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- Angling tourism:  
A state-of-the-art review*
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The case of SustainableTravel Finland*
- Luova tiedonkäyttö kestävien matkailu-  
kohteiden johtamisessa:  
Tutkielma Utsjoen matkailun tiedolla  
johtamisesta*



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Paneelikeskustelu - Kotimaisten tiedelehtien vaikuttavuus.

## Miten Matkailututkimus vaikuttaa?

*Olga Hannonen ja Juho Pesonen, Itä-Suomen Yliopisto*

Vuosittain järjestettävillä Tiedejulkaisemisen päivillä keskustellaan monipuolisesti tiedejulkaisemiseen liittyvistä aiheista. Tänä vuonna lokakuun alussa vietetyillä päivillä keskusteltiin paneelissa muun muassa kotimaisten tiedelehtien vaikuttavuudesta (Tiedejulkaisemisen päivät, 2022). Matkailututkimus oli yksi mukana olleista kotimaisista tiedelehdistä. Keskustelu toi esiin monipuolisesti syitä sille miksi kotimaisia tiedelehtiä on olemassa, ja mikä niiden vaikutus on.

Kotimaiset tiedelehdet luovat tietoa erityisesti paikallisista ja alueellisista tutkimuksista. Ne myös antavat mahdollisuuden käydä alan akateemista keskustelua suomeksi ja Matkailututkimuksen tapauksessa myös ruotsiksi. Paneelikeskustelussa tuli esille hyvä esimerkki, jossa kansainväliset lehdet rinnastettiin kansainvälisiin medioihin. Entä jos Suomessa ei olisi paikallista mediaa? Aivan samalla tavalla kuin suomalaisen median uutiset ovat arvokkaita meille, tulisi myös suomalaisten tieteellisten julkaisujen olla arvokkaita. Matkailututkimus julkaisee tekstejä Suomen ja Pohjoismaiden matkailusta tai maailmanlaajuista matkailuilmioista, joiden tulokset voivat hyödyntää myös Suomea. Matkailututkimus on ainoa Suomessa ilmestyvä matkailualan tutkimusta julkaiseva tieteellinen aikakauslehti ja tämä tuo mukanaan myös ainutlaatuisen vastuun.

Pyrimme tavoittamaan matkailualan tutkijoita ja opiskelijoilta, sekä alan ammattilaisia liike-elämän parista, jotta he voisivat hyödyntää tuoreimpien tutkimusten tuloksia. Tämän takia vertaisarvioitujen artikkeleiden lisäksi julkaisemme puheenvuoroja, näkökulmia ja lektioita. Tilastot kertovat, että Matkailututkimusta luetaan: Vuonna 2021 lehden abstraktisivuja on katsottu 13.000 kertaa ja samoin myös artikkelitiedostojen latauskerrat olivat 13.000 kertaa. Nykymaailmassa on avoimesti saatavilla kaikenlaista tietoa, joten on tärkeä, että Matkailututkimus tarjoa luotettavaa, vertaisarvioitua tietoa tietystä ilmiöstä tai asiasta. Lehden lukukertoja ja latauksia, jotka kasvavat vuosi vuodelta vahvistavat siitä, että Matkailututkimuksessa tehdään oikeita asioita.

Matkailututkimus on avoimesti digitaalisesti saatavilla tiedelehti. Tämä tarkoittaa sitä, että julkaiseminen Matkailututkimuksessa on ilmaista kaikille, ja samoin kaikki artikkelit ovat ilmaisia ja vapaasti ladattavissa. Lehti ei vaadi ylimääräisiä maksuja artikkelin avoimuudesta. Avoin julkaiseminen on mielestämme tärkeää sekä tutkijoiden tasa-arvon että tieteen popularisoinnin kannalta. Popularisoinnilla tarkoitamme sitä, että tutkimukset ja tulokset leviävät myös akatemian ulkopuolelle. Päätoimittaja Hannonen aloitti tutki-

musmatkanssa EU:n ulkopuolella ja hänen kokemuksensa mukaan, lehtien saattavuus vain kirjaston tilauksen kautta jättää monta tutkijaa heidän alansa akateemisen keskustelun ulkopuolelle. Sen takia avoin julkaiseminen pienentää tutkijoiden välisiä eroja mahdollisuuksissa eri puolilla maailma (Hannonen, 2021).

Matkailututkimuksen tiimissä olemme sitä mieltä, että nykymaailmassa, jossa ihmiset liikkuvat ja tekevät töitä eri puolilla maailma, digitalinen ja avoimesti saatavilla tutkimustieto on tiedelehtien tulevaisuus. Matkailututkimus on täysin digitaalinen lehti. Lehden arviointi ja julkaiseminen digitaalisessa muodossa antaa joustavuutta artikkeleiden vastaanottoon ja arviointiin, koska ei tarvitse varata ylimäärästä aikaa tai resursseja paperiversion painamista varten. Digitalisaatio tarjoaa myös uusia mahdollisuuksia artikkeleiden muodolle ja esimerkiksi lisämateriaaleille, mutta näiden mahdollisuudet Matkailututkimukselle riippuvat käyttämästämme journal.fi-alustasta. Journal.fi on muuten kansainväliselläkin tasolla hyvin ainutlaatuinen palvelu, jonka ansiosta meillä on merkittävä määrä kotimaisia tiedelehtiä avoimesti saatavilla.

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# Angling tourism: A state-of-the-art review

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*Gijsbert Hoogendoorn, University of Johannesburg*

## Abstract

This paper represents a scoping review of angling tourism. Using the *Google Scholar* search engine and *Scopus* search, the paper reviews 98 journal articles on angling tourism in terms of year of publication, geographic locations of case studies, disciplinary foci, scientific fields and research themes. Studies on angling tourism focus on different facets of this tourism activity and comprise three major research themes: *Angling tourism management*, *General angling tourism* and *Impacts* both of and on angling tourism. This review shows that tourism studies and journals on tourism management/geography have, by and large, ignored angling tourism as a tourism activity across the globe, despite its significant contribution to the tourism economy. Future research on angling tourism development requires broadening the geographical scope of studies, understanding anglers as tourists with subsequent research from tourism studies perspectives, acquiring and mining of quality data for sustainable site-specific tourism offerings as well as focusing on the issues of global environmental change for implementing effective management and adaptation mechanisms. Significantly more studies are required to understand this tourism activity fully. The review supports the use of *Google Scholar* search as a reliable tool for accessing scientific publications

*Keywords: angling tourism, angling tourism impact, angling tourism management, scoping review*

## Introduction

Recreational angling is a primary form of outdoor recreation activities worldwide, and participation in recreational angling is steadily growing; thus, the angling tourism industry is also expanding (Skrzypczak & Karpiński, 2020). Modern angling tourism originates in fifteenth-century England (Mordue, 2016). Today, in many countries, angling is a popular leisure activity that generates significant tourism industry income (Komppula et al., 2020). Despite the large perceived size of angling as a recreational activity, Hall (2021) notes that research on recreational angling and its multiple tourism dimensions remains limited. The reasons for the lack of research could be that angling tourism can fall under the ambit of numerous types of tourism, such as rural-, urban-, outdoor- and nature-based tourism/ecotourism, as well as special interest, heritage, coastal/beach and adventure tourism to name a few examples (see Bauer & Herr, 2004; Borch et al., 2008; Rantala et al., 2018; Øian, 2013). Therefore, it arguably does not necessarily require specific academic scrutiny. An additional reason for the lack of focus could be that few tourism studies have identified anglers as tourists (e.g., Graefe, 1981; Fedler & Ditton, 1986; Ditton et al., 2002) and angling as a tourist experience (Borch et al., 2008; Komppula et al., 2022).

