmarks for sustainable tourism, and that infrastructure development should prioritise environmentally friendly practises. Both of these suggestions were made. In addition to this, he proposed that a solution to the problems that are encountered in sustainable tourism may be the explanation of the significance of minimising the impact on the environment, the organisation of educational programmes, and the scheduling of frequent meetings with community leaders in order to solicit their opinion and input on tours. Tour guide 4 explain that the solution those challenges face in sustainable tourism include the following, developing alternative itineraries that offer equally enriching experiences without compromising our commitment to sustainability, creation of certifications highlighting businesses committed to sustainability, implementing pre-tour communication that sets realistic expectations helps prepare tourists mind to actively engage in local community events, increasing awareness campaigns can be a solution to sustainable tourism and collaborating closely with local community leaders to ensure that tourism activities align with cultural norms. Tour guide 5 concluded by suggesting that politicians should adopt incentives for businesses that prioritise sustainability, the supply of alternative eco-friendly experiences that retained the essence of luxury without sacrificing the commitment to sustainability, and the provision of alternative eco-friendly experiences. The long-term well-being of the remarkable region can be ensured by collaboration between stakeholders through investments in the region. Investing in sustainable infrastructure can be a solution to some of the issues that are faced in sustainable tourism.

#### 6.4 Opportunities available under sustainable tour guiding

In this section, the opportunities and benefit of practicing sustainable tour guiding in Finnish Lapland will be discussed.

##### 6.4.1 Available Opportunities for Finnish Lapland

The available opportunities for Finnish Lapland through sustainable tourism include a model for responsible tourism and exploring natural beauty of Finnish Lapland. Four tour guides believe that Finnish Lapland can be model for responsible tourism in the future, their point of views are as

follows: Tour guide 2 said that Finnish Lapland has the potential of becoming a model for responsible tourism, likewise, tour guide 3 said he envision Finnish Lapland becoming a global leader in sustainable tourism. Also, tour guide 4 envisions a shift towards more responsible travel practices in Finnish Lapland, likewise tour guide 5.

Two tour guide also believe that there will be space for exploring the natural beauty of Finnish Lapland in the future, tour guide 2 said he envision carefully curated experiences that allow tourists to explore and appreciate the natural beauty without causing harm in Finnish Lapland and tour guide 4 believe that Finnish Lapland will be known for its pristine nature.

#### 6.4.2 Benefit of sustainable tour guiding to local community

The following are some of the benefits that sustainable tourism may bring to the local community: the protection of culture, the promotion of constructive change, the acquisition of new skills, and the prioritisation of local companies. This is supported by the response that tour guides give to the question that was asked, which was, "Can you share a specific instance where your commitment to sustainable tourism positively impacted the local community, perhaps through a collaborative project or initiative?" The majority of tour guides believe that the most significant advantage of sustainable tourism is that it inspires positive changes in the local community.

In response to this inquiry, the tour guides provided the following responses when asked: tour guide 2 said "some tourist visited a particular local community and established a scholarship fund for children of that community", tour guide 3 said "a group of tourists initiated a fundraiser to preserve a local historical site they had visited", tour guide 4 reported that "tourists were able to develop a community-supported project for a sustainable agriculture initiative" and tour guide 5 reported that "waste management and recycling project that help to fostered a sense of environmental stewardship within the community was organized".

Tour guide 2 went on to explain that another advantage of engaging in sustainable tourism is the opportunity to acquire new skills. He stated, "Through sustainable tourism, tourists have the opportunity to participate in workshops that are led by these artisans, where they learn about traditional crafts such as weaving, pottery, and woodworking." The third tour guide also explained that the benefits of practicing sustainable tourism include tourists giving local businesses priority by purchasing goods from local markets, using local restaurants, and staying in the locally owned accommodations. Additionally, tourists contribute to the preservation of cultural heritage by allowing local community members to display and maintain their traditional crafts.

## 7 Summary of Findings

The study that has been done on sustainable tourism practises highlights the importance of taking a comprehensive approach in order to guarantee that sustainable tourism strikes an advantageous balance between environmental, cultural, and socio-economic factors. Using environmentally friendly vehicles, adhering to a stringent leave-no-trace policy, and utilising local meal products are some of the ways that Nordic Unique Travels reduces its influence on the environment. The dedication to providing benefits to the local community is made clear by the emphasis placed on providing assistance to local businesses, encouraging tourists to make purchases from local establishments, and participating in partnerships with non-governmental organisations (NGOs) that are looking for grants to promote sustainable activities. Despite the fact that difficulties such as limited financial resources and the need to educate tourists on environmentally responsible practises are acknowledged, the study demonstrates a resilient approach to overcoming issues by utilising creative solutions. The commitment to sustainable tourism encompasses not just environmental considerations but also cultural immersion and economic support for the community that is being visited. Therefore, Nordic Unique Travel and other tour operators in Finnish Lapland should make the most of the region's exceptional opportunities, such as the untouched nature, the Northern Lights, the midnight sun, and the Sami culture, by promoting these attractions in a more sustainable manner in order to attract tourists who are concerned about the environment. Additionally, innovative approaches should be utilised in order to continue and develop the process of educating tourists about sustainable practises, notably the profound connection that exists between the Sami people and the natural world. In addition, the study highlights the relevance of working together with local communities and advocates for their active participation in tour planning in order to guarantee cultural sensitivity and mutual advantages.

The research highlights the crucial need for a fundamental commitment to sustainable tourism, framing it as a responsibility to maintain the beauty of Finnish Lapland for future generations. This is especially important in light of the fact that the study was conducted. In addition, the research highlights the fact that Nordic Unique Travel places a strong emphasis on cultural immersion and respect for the local way of life. This is demonstrated through the company's practices, which include walking and bicycle tours, biofuels, and partnerships with local farms to provide organic meals. On the other hand, there are identified one-of-a-kind chances for sustainable tourism in Finnish Lapland, particularly in the Sami culture and the untouched landscape, which suggests that there is potential for sustainable adventure tourism. For the purpose of the tourism

industry in the region, collaborative activities with local communities that are led by the company's vision for sustainability are established and addressed according to their necessity.