Most definitions of angling tourism need to encapsulate the variables necessary for a complete definition (Hoogendoorn, 2014). Nevertheless, for this paper, aspects of angling tourism require definition, namely: *angling* is defined as fishing using a hook with either a rod and line or hand-held line; this can be both for commercial and non-commercial purposes, whereas *recreational angling* is characterised as an activity for pleasure, amusement, relaxation, social activity and for personal consumption (Pawson et al., 2008, p.341). Thus, *angling tourism* can be defined as an activity where subsistence is not the primary purpose (Hall, 2021); instead, angling tourism is an activity of tourists (Solstrand, 2013).

Arlinghaus et al. (2016a) argue that there is an urgency for interdisciplinary studies on recreational fishing and angling tourism. Therefore, this review responds to this call by analysing angling tourism studies for various variables, such as the number of articles and locations, themes, and the journals where this work is published. It sheds light on the fact that tourism research has largely ignored the importance of angling tourism. The number of interdisciplinary studies on this topic remains relatively low, representing a significant shortfall. Therefore, this paper is the first review of angling tourism. The paper's primary purpose is to provide a systematic review of angling tourism literature to identify the main research directions, trends, and possible gaps in research on this topic.

This paper is divided into three sections. The first section considers the methods employed, followed by the analysis and discussion of the results. The paper then concludes with a note on future research opportunities.

## Method

Review papers in tourism research focus either on broad trends in tourism research (Baltantyne et al., 2009; Xiao & Smith, 2006) or focus on specific topics, such as, for example, second-home tourism (Hall, 2014), proximity tourism (Salmela et al., 2021) and circular economy in tourism (Renfors, 2022). These reviews have been conducted using scientific database searches and the analysis of identified tourism journals. Some examples of non-database reviews include attempts to find ongoing research themes through mailing lists (Carr & Hayes, 2017). The method used in this study both follows and contrasts with previous review methods. For example, not only tourism journals were used for analysis, but rather a range of interdisciplinary journals; this is because different academic disciplines investigate angling as a tourism activity. The database construction in this review primarily used the *Google Scholar* search engine. *Google Scholar* is a free web search engine for scholarly publications irrespective of discipline, geographical region, or language. It allows for the search of digital copies of journal articles. *Google Scholar* provides access to 87% of all educational documents written in English (Khabsa & Lee Giles, 2014). *Google Scholar* is a valid search engine for finding relevant literature on a specific topic and constructing databases within a particular theme, focus area or discipline. After constructing the database, based on the *Google Scholar* search results, a *Scopus* search was conducted to identify articles that might have fallen outside the scope of the *Google Scholar* search results (see Figure 1).

This paper represents a scoping review that identifies knowledge gaps, synthesise research evidence, set the research agenda, and develop managerial implications. A scoping review differs from a systematic one as it offers an overview of the evidence relevant to a specific topic “in terms of the volume, nature, and characteristics of the primary research” (Pham et al., 2014, p. 371; Tricco et al., 2016). A scoping review implies using an exploratory analysis that outlines, maps and explains critical issues in research. Reviews as an investigatory theme have yet to be reviewed substantively (Pham et al., 2014; Rasoolimanesh et al., 2020). The review in this paper considers specific criteria based on the keywords used: “angling tourism” and “fishing tourism”. The authors considered these two keywords to be the most encompassing of the definitions of both Hall (2021) and Solstrand (2013), respectively, as mentioned in the introduction. Up to 200 entries were searched per key phrase in *Google Scholar* and *Scopus* to achieve saturation.

Monographs and book chapters were excluded from this review, as peer-reviewed journal articles are easier to access for the researcher and the reader. All available papers were downloaded until no more papers were found. Initially, 160 papers were downloaded through *Google Scholar* and 102 papers through *Scopus*. After scrutinising each paper in terms of relevance, a final tally was counted at 92 papers from *Google Scholar* and 43 from *Scopus*. Thirty-six papers from the *Scopus* search appeared duplicated (see Figure 1). Thus, six papers from the *Scopus* database were included in the review, and one paper could not be accessed at all. The total count of the papers in this review comprised 98 papers.

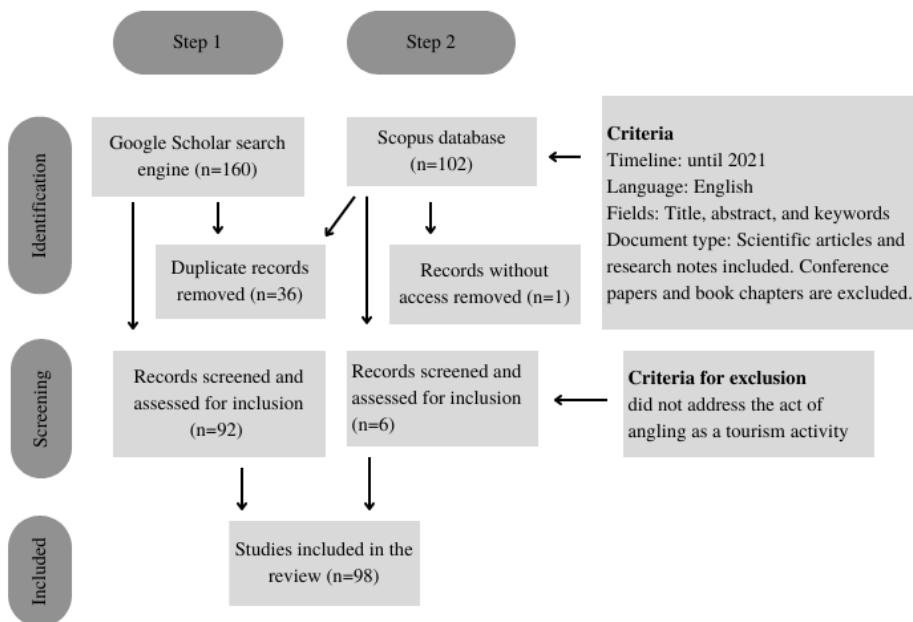


Figure 1. The review process (adapted from Pham et al. 2014 and Renfors 2021).