### 7.1 Contribution to Sustainable Tourism Knowledge

Within the scope of the study, the execution of a comprehensive environmental impact assessment made a significant contribution to the understanding of sustainable tourism. By evaluating the carbon footprint, trash output, and environmental consequences associated with tour guiding in Finnish Lapland, the research brought to light areas of concern and recommended ways for mitigating those concerns. This understanding is essential for the development of sustainable tourism practices that reduce the amount of damage done to the environment and encourage responsible stewardship of the natural resources that are available in the region. Consequently, the examination of the degree of community engagement and empowerment within the context of tour guiding enabled the provision of essential insights into the social sustainability of tourist programmes. Through gaining an understanding of the ways in which local communities participate in decision-making processes, benefit from tourist activities, and contribute to the overall tourism experience, it is possible to develop strategies that ensure tourism contributes to the improvement of community well-being rather than to its detriment. The use of this information contributes to the development of sustainable tourism practices that are community-driven and inclusive. The investigation of the ways in which tour guiding practices influence cultural preservation and heritage management makes a vital contribution to the growth of knowledge regarding sustainable tourism. In addition, the research can be used to establish strategies for achieving a balance between the expansion of tourism and the preservation of cultural heritage by analysing the effects on indigenous customs and heritage sites. This has the potential to create an understanding of how tour guiding can be used as a tool for cultural appreciation rather than exploitation, which is essential for the development of tourism that is sustainable and respects and retains the distinctive cultural identity of Finnish Lapland (Schönherr et al., 2023).

In order to establish targeted educational programmes that enable tourists to make more sustainable choices while they are travelling, it is helpful to have an understanding of how tourists are informed about local surroundings, cultures, and the significance of sustainable practices. This helps to foster a culture of responsible tourism. On the other hand, the study has the potential to assess the effectiveness of existing rules in terms of fostering ecologically and socially responsible practices within the tourism industry. The identification of gaps or areas in which regulations can

be tightened provides significant information for policymakers, which assists them in establishing regulatory frameworks that are more effective and comprehensive, so encouraging the growth of sustainable tourism and addressing potential issues. In conclusion, the examination of the economic elements of tour guiding, including its influence on the economies of local communities and the livelihoods of local people, contributes to the knowledge of sustainable tourism. The study provides insights that can be used in developing strategies that maximize economic benefits while simultaneously minimizing negative social and cultural repercussions. This is accomplished by analyzing the ways in which tour-guiding activities contribute to the financial well-being of local communities. It is essential to have this understanding in order to build tourist models that are sustainable and give priority to the livelihoods of local people. This will ensure that the financial gains from tourism are spread fairly and will contribute to the long-term success of the region.

## 7.2 Limitations and Suggestions for Future Research

There were a number of limitations associated with the study, one of which was the sample size, which was a limitation; a small sample needed to be fully representative of the many perspectives that are present within the region. In order to overcome this issue, potential future research could try to target a participant pool that is both more extensive and diverse in order to improve the study's external validity. A second obstacle was presented by temporal dynamics, which was a challenge because tourism practices and attitudes are subject to change. It's possible that a snapshot research won't be able to capture the long-term changes and patterns. It is possible that a more comprehensive understanding of the dynamics of sustainable tourism practices in Finnish Lapland might be obtained by the conduct of a longitudinal research or periodic reassessments on the subject. Furthermore, the fact that the study relied on self-reported data presented the possibility of biases, as the participants might have offered responses that were socially desirable or misread the questions. Future study might make use of a mixed-methods approach, which would combine qualitative insights with quantitative data in order to improve the validity of the findings. This would help to mitigate the problem. Additionally, the participation of stakeholders such as local communities, legislators, and environmental groups could provide a more comprehensive perspective on the sustainable tourism practices that are being implemented in the region of Finnish Lapland.

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**APPENDIX**

## (A) Expert Interviews

All the interviews were conducted via Microsoft Teams. The tour guides had good experience in the field and were fluent in language. The conversation transcripts have been checked thoroughly, and all grammatical mistakes have been corrected without altering the information. Transcription software (Otter.ai) has been used to get all the conversation details precisely and accurately. The transcription includes every conversation, excluding fillers like uhm, hmm, etc. Grammarly has been used for reducing mistakes, e.g., punctuation, and making the transcript readable.

Transcript of Interview with Tour Guide 1 from Nordic Unique Travels, Conducted on Microsoft Teams

Interviewer: Thank you for taking the time to speak with me today. Let's dive right in. How would you describe the concept of sustainable tourism in your own words, and how do you apply it to your tours?

Tour Guide 1: Sustainable tourism, in my perspective, is about creating a balance. It ensures that we provide an unforgettable experience for our tourists without compromising the environment or the local culture. For our tours, we focus on small groups to minimize our footprint. We also educate our tourists about the local customs and traditions, so they understand and respect them.

Interviewer: That's insightful. What practices do you follow to make your tours environmentally friendly?

Tour Guide 1: We are committed to protecting the environment, especially in Finnish Lapland, where we operate. We aim to use eco-friendly vehicles as much as possible and have implemented a strict 'leave no trace' policy to ensure we do not leave any waste behind. Moreover, we strive to use locally sourced ingredients for our meals to minimize transportation emissions.

Interviewer: How do you ensure your tours benefit the local people and their economy?

Tour Guide 1: We always prioritize local businesses. We encourage tourists to buy locally for meals, accommodations, or souvenirs. This supports the local economy and gives tourists a genuine experience of Finnish Lapland.

Interviewer: Have you faced any challenges while trying to conduct your tours sustainably?

Tour Guide 1: Absolutely. Sometimes, it's a challenge to find eco-friendly alternatives that fit within our budget. Also, educating tourists about sustainable practices can be challenging, especially if they are unfamiliar with the concept. But we always find ways to overcome these challenges, like partnering with local business.

Interviewer: Interesting. Are there unique opportunities in Finnish Lapland for promoting sustainable tourism?

Tour Guide 1 Finnish Lapland is known for its beautiful nature and unique culture, making it a popular tourist destination. The Northern Lights, the Midnight Sun, and the Sami culture are among the top attractions that draw visitors from all over the world. However, it is crucial to ensure that tourism in Lapland is sustainable and does not harm the environment. By promoting these attractions in an eco-friendly manner, we can attract tourists who are environmentally conscious and who want to experience the beauty of Lapland without causing any damage. Therefore, it is essential to strike a balance between tourism and sustainability to preserve the natural beauty of Lapland for future generations.

Interviewer: How can tourists be educated on the importance of sustainable tourism? Can you provide an example?

Tour Guide 1: We always incorporate educational components into our tours. For instance, when we visit the Sami villages, we explain their deep connection with nature and how unsustainable practices can disrupt their way of life. This usually resonates with our tourists and makes them more conscious of their actions.

Interviewer: How has your approach to sustainable tourism evolved?

Tour Guide 1: Our focus was mainly on the environmental aspect. But over time, we've realized that sustainability is much more. It's not just about the environment but also the economy and society. So, we've started incorporating more cultural and economic elements into our tours.

Interviewer: How do you collaborate with local communities to promote sustainable tourism?

Tour Guide 1: Collaboration is critical. We regularly engage with local communities to understand their needs and concerns. We also involve them in our tour planning, ensuring that our tours are respectful and beneficial to them.

Interviewer: How do your company's guidelines influence your approach to sustainable tourism?

Tour Guide 1 Nordic Unique Travels is in this industry from more than a decade now. It's all about sustainable tourism! They've got guidelines for everything from waste management to community engagement to make sure their tours are as sustainable as can be.

Interviewer: That's truly inspiring. How do you envision the future of sustainable tourism in Finnish Lapland? And what role can tour guides play in shaping this future?

Tour Guide 1: I believe the future is bright. As more tourists become conscious of their impact, the demand for sustainable tourism will grow. Being on the frontline, Tour guides play a crucial role in shaping this future. Educating and inspiring tourists can drive the change towards a more sustainable tourism industry.

Interviewer: Lastly, do you have any suggestions on how the tourism industry or policymakers can support sustainable tourism practices in Finnish Lapland?

Tour Guide 1: Policymakers have the power to encourage sustainable practices through measures such as tax breaks or grants. Additionally, the tourism industry can contribute to sustainability by investing in training and resources. It is crucial for the industry, local communities, and policymakers to work together in a collaborative effort to ensure a sustainable future.

Interviewer: Thank you for your insights. It's been a pleasure speaking with you.

Tour Guide 1: Thank you for allowing me to share my thoughts. Best of luck with your research!

#### Transcript of Interview with Tour Guide 2 from Nordic Unique Travel - Conducted on Microsoft Teams

Interviewer Thanks for joining! Could you tell us more about how your tours embrace the local culture and show respect for the community? We're eager to learn about your approach to sustainable tourism.

Tour Guide 2: Of course! Our tours are all about getting you involved in the local community. We'll make sure you have the chance to connect with the locals and experience their daily life, traditions, and customs up close. You can try your hand at traditional crafts or join in the fun at local festivals - it's all about having a great time and getting to know the culture! This kind of experience is more than just being a tourist - it's about developing a deeper appreciation and respect for the local way of life..

Interviewer: That's commendable. Shifting our focus to environmental practices. Could you elaborate on other initiatives you've implemented to reduce the environmental impact of your tours?

Tour Guide 2: Yes! We're doing our part to help protect the environment and reduce our carbon footprint. We've introduced walking and cycling tours in areas where it's possible, to help minimize the use of vehicles. We also encourage our guests to be mindful of their environmental impact by following the "leave no trace" principle. And, we're working closely with local authorities to ensure responsible waste disposal practices. We believe that by working together, we can make a positive impact on the environment and create a better future for everyone.

Interviewer: Balancing tourist demands with sustainable practices is a common challenge. Can you share specific examples of how you've managed such situations and provided both enriching and less impactful alternatives?

Tour Guide 2: Certainly. There have been instances where tourists want to visit ecologically sensitive sites. In such cases, we engage in open communication, explaining the importance of preserving these areas and the potential impact of large-scale tourism. We offer alternative experiences that provide similar enrichment levels without compromising the delicate ecosystems. It's about finding a balance between meeting tourist expectations and ensuring the long-term sustainability of the destinations.

Interviewer: Finnish Lapland's Sami culture is indeed unique. How do you incorporate the teachings of their harmonious relationship with nature into your tours?

Tour Guide 2 The Sami culture is very good when it comes to sustainable living practices. Our tours work together with Sami communities to offer unique experiences that highlight their profound connection with nature. These experiences include guided sessions on traditional reindeer herding, storytelling that reflects the Sami worldview, and education on their sustainable practices that are in harmony with the environment. By immersing tourists into the Sami way of life, we hope to instill a greater appreciation for nature and inspire a commitment to preserving it.

Interviewer: Looking at the future, what opportunities do you see in Finnish Lapland for sustainable adventure tourism within the untouched wilderness?

Tour Guide 2: The untouched wilderness in Finnish Lapland presents a unique opportunity for sustainable adventure tourism. We envision carefully curated experiences that allow tourists to explore and appreciate the natural beauty without causing harm. This could include activities like guided wilderness hikes, wildlife watching with minimal intrusion, and camping experiences that adhere to low-impact principles. By showcasing the untouched wilderness responsibly, we can foster a love for nature and a desire to protect these pristine environments.

Interviewer: You mentioned the power of storytelling in conveying the importance of sustainable tourism. Can you share a specific story that significantly impacted your tourists and motivated them to embrace sustainable practices?

Tour Guide 2: One memorable instance was when a tourist, deeply moved by the stories we shared about the local communities and their challenges, decided to give back. They established a scholarship fund for the children of a particular community we visited. This transformative experience showcased the potential of sustainable tourism not only to educate and entertain but



also to inspire positive change. It reaffirmed that tourism can be a force for good, creating a ripple effect that extends beyond the duration of a tour.

Interviewer: It's heartening to hear about the tangible impact of sustainable tourism. Looking at your role as a tour guide, how do you see the evolving relationship between tourists and destinations, especially in the context of sustainability?

Tour Guide 2: The role of tour guides is evolving into that of ambassadors for sustainability. We link tourists and the destination, shaping their perceptions and influencing their behaviors. As sustainability awareness grows, tourists increasingly seek meaningful and responsible travel experiences. Tour guides play a pivotal role in providing these experiences and educating and encouraging tourists to be responsible stewards of the places they visit.

Interviewer: Regarding collaboration, how do you work with local communities to ensure that their perspectives and insights are integral to your sustainable tourism practices?

Tour Guide 2: Collaboration with local communities is fundamental to our approach. We conduct regular town hall meetings with community leaders and members, where we listen to their feedback and concerns. Their insights are invaluable in shaping our practices. They often provide unique perspectives and suggestions that enhance the authenticity and sustainability of our tours. It's a collaborative effort where the voices of the local community are not just heard but actively integrated into the decision-making process.

Interviewer: Nordic Unique Travel has established guidelines for sustainable tourism. How do these guidelines serve as a framework for your practices, and how do they contribute to the overall sustainability vision?