The scope of publications spanned the years 1993 to 2021. All downloaded papers spoke directly to the relationship between fishing/angling as a tourist activity. Papers that included fishing and tourism or recreational angling but not the act of angling as a tourism activity were discarded. Angling tourism as any nature-based tourism activity, includes demand and supply sides, the natural environment in which the activity takes place as well as services and infrastructure, the local community, and a multitude of external factors that affect a specific activity (e.g., regulations, rights of access, environmental protection) (Fredman & Tyrväinen, 2010). Thus, studies on angling tourism in this review focus on different facets of this tourism activity that range from management and conservation aspects to types of angling tourism and actors and a range of impacts both on and of angling tourism (see Table 2).

The database was constructed using eight criteria, namely, the year of publication, journal name, the title of the article, names of the authors, region or country of the study in question and up to three main themes from each paper. After constructing the database, papers with similar research themes were further scrutinised and grouped according to their specific focus (see Table 2). Other data points, such as the year of publication, region of the research case and the journal, were grouped and summarised in Figures 2 and 3 and Table 1.

## Results

### Frequency and origin of publications

Most publications in this study appeared in the last ten years (2011-2021), totalling 73 out of 98 (Figure 2). From 1993 until 2010, there were only 25 publications; thus, in the last decade, the number of angling tourism research publications has increased substantially. Due to a low number of publications per year before 2010, they are merged into two intervals in

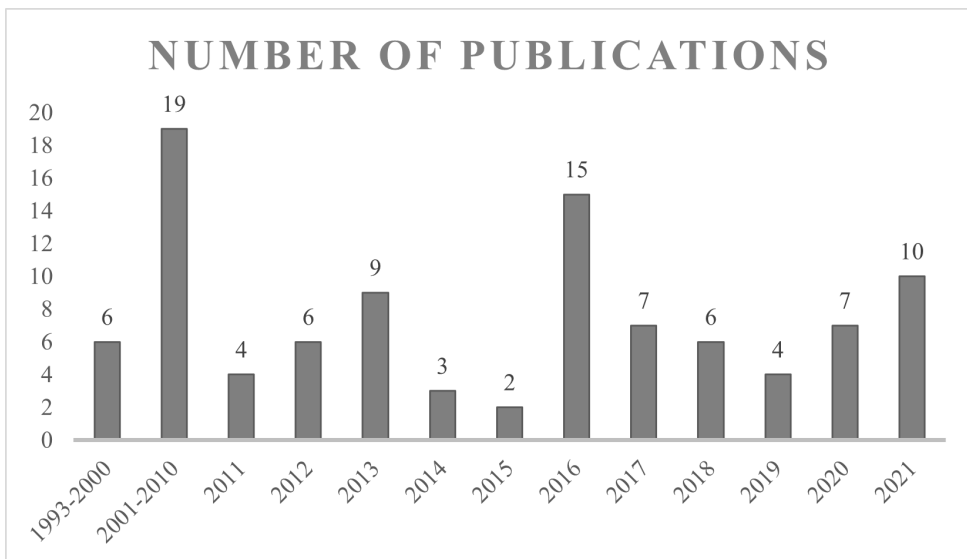


Figure 2: 1993-2000 and 2001-2010. Notwithstanding the popularity of angling tourism and the recent increase in publications, the comparatively low number of publications shows it is a marginal topic in tourism research that has received only modest scientific attention.

Figure 2: Number of publications

The global regions where angling tourism research studies have been undertaken are unevenly dispersed (see Figure 3). Most studies have been undertaken in the Nordic region covering Norway (N = 18), Sweden (N = 4), Finland (N = 4) and Denmark (N = 3); the Nordic region accounts for more than a quarter of all research papers in this review. An explanation for this is that Norway is recognised to have one of the highest rates of recreational sea angling participation globally (Hyder et al., 2018). While all countries and regions that appear as case studies in publications on angling tourism have extensive ocean shorelines and/or inland water bodies, the number of studies is relatively low, given the extent of angling tourism practices and opportunities in each country. For example, in Finland, it is estimated that about 30% of the adult population takes part in recreational angling annually (Pellikka & Eskelinen, 2019).

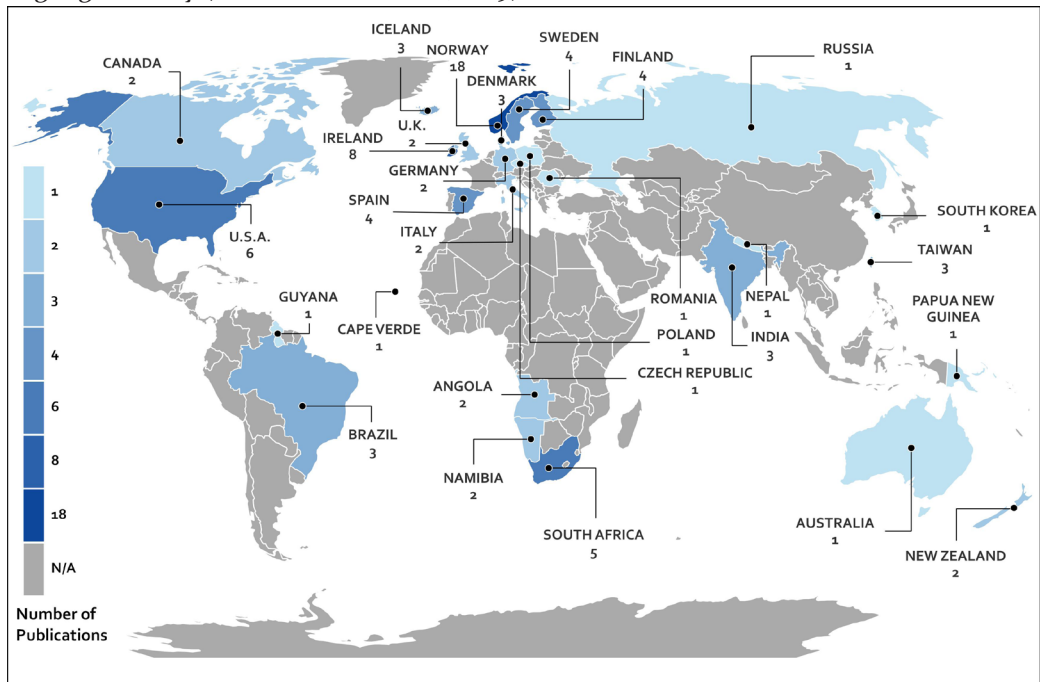


Figure 3: A map of countries with publications on angling tourism

Western and Southern Europe account for the second-highest number of studies, among which Ireland (n = 8) has the most publications. The region is represented by the following countries: Spain (n = 4), Iceland (n = 3), Italy (n = 2), Germany (n = 2), United Kingdom (U.K.) (n = 2), Poland (n = 1), Czech Republic (n = 1), Romania (n = 1). Other countries that are famous for angling tourism, like the United States of America (USA) (n = 6), Canada (n = 2), New Zealand (n = 2) and Russia (n = 1), account for only 11 studies in

total. From the African continent, studies on angling tourism come only from four countries: South Africa (n = 5), Namibia (n = 2), Angola (n = 2) and Cape Verde (n = 1). Other countries and regions that have very modest contributions include Brazil (n = 3), Taiwan (n = 3), and India (n = 3).