Tour Guide 2: The guidelines provided by Nordic Unique Travel serve as our guiding principles. They are a comprehensive framework that ensures our practices align with the larger vision of sustainable tourism. From environmental considerations to community engagement, these guidelines act as our north star, providing clarity and direction. By adhering to these guidelines, we contribute to the success of our individual tours and the broader goal of promoting sustainable tourism in Finnish Lapland.

Interviewer: Looking ahead, how do you envision the future of sustainable tourism in Finnish Lapland, and what role do you see tour guides playing in shaping that future?

Tour Guide 2: I'm optimistic about the future of sustainable tourism in Finnish Lapland. As awareness grows and travelers increasingly prioritize sustainability, the region has the potential to become a model for responsible tourism. Tour guides will play a crucial role as advocates and educators, guiding tourists towards responsible choices and fostering a deep appreciation for the unique natural and cultural heritage of Finnish Lapland. Our part goes beyond showcasing the beauty of the destination; it involves instilling a sense of responsibility and a commitment to preserving the treasures of this region.

Transcript of Interview with Tour Guide 3 from Nordic Unique Travel - Conducted on Microsoft Teams

Interviewer: Thanks for being here today. Let's delve deeper into sustainable tourism. How does it resonate with your approach to sustainable tourism, especially in Finnish Lapland?

Tour Guide 3: For me, it's finding a balance between exploration and preservation. In Finnish Lapland, it means immersing tourists in the region's beauty while ensuring our presence doesn't compromise the delicate ecosystems. It's about creating experiences that resonate with the environment and culture respectfully.

Interviewer: Your focus on environmental consciousness is evident. Can you provide more details on the renewable energy sources you use for camps and the tree-planting initiatives? How do these initiatives contribute to offsetting the carbon footprint of your tours?

Tour Guide 3: Our camps are powered by renewable energy, such as solar and wind power, minimizing our reliance on conventional energy sources. As for tree-planting initiatives, we plant a certain number of trees for every tour we conduct. This not only helps offset the carbon emissions associated with our activities but also contributes to the overall health of the environment by promoting reforestation.

Interviewer: It's impressive how your tours contribute to the local community and economy. Can you share specific examples of how these direct engagements with local places have positively impacted the community?

Tour Guide 3: Certainly. By choosing local restaurants, accommodations, and markets, we ensure that tourists' money directly benefits the local community. This, in turn, strengthens the local economy and brings a sense of community pride. Additionally, our collaborations with artisans provide them with a platform to showcase and sustain their traditional crafts, contributing to the preservation of cultural heritage.

Interviewer: Balancing tourist expectations with sustainability is a common challenge. Can you share a specific instance where effective communication helped manage expectations while staying true to sustainable principles?

Tour Guide 3: There was a situation where tourists expected lavish accommodations in the wilderness. We managed this by explaining the importance of minimizing our environmental impact and offering them a unique experience in eco-friendly accommodations. We aligned their expectations with our sustainable ethos by emphasizing the value of sustainability and the incident's authenticity.

Interviewer: Finnish Lapland's unique opportunities for sustainable tourism are great. Can you delve deeper into activities like ice-fishing, reindeer safaris, and experiencing the Sami way of life? How do these activities minimize environmental impact?

Tour Guide 3: These activities are inherently sustainable and rooted in the local culture and environment. For instance, ice-fishing is a traditional practice with minimal impact on aquatic ecosystems. When done responsibly, reindeer herding respects the natural behavior of the animals, and immersing tourists in the Sami way of life fosters a deep appreciation for sustainable living practices. It's about showcasing the unique aspects of Lapland in a way that respects and preserves its natural and cultural heritage.

Interviewer: Education is a powerful tool in promoting sustainable tourism. How do you incorporate educational elements into your tours to convey the significance of sustainability to tourists?

Tour Guide 3: Education is always to our approach. We explain our sustainable practices during the tours, emphasizing their impact on the environment and local communities. Additionally, we share stories about the region, highlighting the importance of its ecosystems and the importance

of preserving them. This storytelling approach educates and creates a deeper connection between tourists and the destination.

Interviewer: Reflecting on your journey, how has your perspective on sustainable tourism evolved over the years? You mentioned seeing it less as a business model and more as a responsibility.

Tour Guide 3: Initially, it was about operating a business sustainably. However, as I witnessed the effects of climate change and the increasing importance of preserving our natural and cultural heritage, it became a personal responsibility. It's about ensuring that future generations can experience the beauty of these places just as we do today. This shift in perspective has improved my commitment to seek and implement sustainable practices actively.

Interviewer: Engaging with local communities is a crucial aspect of sustainable tourism. How do you facilitate open dialogue with community leaders, and how does their feedback influence the refinement of your tours?

Tour Guide 3: Open dialogue is crucial. We schedule regular meetings with community leaders to seek their advice and feedback on our tours. Their insights are invaluable, helping us understand the evolving needs and concerns of the community. This collaborative approach ensures that our tours benefit tourists and contribute positively to the local community.

Interviewer: The guidelines provided by Nordic Unique Travels serve as a foundation for sustainable tourism practices. Can you share how these guidelines influence your day-to-day operations and decision-making?

Tour Guide 3: The guidelines from Nordic Unique Travel are the backbone of our operations. They provide a comprehensive framework that covers all aspects of sustainable tourism, from environmental considerations to community engagement. These guidelines are a constant reference point, ensuring that our day-to-day decisions align with the overarching vision of sustainability.

Interviewer: Looking ahead, how do you envision the future of sustainable tourism in Finnish Lapland, and what role do you see tour guides playing in shaping that future?

Tour Guide 3: I think Finnish Lapland becoming a global leader in sustainable tourism. The untouched landscapes and commitment to sustainability make it a prime candidate. Tour guides will

play a pivotal role as ambassadors, ensuring that tourists enjoy their time in Lapland and leave with a heightened awareness of the importance of responsible travel. We are the storytellers and educators shaping the narrative of sustainable tourism in this remarkable region.

Interviewer: Any recommendations for the broader tourism industry or policymakers to strengthen sustainable tourism in Finnish Lapland?

Tour Guide 3: Infrastructure development should prioritize eco-friendly practices, and policymakers can introduce certifications that set benchmarks for sustainable tourism. Collaborative initiatives, educational programs, and incentives can further promote sustainability. It's a collective effort that involves all stakeholders working together to ensure the long-term well-being of Finnish Lapland and its unique treasures.