### Fields of science and scientific journals

The diversity of research topics and case studies from different countries and regions worldwide is reflected in the great variety of journals – with 98 studies appearing in 60 journals. National and regional journals were often chosen by researchers within a particular field of science. For example, the Irish Journal of Sociology, Canadian Journal of Forest Research, Hydro Nepal, Archives of Polish Fisheries and Arctic Anthropology (Table 1) were used as outlets. Considering the search terms that were applied (“angling tourism” and “fishing tourism”), the results show that tourism journals included less than one-third of all the publications (N = 31). While tourism journals represented the majority of publications on angling tourism, the combined numbers of other disciplines outnumbered journals with a specific tourism focus. Other fields of study included fisheries research (N = 21), aquatic and marine research (N = 16), geography (N = 6), environment research (N = 4), other interdisciplinary journals (N = 6) and journals of different fields of study, such as forestry, ecology, and biology (N = 14) (Table 1).

In most cases, journals had only one publication on the topic. However, four journals stood out, with more than four publications on angling tourism. These included the *Fisheries Management and Ecology* with 12 publications, and the *Scandinavian Journal of Hospitality and Tourism* with nine publications (including a recent [2021] Special issue on angling tourism). Five papers were published in *Ocean and Coastal Management* and four in the *Journal of Sustainable Tourism*.

Table 1: Fields of study and journals of publications

| Field of study | Journal   | Number of |
|----------------|---|-----------|
| Tourism        | Scandinavian Journal of Hospitality and Tourism     | 9         |
|                | Journal of Sustainable Tourism                      | 4         |
|                | Tourism Recreation Research                         | 2         |
|                | Journal of Ecotourism                               | 2         |
|                | Cuadernos de Turismo                                | 2         |
|                | Tourism Management                                  | 2         |
|                | Journal of Outdoor Recreation and Tourism           | 1         |
|                | Tourism in Marine Environments                      | 1         |
|                | African Journal of Hospitality, Tourism and Leisure | 1         |
|                | Current Issues in Tourism                           | 1         |
|                | Annals of Tourism Research                          | 1         |
|                | Asia Pacific Journal of Tourism Research            | 1         |
|                | Tourism Economics                                   | 1         |
|                | Journal of Travel & Tourism Marketing               | 1         |

|                         |  |    |
|-------------------------|--|----|
|                         | Journal of Sport & Tourism                             | 1  |
|                         | International Journal of Tourism Research              | 1  |
| Fisheries research      | Fisheries Management and Ecology                       | 12 |
|                         | Fisheries Research                                     | 3  |
|                         | Fish & Fisheries                                       | 1  |
|                         | Fisheries  | 1  |
|                         | Archives of Polish Fisheries                           | 1  |
|                         | Acta Ichthyologica et Piscatoria                       | 1  |
|                         | Human Dimensions of Wildlife                           | 2  |
| Aquatic/Marine research | Ocean & Coastal Management                             | 5  |
|                         | Marine Policy  | 3  |
|                         | Maritime Studies                                       | 2  |
|                         | Hydro Nepal  | 1  |
|                         | Aquatic Conservation: Marine and Freshwater Ecosystems | 1  |
|                         | Water resources and rural development                  | 1  |
|                         | Aquatic Ecosystem: Health & Management                 | 1  |
|                         | South African Journal of Marine Science                | 1  |
|                         | Journal of Water Resource and Protection               | 1  |
| Geography               | Bulletin de la Société Géographique de Liège           | 1  |
|                         | Area   | 1  |
|                         | Tourism Geographies                                    | 1  |
|                         | Norsk Geografisk Tidsskrift                            | 1  |
|                         | Nordia Geographical Publications                       | 1  |
|                         | Irish Geography  | 1  |
| Environment Research    | Journal of Environmental Management                    | 1  |
|                         | Environment, Development and Sustainability            | 1  |
|                         | Ambio  | 1  |
|                         | Journal of Environmental Planning and Management       | 1  |
| Interdisciplinary       | Development Southern Africa                            | 2  |
|                         | Present Environmental and Sustainable Development      | 1  |
|                         | Land   | 1  |
|                         | Sustainability   | 1  |
|                         | Natural Resources Forum                                | 1  |
| Other misc              | Canadian Journal of Forest Research                    | 2  |
|                         | Økonomisk fiskeriforskning                             | 1  |
|                         | Revista do Instituto de Medicina Tropical de São Paulo | 1  |
|                         | Journal of Medical Entomology                          | 1  |
|                         | Trends in ecology and evolution                        | 1  |
|                         | Ecological Economics                                   | 1  |
|                         | Ecology & Society                                      | 1  |

|  |                            |   |
|--|----------------------------|---|
|  | Agricultural Economics     | 1 |
|  | Journal of Rural Studies   | 1 |
|  | Applied Economics          | 1 |
|  | Irish Journal of Sociology | 1 |
|  | Arctic Anthropology        | 1 |
|  | Biological Conservation    | 1 |

Regarding thematic clarity, fisheries/wildlife research was represented by only one journal – *Human Dimensions of Wildlife* – with two publications on the topic. This research direction was classified under “fisheries research” in Table 1.

## Research themes

Research themes of the articles could be categorised into three main categories: 1. *Angling Tourism Management*, 2. *General Angling Tourism*, and 3. *Angling Tourism Impacts* (see Table 2). We uncovered the content of each category focusing on the dominant thematic discussions by reading through each paper identified in this review.

Table 2: Research themes

| Themes   | Region/<br>Country | References from review          |
|--|--------------------|---------------------------------|
| <b>1. Angling Tourism Management</b>                           |                    |                                 |
| <i>Policy/policy adjustments</i>                               |                    |                                 |
| Management strategies and scenarios                            | Norway/Iceland     | Solstrand, 2013, 2015           |
|  | Norway             | Moksness et al., 2011           |
|  | Global             | Arlinghaus et al., 2016a        |
|  | New Zealand        | Lovelock & Hayes, 2020          |
|  | Denmark            | Hjalager, 2010                  |
| Management solutions for environmentally responsible behaviour | Norway             | Solstrand & Gressness, 2014     |
| Angling under different regulatory schemes                     | Norway             | Stensland et al., 2021b         |
|  | Korea              | Cheong, 2003                    |
|  | India              | Everard et al., 2021            |
|  | Norway             | Holmgren & Lindkvist, 2016      |
| <i>Case-specific managerial solutions</i>                      |                    |                                 |
| Angling tourism management                                     | Spain              | Padin et al., 2016              |
| Management of species  | Ireland            | Grilli et al., 2020             |
| Management of catch-and-release angling                        | Norway             | Ferter et al., 2013             |
| Fisheries management   | Sweden             | Blicharska & Rönnback, 2018     |
|  | Denmark            | Rasmussen & Geertz-Hansen, 2001 |
|  | USA                | Carlson et al., 2019            |
|  | Finland            | Salmi & Salmi, 2010             |
|  | Germany            | Lewin et al., 2021              |

|   |                      |  |
|---|----------------------|--|
| Sustainable management/measures to reach sustainability | Norway               | Borch, 2004                                    |
|   | Ireland              | Cawley, 2017                                   |
|   | Australia            | Greiner et al., 2013                           |
| <i>Conservation</i>                                     |                      |  |
| Conservation strategies                                 | South Africa         | Turpie et al., 2003                            |
|   | India                | Gupta et al., 2014;<br>Everard & Kataria, 2011 |
| <b>2. General Angling Tourism</b>                       |                      |  |
| <i>Angling tourism development</i>                      |                      |  |
| Transition towards tourism                              | Sweden               | Andersson, 2021                                |
|   | Taiwan               | Chen & Chang, 2017                             |
|   | Italy                | Cillari et al., 2012                           |
| Obstacles to angling tourism development                | Sweden               | Waldo & Paulrud, 2012                          |
| <i>Motivations</i>                                      |                      |  |
| Push and pull motivations                               | Czechoslovakia       | Navrátil et al., 2009                          |
| <i>Types of tourism</i>                                 |                      |  |
| Ecotourism  | Russia               | Zwirn et al., 2005                             |
|   | South Africa         | Hoogendoorn, 2016                              |
|   | Americas             | Holland et al., 1998;<br>Holland et al., 2000  |
|   | Global               | Fennell, 2000                                  |
| Marine angling tourism                                  | Norway               | Borch et al., 2011; Borch, 2009                |
| Catch-and-release                                       | Guyana               | Lennox et al., 2018                            |
|   | Global               | Cooke et al., 2016; Cooke et al., 2006         |
|   | Angola               | Butler et al., 2020a                           |
| Pescatourism  | Italy                | Romanelli & Meliado, 2021                      |
|   | European/<br>Global  | Piasecki et al., 2016                          |
| Game-angling  | UK                   | Mordue, 2013, 2016                             |
| <i>Segmentation</i>                                     |                      |  |
| Anglers' segmentation                                   | Finland              | Pokki et al., 2021                             |
|   | USA                  | Kyle et al., 2007; Oh & Schuett, 2010          |
|   | Denmark              | Bonnichsen, et al., 2019                       |
| <i>Actors/stakeholders</i>                              |                      |  |
| Anglers' perspectives & experiences                     | Ireland              | Solon & Brunt, 2006                            |
|   | USA                  | Oh et al., 2012                                |
|   | Spain/<br>Cape Verde | Lam-González et al., 2021                      |
|   | New Zealand          | Hayes & Lovelock, 2016                         |
| Consumer preferences                                    | Norway               | Øian, 2013                                     |
|   | USA                  | Roehl et al., 1993                             |

|  |                  |   |
|--|------------------|---|
| Anglers' sharing of secrets                  | Norway           | Svensson, 2016                          |
| Destination loyalty                          | Norway           | Stensland et al., 2021a                 |
| Landowners' perspectives                     | Norway           | Stensland, 2010, 2012, 2013             |
| Angling communities'/residents' perspectives | Papua New Guinea | Diedrich et al., 2019                   |
|  | Taiwan           | Chian & Huang, 2012                     |
| Collaboration among stakeholders             | Global           | Dedual et al., 2013                     |
|  | Spain            | Herrera-Racionero et al., 2018          |
|  |                  |   |
| Conflict among stakeholders                  | Ireland          | Phyne, 1996                             |
|  | Norway           | Øian et al., 2017                       |
| Promotion by tourism agencies                | Global           | Lovelock, 2009                          |
| <i>Conceptual</i>                            |                  |   |
| Angling tourism                              | Global           | Moreno Muñoz, 2018; Hall, 2021          |
|  | Anglo-American   | Mordue, 2009                            |
| <b>3. Impacts</b>                            |                  |   |
| <i>Tourism impacts</i>                       |                  |   |
| Littering                                    | Germany          | Lewin et al., 2020                      |
| Impact on fish                               | Global           | Arlinghaus et al., 2016b                |
| Tourism development & potential              | Spain            | Lois González & Piñeiro Antelo, 2020    |
|  | USA              | Ditton et al., 2002                     |
|  | Poland           | Trella & Mickiewicz, 2016               |
|  | Romania          | Camară, 2016                            |
|  | Nepal            | Gurung & Thing, 2016                    |
|  | Southern Africa  | Hoogendoorn, 2014                       |
|  | Namibia          | Gronau et al., 2017                     |
| Economic opportunities/contribution          | South Africa     | Potts et al, 2021; Du Preez & Lee, 2010 |
|  | Ireland          | Curtis et al, 2017a; Hynes et al, 2017  |
|  | Norway           | Stensland & Baardsen, 2012              |
|  | Sweden           | Paulrud & Laitila, 2013                 |
| Economic impact                              | Finland          | Kaupila & Karjalainen, 2012             |
|  | Namibia          | Kirchner et al., 2000                   |
|  | Ireland          | Grilli et al., 2018                     |
|  | Angola           | Butler et al., 2020b                    |
|  | Ireland          | Curtis et al., 2017b                    |
|  | South Africa     | Du Preez & Hosking, 2011                |
| <i>Impacts on angling tourism</i>            |                  |   |
| Sandfly impact on tourists                   | Brazil           | Brilhante et al., 2015; 2019            |
| Impact of forest harvesting                  | Canada           | Hunt et al., 2005; Hunt et al., 2013    |
| Natural bait                                 | Brazil           | Henriques et al., 2018                  |

|                                |         |                           |
|--------------------------------|---------|---------------------------|
| Second homes impact on angling | Finland | Seppänen & Toivonen, 2010 |
| Water quality                  | Taiwan  | Lee, 2016                 |

### 1. Angling tourism management

Accurate planning and management are essential for developing resource-based tourism industries, such as angling tourism. Management strategies for governing angling tourism focus on multiple (often case-specific) issues, such as the protection of fish stocks (Solstrand, 2013), achieving sustainability (Arlinghaus et al., 2016a; Borch, 2004; Cawley, 2017; Greiner et al., 2013; Solstrand, 2013; Solstrand & Gressness, 2014), licensing, license pricing and harvest limits (Lovelock & Hayes, 2020; Stensland et al., 2021b), catch-and-release (C&R) and species-specific guidelines (Arlinghaus et al., 2016a; Ferter et al., 2013; Grilli et al., 2020; Hjalager, 2010), monitoring systems for fish and fisheries (Arlinghaus et al., 2016a), management of commercial and recreational fisheries (Arlinghaus et al., 2016a; Blicharska & Rönnback, 2018; Carlson et al., 2019; Lewin et al., 2021; Rasmussen & Geertz-Hansen, 2001; Salmi & Salmi, 2010), fishing communities and regional livelihoods (Cheong, 2003; Everard et al., 2021; Holmgren & Lindkvist, 2016) and conservation strategies (Turpie et al., 2003; Gupta et al., 2014; Everard & Kataria, 2011).