Transcript of Interview with Tour Guide 4 from Nordic Unique Travel - Conducted on Microsoft Teams

Interviewer: Thank you for being with me today. Let's delve into sustainable tourism. How do you define sustainable tourism, and how does this definition guide your approach to designing and conducting tours?

Tour Guide 4: Sustainable tourism, to me, is balance and exploration and conservation. It's about experiencing a destination while ensuring that our presence leaves minimal impact. In designing tours, I aim to create a good relationship between tourists and the environment, where both benefit without compromising the destination.

Interviewer: That's a very perspective. Can you share specific examples of implementing this delicate balance in your tours in Finnish Lapland?

Tour Guide 4: Certainly. In Finnish Lapland, it involves experiences that celebrate the natural beauty and cultural richness while being mindful to environment. For instance, we prioritize small-group tours to minimize the environmental footprint and engage in activities that showcase

the region's uniqueness without causing harm. It's about finding the balance where exploration and conservation remains well.

Interviewer: Exploring your environmental practices, how do you reduce single-use plastics, and what measures have you taken to ensure your tours are environmentally conscious?

Tour Guide 4: It begins with awareness. We provide reusable alternatives for water bottles and encourage tourists to bring their own. Additionally, we've implemented waste reduction strategies, such as opting for eco-friendly packaging for any materials we provide. It's a small but impactful step in minimizing our contribution to plastic pollution. It is rare now.

Interviewer: Engaging with local communities is a crucial aspect of sustainable tourism. How do you foster genuine connections with the communities you visit, and how do these connections contribute to the sustainability of your tours?

Tour Guide 4: I completely agree that building connections is key to creating experiences for both tourists and locals. It's important to move beyond just surface-level interactions and really dive into the local culture. This not only enriches the tourist experience but also contributes to the economic and social sustainability of the communities we visit. Leaving a positive, lasting impression benefits both sides.

Interviewer: Challenges are inherent in sustainable tourism. Can you share some specific challenges and the innovative solutions you've employed to address them?

Tour Guide 4: One challenge is navigating the delicate balance between meeting the expectations of tourists and adhering to sustainable principles. To address this, we've implemented pre-tour communication that sets realistic expectations. We've also developed alternative itineraries that offer equally enriching experiences without compromising our commitment to sustainability. It's about being flexible and creative in finding solutions that align with our values.

Interviewer: Finnish Lapland's untouched landscapes offer unique opportunities for sustainable tourism. How do you promote these opportunities to create memorable yet environmentally responsible experiences for your tourists?

Tour Guide 4: The untouched landscapes are our canvas for crafting experiences that resonate with the essence of Finnish Lapland. We prioritize activities that showcase natural beauty without disturbing the ecosystems. Whether it's guided hikes that follow low-impact trails or wildlife

watching with a focus on responsible observation, the goal is to provide unforgettable experiences while preserving the region's nature.

Interviewer: Education plays a crucial role in promoting sustainable practices. How do you integrate educational elements into your tours to raise awareness among tourists about the importance of sustainable tourism?

Tour Guide 4: Education is seamlessly woven into the fabric of our tours. We provide insights into the local ecosystems, share stories about the region's history, and explain the significance of preserving cultural heritage. It's about showcasing the destination and fostering a deep appreciation that goes hand in hand with a sense of responsibility toward sustainability.

Interviewer: Looking at your journey, how has your view on sustainable tourism evolved, and what specific experiences have influenced this evolution?

Tour Guide 4: My journey in sustainable tourism has been a continuous learning process. Early on, it was more about adopting practices that seemed environmentally friendly. However, as I witnessed these practices' tangible impact on the environment and local communities, it evolved into a more profound commitment. The experiences of seeing tourists genuinely moved by the beauty of a destination and actively contributing to its preservation have been particularly influential in shaping my perspective.

Interviewer: Collaborating with local communities is essential. How do you navigate the complexities of cultural immersion, ensuring that tourists respect and appreciate local traditions?

Tour Guide 4: Cultural immersion is a delicate dance of respect and curiosity. We provide cultural sensitivity guidelines to our tourists, emphasizing the importance of understanding and respecting local customs. Additionally, we collaborate closely with local community leaders to ensure our activities align with cultural norms. It's about creating a space for genuine exchange where tourists become observers and respectful participants in the local way of life.

Interviewer: The guidelines provided by Nordic Unique Travel serve as a foundation for sustainable tourism. How do these guidelines influence the day-to-day decisions you make during your tours?

Tour Guide 4: The guidelines from Nordic Unique Travel are our compass. They provide a comprehensive framework that guides our decision-making processes. Whether it's choosing accommodations, crafting itineraries, or interacting with local communities, these guidelines ensure that every decision aligns with the overarching vision of sustainable tourism.

Interviewer: Can you share a specific instance where your commitment to sustainable tourism positively impacted the local community, perhaps through a collaborative project or initiative?

Tour Guide 4: After a series of tours focused on a particular community, we noticed an increased interest from tourists in supporting local initiatives. This led to the developing a community-supported project for a sustainable agriculture initiative. Tourists actively contributed, and the community gained economic support and a renewed sense of pride in their sustainable practices.

Interviewer: Looking forward, how do you envision the future of sustainable tourism in Finnish Lapland, and what role do you see tour guides playing in shaping that future?

Tour Guide 4: The future of sustainable tourism in Finnish Lapland is promising. As awareness grows, I envision a shift towards more responsible travel practices. Tour guides will play a pivotal role as ambassadors, showcasing the region's beauty and actively promoting and shaping sustainable behaviors among tourists. We are the storytellers and influencers, guiding the narrative towards a future where tourism and sustainability coexist harmoniously.

Interviewer: In closing, do you have any recommendations for the broader tourism industry or policymakers to enhance sustainable tourism practices in Finnish Lapland further?

Tour Guide 4: Policymakers can play a crucial role in incentivizing sustainable practices. This could include offering support for eco-friendly infrastructure and creating certifications highlighting businesses committed to sustainability. Collaboration between stakeholders, educational initiatives, and increased awareness campaigns can collectively contribute to making sustainable tourism the norm rather than the exception in Finnish Lapland.



Transcript of Interview with Tour Guide 5 from Nordic Unique Travel - Conducted on Microsoft Teams

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Interviewer: Thank you for being part of our discussion today. To kick things off, how do you define sustainable tourism, and how does this definition shape the foundation of your tours?

Tour Guide 5: Sustainable tourism, for me, is a commitment to balance. It's about harmonizing the desire to explore and appreciate diverse cultures with the responsibility to protect the environment and support local communities. In the context of my tours, this definition serves as the guiding principle, shaping every aspect, from itinerary design to daily operations.

Interviewer: That's a thoughtful perspective. Can you share specific examples of how you incorporate this commitment to balance into the design of your tours, particularly in the unique context of Finnish Lapland?

Tour Guide 5: Absolutely. Finnish Lapland offers a pristine backdrop, and our tours are crafted to immerse tourists in this beauty while minimizing our impact. Small-group sizes are a priority to reduce our footprint. We also focus on activities that showcase the natural wonders without disturbing the delicate ecosystems, promoting a sense of wonder while ensuring the region's sustainability.

Interviewer: Exploring environmental practices further, how do you reduce single-use plastics, and what innovative strategies have you implemented to ensure your tours are environmentally responsible?

Tour Guide 5: Single-use plastics are a significant concern, and we've taken multiple steps to address this. We provide reusable alternatives for water bottles, and our tour participants are encouraged to bring their refillable containers. Additionally, we've eliminated single-use plastic packaging for any materials we provide during the tours. Innovative strategies also involve collaborating with local suppliers who share our commitment to reducing plastic waste in their products and services.

Interviewer: Engaging with local communities is vital for sustainable tourism. How do you establish meaningful connections, and how do these connections contribute to the overall sustainability of your tours?

Tour Guide 5: Building meaningful connections involves more than just passing through a community. We actively seek ways to engage tourists with residents, whether it's through cultural workshops, participation in community events, or staying in locally owned accommodations. These connections contribute to the sustainability of our tours by fostering economic growth in the communities we visit and creating a positive cultural exchange that benefits both tourists and locals.

Interviewer: Challenges are inevitable in the realm of sustainable tourism. Can you share some specific challenges you've encountered, and how have you innovatively addressed them to maintain your commitment to sustainability?

Tour Guide 5: Challenges often arise in managing the delicate balance between meeting tourist expectations and staying true to sustainable principles. One notable challenge was addressing the demand for specific luxury amenities. We tackled this by providing alternative, eco-friendly experiences that retained luxury's essence without compromising our sustainability commitment. Communication is critical, and we strive to set realistic expectations while delivering exceptional, responsible experiences.

Interviewer: Finnish Lapland's untouched landscapes present unique opportunities. How do you leverage these opportunities to create memorable yet environmentally responsible experiences for your tourists?

Tour Guide 5: The untouched landscapes of Finnish Lapland are a treasure trove, and we aim to showcase them in a way that leaves a positive impact. Activities like guided hikes on designated trails, wildlife observation focusing on minimal intrusion, and stargazing experiences highlighting the pristine night sky create memorable yet environmentally responsible moments for our tourists.

Interviewer: Education is a powerful tool in promoting sustainable practices. How do you integrate educational elements into your tours to raise awareness among tourists about the importance of sustainable tourism?

Tour Guide 5: Education is seamlessly woven into the fabric of our tours. We provide insights into the local ecosystems, share stories about the region's history, and explain the significance of preserving cultural heritage. Sustainability is not just a practice but a philosophy, and by imparting this knowledge, we empower tourists to become ambassadors for responsible travel. It's about fostering a deep understanding beyond the duration of the tour.

Interviewer: Reflecting on your journey, how has your view on sustainable tourism evolved, and what specific experiences have influenced this evolution?

Tour Guide 5: My evolution in understanding sustainable tourism has been increased. Initially, it was about adopting eco-friendly practices as part of our operations. However, witnessing the impact on the environment and local communities transformed it into a personal commitment. Experiences of seeing tourists genuinely moved by the beauty of a destination and actively contributing to its preservation is in shaping my evolving perspective.

Interviewer: Navigating cultural immersion is crucial for sustainable tourism. How do you ensure that tourists respect and appreciate local traditions, and what role do these traditions play in the overall sustainability of your tours?

Tour Guide 5: Respecting and appreciating local traditions is always to our approach. We provide cultural sensitivity guidelines to tourists, giving the importance of understanding and giving respect to local culture. Cultural experiences, such as traditional music performances or participation in local festivities, are designed to enrich the tourists' experiences and contribute to the sustainability of local traditions by providing economic support and fostering cultural exchange.

Interviewer: The guidelines provided by Nordic Unique Travel serve as a foundation for sustainable tourism. How do these guidelines influence your day-to-day operations and decision-making during your tours?

Tour Guide 5: The guidelines from Nordic Unique Travel are a cornerstone of our operations. They provide a comprehensive framework that guides our decisions. Whether it's selecting accommodations, crafting itineraries, or engaging with local communities, these guidelines ensure that every decision aligns with the overarching vision of sustainable tourism. It's a commitment shared across our team and the entire company.

Interviewer: Can you share a specific instance where your commitment to sustainable tourism positively impacted the local community or environment, perhaps through a collaborative project or initiative?

Tour Guide 5: After a series of tours focused on a particular community, we initiated a collaborative project for waste management and recycling. Tourists actively participated in community clean-up events, and we worked with local authorities to implement sustainable waste disposal practices. This not only had a positive impact on the local environment but also fostered a sense of environmental stewardship within the community.

Interviewer: Looking ahead, how do you envision the future of sustainable tourism in Finnish Lapland, and what role do you see tour guides playing in shaping that future?

Tour Guide 5: The future of sustainable tourism in Finnish Lapland holds excellent promise. As awareness grows, tour guides will be important as educators, and ambassadors. We are showcasing the region's beauty and actively shaping the narrative toward a future where tourism and sustainability coexist seamlessly. It's about creating a legacy of responsible tourism that preserves and enhances the unique wonders of Finnish Lapland.

Interviewer: In closing, do you have any recommendations for the broader tourism industry or policymakers to enhance sustainable tourism practices in Finnish Lapland further?

Tour Guide 5: It's really important for all of us to work together to make sustainable tourism the norm in Finnish Lapland. One way to do this is by providing incentives for businesses that prioritize sustainability. We can also invest in sustainable infrastructure and educational programs to help make this happen. It's a shared responsibility, but by working together, we can ensure a bright future for this amazing region.

(B) This section includes main themes generated from interview transcripts.