Arlinghaus et al. (2016a, p.182) argue that “recreational fisheries management requires a rapid transition from single-objective management to ecosystem management and aquatic stewardship using adaptive approaches that include monitoring and re-evaluation of practices through time”. Research should focus on institutional frameworks (strong organisation of recreational fisheries, sharing success stories and failures) to help improve governance of recreational fisheries, policy frameworks (comparative studies on successful and failed frameworks), licensing (license systems and angler registration mechanisms), and management frameworks (rigorous management and harvest control rules) (Arlinghaus et al., 2016a). Other studies also emphasise the application of holistic perspectives in fisheries management, including implementing new regulations/legislation and through management for sustainability (Greiner et al., 2013; Salmi & Salmi, 2010). Thus, in addition to using biological indicators in management, it is crucial to rely on technical, economic, social and human dimensions. Hjalager (2010) argues that regional innovation systems are essential in terms of angling tourism, especially for different (yet interconnected) stakeholders, but also regarding small firms, environmental protection and the development of opportunities for angling tourism as a whole.

Studies show contrasting approaches towards angling tourism management in different countries. For example, Solstrand (2013, 2015) has examined Iceland’s and Norway’s management strategies in marine angling tourism. She points out that despite that the two countries are rooted in the same socio-cultural values, they developed very different management strategies. Compared to Iceland, Norway’s management strategy lacks three critical components, which negatively affect marine angling tourism’s socio-cultural and environmental sustainability. These components include poor interactive governance, the absence of measures for conflict mitigation, and failure to collect data relevant to natural



resource management (Solstrand, 2013, p.124). Similar results were shown by Moksness et al. (2011) and Borch (2004). They emphasised the inadequacy of management instruments and, more specifically, the lack of data for local authorities to enable the development of policy instruments for natural resource-based tourism in Norway. Cooke et al. (2006) also noted the value of angling tourism, but they cautioned that there was a desperate need for quality data to inform such tourism.

Research shows that different management strategies lead to different angling behaviours. For example, stricter harvest quotas can result in consumption-oriented anglers leaving the fishery (Stensland et al., 2021b). At the same time, “for conservation-minded, less harvest-oriented, and more C&R-prone anglers, a lowered quota could be viewed as a sign of responsible fishery management and facilitate participation” (Stensland et al., 2021b; see also Chen & Chang, 2017). Harvesting and C&R highlight the human dimension that the customers – namely, angling tourists – need to implement suitable management measures. It is noted that when introducing restrictions or regulations, it is important to consider anglers’ perspectives and satisfaction levels (Øian et al., 2017). Thus, understanding anglers, their behaviour, values, and preferences have important implications for service development and diversification of tourism offerings (Komppula et al., 2022; Padin et al., 2016; Potts et al., 2021) and should form a significant part of angling tourism research. The extent to which this has been done is explored in the next section.

## 2. General angling tourism

On the spectrum of general angling tourism publications, there is a great variety of perspectives of researchers, participating actors/stakeholders and types of angling tourism involving the transition from tourism to segmentation (Table 2). It should be noted that while the topic of anglers’ perceptions and experiences has appeared in six research case studies, each case focuses on a specific perception or experience. However, most of the topics are presented by just one or two studies, leaving room for various research perspectives.

Motivation is an underlying driver for any touristic activity, yet our database contains only one study on motivation (see Table 2). The lack of research on motivation can be explained by most of the research on motivations concentrated on recreational angling rather than angling tourism. Navrátil et al. (2009) show that angling tourism motivations are a complex set of push and pull motives. Out of seven push factors – “*introvert professional experience*”, “*catch fish*”, “*relaxation through enjoyment of nature*”, “*escape*”, “*social gathering within anglers’ community*”, “*loneliness*”, and “*extrovert public appreciation*”, – they found out that “relaxation through enjoyment of nature” was the most critical factor. In contrast to push factors, pull factors included several aspects, such as the number of fish and the diversity of species at the destination, environment quality, absence or the low number of other tourists, distance from home, and the price of angling tickets.

Roehl et al. (1993) argue that research should consider angling tourists’ decision-making processes and preferences and the importance of understanding the specific segments of the sport-angling industry. Decision-making is especially important to support the intention of providing unique products for angling tourists. Indeed, tourist segmentation is

widely used for catering for visitors' needs in the tourism industry and has also been increasingly applied to angling tourism. For example, Oh and Schuett (2010) state that pay-to-fish destinations showed substantial differences in behaviour and motivation. The day visitor versus overnight visitor segments showed differences in spending behaviour; however, despite the different profiles and behaviour of these angling tourist segments, they are both valuable in terms of the income they generate for rural tourism destinations. Other studies suggest segmentation of angling tourists based on angling involvement and consumptive orientation (Kyle et al., 2007), angling site attributes (Bonnichsen et al., 2019; Pokki et al., 2020), and whether they are high- or low-spend anglers (Curtis et al., 2017b).

Anglers' perspectives and experiences are essential for angling tourism development because they provide vital data on specific tourism offerings. For example, Moreno Muñoz (2018) notes that tourist demand for unique quality products has led to the development and active promotion of marine/fishing tourism in Spain. Data is also critical to area-specific information about the strengths and weaknesses of angling tourism, water quality, species decline, tourism promotion and fisheries management (Hayes & Lovelock, 2016; Lam-González et al., 2021; Oh et al., 2012; Solon & Brunt, 2006). The study by Solon and Brunt (2006) showed that anglers' perspectives helped to identify the water pollution that had led to native species decline and the simultaneous increase in non-native species. These perspectives, in turn, affected tourism marketing, necessitating a shift to "coarse angling tourist products" (Solon & Brunt 2006, p.48) and required a new managerial perspective. Lam-González et al. (2021) state that anglers' satisfaction is an essential indicator of expenditure levels and destination loyalty. At the same time, a more pristine environment directly improves satisfaction, emphasising the importance of proper environmental management (see also Lee, 2016). Stensland et al. (2021a) also confirm that satisfaction is the most significant component affecting destination loyalty, while image and place attachment contribute to loyalty. Stensland (2010, 2012, 2013) underlines the importance of grappling with and understanding landowners' heterogeneous perspectives on fishery management in terms of fish stocks and conservation (see also Gonzales et al., 2020), in which tourism development is unprioritised.

One of the most critical topics in angling tourism is C&R which is seen by many as an ethical and conservation-friendly method of angling, although this is also highly contested (Butler et al., 2020a; Holder et al., 2020; Lennox et al., 2018). For example, Cooke et al. (2006) noted the inconclusive evidence for C&R techniques, where mortality rates ranged between zero and 100%. They determined that the success of C&R depends on the natural environment, the angler, the type of equipment used, and the type of species targeted, as certain species are more hardy and able to withstand C&R techniques. Zwirn et al. (2005) studied this topic related to angling ecotourism in Russia. They argued that C&R has a relatively minimal negative impact on wild salmon stock in Kamchatka and that it should form part of sustainable development planning and management of angling tourism in the region. Stensland (2012) notes that unfamiliarity and lack of knowledge about C&R can explain negative perspectives and low support for C&R as a management tool.