### 1. Approaches to sustainable tourism

Variables	Frequency	Percentage
continuous learning process	2	25
From eco-friendly practices to personal commitment	1	12.5
symbiotic relationship between tourists and the environment	1	12.5
From business sustainability to personal responsibility	1	12.5
storytelling	1	12.5
Harmony	1	12.5
From environment to economy and society	1	12.5
Total	8	100

Summary table for Approaches to sustainable tourism

Documents and variables	Tourism interview 5	Tourism interview 4	Tourism interview 3	Tourism interview 1
<b>From eco-friendly practices to personal commitment</b>	He first adopt eco-friendly practices then after witnessing the impact of sustainable tourism on the environment and local communities his approach transformed into a personal commitment			
<b>continuous learning process</b>	The approach used by this tour guide is continuous learning	He first adopt practices that are environmentally friendly and later evolved into more profound commitment, showing some level of continuous learning		

<b>symbiotic relationship between tourists and the environment</b>		He aimed at creating symbiotic relationship between tourists and the environment		
<b>From business sustainability to personal responsibility</b>			The approach this tour guide use evolve from operating a business sustainably to taking sustainable tourism as a personal responsibility	
<b>Storytelling</b>			He uses storytelling approaches	
<b>Harmony</b>			The approach used by this tour guide is known as harmonizing approach, finding balance between exploration and preservation	
<b>From environment to economy and society</b>				The approach used by this tour guide ranges from environment to economy and society

## 2. Sustainable tourism meaning

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
commitment to balance	1	33.3
exploration and conservation	1	33.3
unforgettable experience for our tourists without compromising	1	33.3
Total	3	100

### Summary table for sustainable tourism definition

<b>Documents and variables</b>	<b>Tourism interview 5</b>	<b>Tourism interview 4</b>	<b>Tourism interview 1</b>
<b>Commitment to balance</b>	He interprete sustainable tourism as		

	harmonizing the desire to explore and appreciate diverse cultures with the responsibility to protect the environment and support local communities		
<b>Exploration and conservation</b>		The tour guide define sustainable tourism as a delicate dance between exploration and conservation	
<b>Unforgettable experience for our tourists without compromising</b>			He define sustainable tourism as unforgettable experience without compromising local culture

### 3. Application of sustainable tourism

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
waste management and recycling project	1	20.00
Crafting experiences	1	20.00
local conservation project	1	20.00
educate our tourists about the local customs and traditions	2	40.00
<b>Total</b>	<b>5</b>	<b>100.00</b>

#### Summary table for application of sustainable tourism

<b>Documents and variables</b>	<b>Tourism interview 5</b>	<b>Tourism interview 4</b>	<b>Tourism interview 3</b>	<b>Tourism interview 1</b>
<b>Local conservation project</b>				Crowdfunding campaign was done by tourists to support a local conservation project

<b>Crafting experiences</b>		Tourists involving in crafting experiences that celebrate the natural beauty and cultural richness		
<b>Waste management and recycling project</b>	Tourists actively participated in community clean-up events and worked with local authorities to implement sustainable waste disposal practices			
<b>Educate our tourists about the local customs and traditions</b>			Tourists are thought about their impact on the environment and local communities	Educating tourists about local customs and traditions

#### 4. Practices that make tours eco-friendly

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
cultural immersion	4	31%
leave no waste policy	4	31%
renewable energy	1	8%
tree-planting initiatives	1	8%
use locally sourced ingredients for our meals	1	8%
using biofuel vehicles	1	8%
walking and cycling tours	1	8%
Total	13	100%



Summary table for Practices that make tour sustainable

Documents and variables	Tourism interview 5	Tourism interview 4	Tourism interview 3	Tourism interview 2	Tourism interview 1
<b>Walking and cycling tours</b>				walking and cycling tours where possible, minimizing the carbon footprint associated with vehicle transportation	
<b>Renewable energy</b>			Camps are powered by renewable energy such as solar and wind power, minimizing reliance on conventional energy sources		
<b>Tree-planting initiatives</b>			Planting of trees that helps to offset the carbon emissions associated with our activities and also contributes to the overall health of the environment by promoting reforestation		
<b>Cultural immersion</b>	Activities like guided hikes on designated trails, wildlife observation focusing on minimal intrusion, and stargazing that create memorable yet environmentally responsible	It's about creating a space for genuine exchange where tourists become observers and respectful participants in the local way of life	Activities like ice-fishing and reindeer herding that showcase the unique aspects of Lapland in a way that respects and preserves its natural and cultural heritage	Engaging in activities such as traditional crafts workshops or participating in local festivals	

	moments for tourists				
<b>Use locally sourced ingredients for our meals</b>					The use of locally sourced ingredients for our meals to minimize transportation emissions
<b>Leave no waste policy</b>	Eliminating single-use plastic packaging for any materials provided during the tours	Providing reusable alternatives for water bottles and encourage tourists to bring their own			
<b>Using biofuel vehicles</b>					The use of eco-friendly vehicles

### 5. Benefit of tours to local community

Variables	Frequency	Percentage
Preservation of cultural heritages	1	13%
Inspiring positive change	4	50%
learning of skills	1	13%
prioritize local businesses	2	25%
Total	8	100%

#### Summary table for benefit of tour to local community

Documents and variables	Tourism interview 5	Tourism interview 4	Tourism interview 3	Tourism interview 2
<b>Preservation of cultural heritages</b>			Through sustainable tourism, local community people are able to showcase and sustain their traditional crafts, contributing to the preservation of cultural heritage	

<b>Inspiring positive change</b>	Waste management and recycling project that help to improve a sense of environmental aspect within the community	A tour guide reported that tourists were able to develop a community-supported project for a sustainable agriculture initiative	A group of tourists initiated a fundraiser to preserve a local historical site they had visited	Some tourist visited a particular local community and established a scholarship fund for children of that community
<b>Learning of skills</b>				Through sustainable tourism, tourists can participate in workshops conducted by these artisans, where they learn about traditional crafts like wood-working, pottery, and weaving
<b>prioritize local businesses</b>			Tourist buy from local markets, eat from local eateries and get accommodations in the local community	

## 6. Challenges in sustainable tourism

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
meeting tourists expectation	2	50%
finding eco friendly alternative	1	25%
educating tourists about sustainable practices	1	25%
Total	4	100%