In India, C&R of the iconic Mahseer species is seen to be valuable not only to the conservation and health of river systems but can ultimately benefit poor local communities through “paying for ecosystems services” as part of the larger tourism product (Everard & Kataria 2011, p.101; Gupta et al., 2014). Hoogendoorn (2017) made similar arguments regarding C&R and the broader benefits for poor local communities living near recreational angling destinations in South Africa. Cooke et al. (2016, p.250) studied whether C&R can be considered a “conservation problem” or a “conservation action”. They argue that while C&R is not an ideal conservation strategy (as mortality of endangered species can still occur because of the C&R), recreational anglers are often the most prominent and visible stewards of the conservation of fish stocks and river ecosystems. Thus, the benefits of angling tourism should ideally be used to enhance the protection of endangered species. For example, C&R is banned in Iceland except for the seriously threatened halibut. Thus, “if a halibut is caught and remains viable, it must be released” (Solstrand, 2013, p.121). The undoubted double-edged sword of C&R and related conservation practices can be especially contentious when new groups enter a natural environment for angling tourism purposes (Borch, 2004; Mordue, 2009). Insufficient information often leads to conflict between anglers and local stakeholders based on lack of information, which contributes to difficulty in achieving sustainable management of destinations.

### 3. Impacts

Angling is recognised as mainly having a positive impact on tourism development and increasing environmental awareness (Camară & Munteanu, 2016; Lois González & Piñeiro Antelo, 2020; Gurung & Thing, 2016; Hoogendoorn, 2014; Trella & Mickiewicz, 2016) and for fostering development of different modes of tourism, such as ecotourism or “pescatourism”, in particular (Ditton et al., 2002; Piasecki et al., 2016). Pescatourism, which can be regarded as a form of ecotourism in several ways, aims to protect marine resources, limit coastal degradation, reduce over-fishing, and promote lesser-known species. Moreover, it enhances old fishing methods, fosters generational change, and increases female participation, among others (Piasecki et al., 2016). Similarly, game-angling is defined as “hard ecotourism”, which values wilderness and includes deeper interaction with the natural environment (Mordue, 2016, p. 275). However, the development of specific modes of angling tourism, such as pescatourism or game-angling, faces several challenges, varying from low tourists’ knowledge of its contributions to tourism and environment sustainability, legislative and taxation issues to potential conflict between different tourism forms (Piasecki et al., 2016; Mordue, 2016; Romanelli & Meliado, 2021).

Studies note the importance of ensuring a sustained angling population flow to different rural locations, including by maintaining transport infrastructure, in analysing angling tourism potential and development. Balanced tourism development also needs to contribute to fish conservation through proper licensing (Camară & Munteanu, 2016; Gronau et al., 2017; Gurung & Thing, 2016; Hoogendoorn, 2014). Diversification of activities to diversify local cash income and promote angling cultural heritage (Lois González & Piñeiro Antelo, 2020; Gurung & Thing, 2016). The accessibility of angling sites is an essential aspect

ct of tourism development, according to studies from Nepal (Gurung & Thing, 2016) and Romania (Camară & Munteanu, 2016). However, Hunt et al. (2005, p.409), in their study on the effect of forest management on sport fishing in northern Ontario, Canada, state that “Remoteness provides guests with better expectations for fisheries abundance and an opportunity to obtain psychological outcomes that are important to tourists (e.g., solitude)”. Forest management that requires the development of logging access roads would cause a significant economic decline for tourism providers that rely purely on fly-in visitors (since fly-in sites would be converted into road-accessible and boat-accessible sites) (see also Hunt et al., 2013). Indeed, the varying perspectives on transport infrastructure in angling tourism development are not only the result of country-specific contexts but also different angling methods and other tourism establishments connected to angling tourism in the area.

Angling tourism is an essential source of income in many countries and regions. In South Africa and Angola, recreational fisheries generate significant economic activities in rural and impoverished areas that would otherwise receive little input (Butler et al., 2020b; Du Preez & Lee, 2010; see Gronau et al., 2017). A significant local economic impact linked to tourism and angling tourism in South Africa, Angola and Spain is the economic leakage from utilising outside services and service providers owing to the lack of local skilled staff (Butler et al., 2020b; Lois González & Piñeiro Antelo, 2020; Potts et al., 2021).

Studies on the economic contribution of angling show contrasting perspectives from stakeholders. While a Swedish study showed that the costs of recreational fisheries outweigh the benefits (Paulrud & Laitila, 2013), in Ireland, the benefits from sea angling outweigh the costs (Hynes et al., 2017). Some studies suggest that angling specialisation would make a substantial income source for angling tourism entrepreneurs (Ditton et al., 2002; Stensland & Baardsen, 2012), while others argue that the type of angler does not play a role when targeting angling tourists (Curtis et al., 2017a). Du Preez and Hosking (2011) calculated the recreational value of alien invasive trout in South Africa and showed that consumer surplus per fishing trip is the highest among existing studies on the economic impact of angling tourism. It is important to note that foreign visitors can bring a significant economic impact via angling tourism. For example, a study regarding shore anglers in Namibia shows that foreign visitors contribute 55% of all expenditures (Kirchner et al., 2000). Indeed, Grilli et al. (2018) state that international visiting anglers are often more prized than domestic anglers. However, their study indicates no difference between domestic and overseas anglers regarding their angling demand.

Diverse natural and social factors can impact angling tourism both positively and negatively. Seppänen and Toivonen (2010) show that access to a summer cottage positively affects angling participation. They found that in Finland, the number of fishing households who fished only in the vicinity of their summer cottages was almost double those who only fished in their domestic fisheries (Seppänen & Toivonen, 2010, p.19). The availability of live bait also impacts angling; thus, its shortage or decline affects the industry and recreational practice. Henriques et al. (2018) suggest that carefully planned substitution of live bait not

only sustains recreational angling but also has a positive ecological impact. Among factors negatively affecting angling tourism, sandfly prevalence during the fishing season can cause health threats both for tourists and locals (Brilhante et al., 2015; 2019). Considering that there are only a limited number of case-specific studies on impacts associated with angling tourism, trends should not be generalised. Instead, these studies should form the basis for developing further research directions and cases.

### Future research agendas

Despite the popularity of angling as a recreational activity, angling tourism is a specific niche in the broader tourism market. It requires significant expansion in terms of research focus (see Mordue, 2013). We highlight the following themes as priority foci.

#### Geography

A recent special issue on *Fishing and Tourism* in the Scandinavian Journal of Hospitality and Tourism (Volume 21, Issue 4) is the only example of an angling tourism special issue hosted by a top tourism journal. Given the geographical focus of the journal, it is understandable that this special issue focused on the Nordic region; however, there is significant scope for special issues focused on other regions where angling is a significant tourism activity and source of revenue. Our database of locations of studies showed that no research has yet been conducted at some of the world's most famous angling destinations in the Global South (such as Argentina, Chile, Mexico, Belize, Botswana, Mongolia and Gabon) and in destinations in the Global North (such as Slovenia). While in certain instances, there is only one paper per country, as is the case in Russia, the U.K., and South Korea, to name a few examples. There is a need for broadening the geographical scope of research on angling tourism to build comparative perspectives and ensure the validity and applicability of results.