### Summary table of challenges in sustainable tourism

<b>Documents and variables</b>	<b>Tourism interview 5</b>	<b>Tourism interview 4</b>	<b>Tourism interview 1</b>
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<b>Meeting tourists expectation</b>	Tourists usually demand for luxury amenities	Navigating the delicate balance between meeting the expectations of tourists and adhering to sustainable principles	
<b>Finding eco friendly alternative</b>			Finding eco-friendly alternatives that fit within budget
<b>Educating tourists about sustainable practices</b>			Educating tourists about sustainable practices

### 7. Solution to challenges

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Implementing incentives for business	1	4%
Alternative itineraries	2	9%
Certification	2	9%
Infrastructural development	2	9%
Communication	3	13%
Education	5	22%
Partnership	4	17%
Collaborating with local communities	4	17%
<b>Total</b>	<b>23</b>	<b>100%</b>

#### Summary table for solution to sustainable tourism challenges

<b>Documents and variables</b>	<b>Tourism interview 5</b>	<b>Tourism interview 4</b>	<b>Tourism interview 3</b>	<b>Tourism interview 2</b>	<b>Tourism interview 1</b>
<b>Implementing incentives for business</b>	Tour guide suggested that policymakers should implement incentives for business that prioritize sustainability				

<b>Alternative itineraries</b>	He suggested provision of alternative eco-friendly experiences that retained luxury's essence without compromising sustainability commitment	Developing alternative itineraries that offer equally enriching experiences without compromising our commitment to sustainability			
<b>Certification</b>		Tour guide suggested creation of certifications highlighting businesses committed to sustainability	Policymakers can introduce certifications that set benchmarks for sustainable tourism		
<b>Infrastructural development</b>	Tour guide suggested that investing in sustainable infrastructure can be a solution to some challenges faced in sustainable tourism		Infrastructure development should prioritize eco-friendly practices		
<b>Communication</b>		Tour guide reported that implementing pre-tour communication that sets realistic expectations helps prepare tourists' mind to actively engage in local community events	Explaining the importance of minimizing environmental impact	Engaging in open communication explaining the importance of preserving these areas and the potential impact of large-scale tourism	
<b>Education</b>		He reported that increasing awareness	Organizing educational programs		Tourism industry can invest in training and

		campaigns can be a solution to sustainable tourism			resources to promote sustainability
<b>Partnership</b>	Collaboration between stakeholders ensure the long-term well-being of the extraordinary region by investing in the region			Partnering in with local artisans to learn about traditional crafts like wood-working, pottery and weaving	Partnering with local NGOs or seeking grants for sustainable initiatives
<b>Collaborating with local communities</b>		Collaborating closely with local community to make sure that tourism activities align with cultural norms	Scheduling regular meetings with community leaders to seek their advice and feedback on tours	Tour guide reported that conducting regular town hall meetings with community leaders and members, where we listen to their feedback and concerns are solution to challenges faced in sustainable tourism	Engaging with local communities to understand their needs and concerns and also involve them in tour planning process

### 8. Role of tour guide in sustainable tourism

Variables	Frequency	Percentage
Ambassadors	4	36%
Educating and inspiring tourists	5	45%
Intermediate between tourists and destination	1	9%
Teaching about local culture: Sami's culture	1	9%
Total	11	100%

Summary table for role of tour guides

<b>Documents and variables</b>	<b>Tourism inter-view 5</b>	<b>Tourism inter-view 4</b>	<b>Tourism inter-view 3</b>	<b>Tourism inter-view 2</b>
<b>Ambassadors</b>		Tour guides will play a pivotal role as ambassadors, showcasing the region's beauty and actively promoting and shaping sustainable behaviors among tourists	Tour guides ensure that tourists enjoy their time in Lapland and leave with a heightened awareness of the importance of responsible travel	
<b>Educating and inspiring tourists</b>	They showcase the region's beauty and actively shaping the narrative toward a future where tourism and sustainability coexist seamlessly	Tour guides are storytellers and influencers, guiding the narrative towards a future where tourism and sustainability coexist harmoniously	They are the educators and storytellers of sustainable tourism	Tour guides are advocates and educators guiding tourists towards responsible choices and instilling a sense of responsibility and a commitment to preserving the treasures of the region they visit
<b>Intermediate between tourists and destination</b>				Tour guides link tourists to their destination
<b>Teaching about local culture: Sami's culture</b>				Tour guides teach tourist about Sami way of life and aim to inspire a greater appreciation for nature and a commitment to preserving it

### 9. Available opportunities for Finnish Lapland

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
Model for responsible tourism	4	67%
Exploring natural beauty of Finnish Lapland	2	33%
Total	6	100%

Summary table for available opportunities in Finnish Lapland

<b>Documents and variables</b>	<b>Tourism interview 5</b>	<b>Tourism interview 4</b>	<b>Tourism interview 3</b>	<b>Tourism interview 2</b>
<b>Model for responsible tourism</b>	The tour guide said he envision a shift towards more responsible travel practices in Finnish Lapland	This tour guide also envision a shift towards more responsible travel practices in Finnish Lapland	He envision Finnish Lapland becoming a global leader in sustainable tourism	Finnish Lapland has the potential of becoming a model for responsible tourism
<b>Exploring natural beauty of Finnish Lapland</b>		Finnish Lapland will be known for its pristine nature		He envision carefully curated experiences that allow tourists to explore and appreciate the natural beauty without causing harm in Finnish Lapland

### 10. Function of Nordic unique travel company guidelines

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Clarity and direction	1	14.3%
Framework for sustainable tourism	5	71.4%
Influencing day to day operation and decision making	1	14.3%
Total	7	100%

Summary table for Nordic's guideline function

<b>Documents and variables</b>	<b>Tourism interview 5</b>	<b>Tourism interview 4</b>	<b>Tourism interview 3</b>	<b>Tourism interview 2</b>	<b>Tourism interview 1</b>
<b>Clarity and direction</b>				The tour guide reported that the guidelines act as north star providing clarity and direction	



<b>Framework for sustainable tourism</b>	He reported that the guidelines provide a comprehensive framework that guides our decisions	company guidelines provide a comprehensive framework that guide whether in choosing accommodations, crafting itineraries or interacting with local communities	The guidelines from Nordic Unique Travel are the backbone of their operations	Nordic company guidelines are a comprehensive framework that ensures their practices align with the larger vision of sustainable tourism	The tour guide reported that the guidelines serve as a roadmap, ensuring our tours align with the company's sustainability vision
<b>Influencing day to day operation and decision making</b>			The guideline serve as reference point ensuring that day-to-day activities of the company align with sustainability vision		