#### Angling Tourists

Angling tourism remains understudied, considering the size of the angling tourism industry globally. This is despite the research progress that has been made since the 1990s. As Stensland (2010) noted more than a decade ago, scant research has studied angling from the tourist perspective. Many academic and scientific papers state this as their respective entry and exit points; however, our review shows more needs to be done to better understand anglers as tourists. Anglers' perceptions and experiences have appeared only in six papers in this review. At the same time, tourist behaviour-related aspects, such as motivations and values, decision-making and segmentation, are barely covered. Thus, this status quo needs to be addressed to secure tourist flow and satisfaction and support and develop angling tourism that generates local economic revenues. The latter requires more research on anglers' willingness to pay, expenditures and preferences – the aspects that are also not sufficiently covered by the current research (see also Grilli et al., 2020; Hynes et al., 2017; Lam-González et al., 2021; Lovelock & Hayes, 2020). Only one study in our review is related to fishing tourism promotion (Lovelock, 2009). Thus, there is a need for research on

destination development and marketing that constitute core aspects of tourism business research.

### Data Quality

We want to highlight the urgent need for the acquisition and mining of quality data, not only from the perspective of angler tourists themselves but also from other stakeholders such as the government, landowners, tackle shops and distributors, angling guides and the tourism industry at large. Arlinghaus et al. (2016a, p.178), in their paper on recommendations for the future of recreational fisheries, argue for “...effective governance arrangements and improve monitoring and assessment frameworks in data-poor situations”. Indeed, the issue of poor data commonly emerges in the literature (Borch, 2004; Cooke et al., 2006; Moksness et al., 2011; Solstrand, 2013). Even in highly developed regions like the Nordic countries, this problem emerges; for example, Kauppila and Karjalainen (2012) noted that in the peripheral regions, there is a need for good quality angling tourism data. In addition to quality data acquisition, the need for knowledge transfer and establishing multidisciplinary teams that combine multiple data dimensions, including human dimensions and the biology of species, economic impact, and value (Arlinghaus, 2016a). Quality data that unfolds economic, social, cultural, and environmental aspects of angling tourism allows the development of site-specific tourism offerings sustainably.

### Global Environmental Change

The severe impacts of global environmental change will strongly influence the angling tourism industry. Mainly during extreme events like droughts and flooding, angling outfitters will not be able to host trips; angling tourists will further have holidays severely affected by climate changes and adverse weather conditions (Paudyal et al., 2015). The angling tourism industry will require a variety of adaptation mechanisms that should be put in place, including effective management, careful experimentation, and environmental education to assure business continuity in a sustainable manner (Chen & Chang, 2017; Cooke et al., 2006; Everard et al., 2021; Jeanson et al., 2021). With the growing policy demand for sustainable development, the angling tourism industry must implement new ways of practising and marketing this activity to address the debates and changes on a global scale (Andersson, 2021). These further emphasise the need for more studies on angling tourism and how the industry can effectively adapt to the severity of global environmental changes (Ahn et al., 2000; Tingley et al., 2019). In addition to the impact of global environmental change on angling, further research is also required on how angling tourism impacts local communities and the environment (Gronau et al., 2017; Lewin et al., 2020).

### Conclusion

This review paper highlighted the key research themes in angling tourism across the globe regarding different variables and themes and put into place key suggested themes of investigation for future research. Although the number of published articles on angling tourism is relatively modest to the scale of angling tourism as an activity and the industry,

the increase in the number of publications during the last two decades shows a growing multidisciplinary interest in angling tourism. The review has shown the range of themes in angling tourism that have received uneven research attention and are scattered around a few countries. Thematic and disciplinary diversity of research perspectives shows that angling tourism is a complex system not limited to tourists and their activities but involves different actors and stakeholders. Their perspectives and actions, regulations and restrictions, the economic, cultural and social embeddedness of local communities, and other factors that facilitate or hinder angling tourism.

Notably, our study is predominantly based on publications accessed through the open-access Google Scholar search engine, which has provided higher search results and relevance of publications than those in Scopus. This further supports the use of Google Scholar search as a reliable tool for accessing scientific publications. The final publication database used in this paper represents equity concerning access to research publications and scientific results, as publications accessed through Google Scholar are openly available. Those from the Scopus database are also open access. One publication without access was discarded from the review. The scoping review of 98 papers has provided a comprehensive overview of topics and gaps in angling tourism research. Our results can assist angling tourism and other tourism researchers in constructing research agendas and defining a specific research scope.

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# Learning about sustainability in small tourism firms – The case of Sustainable Travel Finland

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Over recent decades, sustainability labels have established themselves as important management tools in the tourism and hospitality industries (García-Rosell et al., 2017; Karlsson & Dolnicar, 2016; Rodríguez-Antón et al., 2012). The idea behind sustainability labelling is that it provides a guarantee that an independent assessment (e.g., a third-party audit) has been conducted and that the company (i.e., its services and practices) has been checked against a defined set of criteria on environmental, social and cultural issues. Sustainability labels are voluntary in nature and go beyond the minimum requirements set out in regulations and laws. As such, they are an essential part of today's tourism business operations because they support not only responsible consumption practices but also sustainability learning and knowledge creation in tourism organizations. Although sustainability labels have become common practice in tourism, there are concerns about the accessibility of labelling for small firms (see Dunk et al., 2016). Indeed, as several studies have indicated, small tourism firms may experience sustainability labelling processes as tedious, demanding, time-consuming and of low priority because of the uncertain benefits they can bring to the firm's daily business operations (e.g., Bacari et al., 2021; Dunk et al., 2016; FCG, 2018; Hellmeister & Richins, 2019).

Considering that small firms form the backbone of the tourism industry (Bressan & Pedrini, 2020; García-Rosell, 2013), sustainability labels need to be made more accessible to them. To that end, we need to get insights into the practices and learning processes triggered by a labelling scheme in a small business context. This is important if we consider how little attention is given to organizational learning within small tourism firms (Khoshkhoo & Nadalipour, 2016). By organizational learning we understand the learning processes and activities that occur within organizational settings (Easterby-Smith, 1997). In this research note, we address this gap in the literature by examining organizational learning for sustainability in a small tourism firm during the procedure of applying for the new Finnish sustainable tourism label and programme known by the name of Sustainable Travel Finland (STF) (Business Finland, 2022). More precisely, we attempt to answer the research question: What kind of learning stages are visible in the sustainability learning process of a small tourism firm? Using empirical material collected within an action research study in a small

tourism firm adopting STF, we illustrate the three sustainability learning stages that became evident while the firm went through the different steps of the STF programme (Halminen, 2021). We then discuss some lessons about the adoption of STF in small tourism firms.

### Sustainable Travel Finland as a learning process

The STF label was launched by Visit Finland in 2019 with the aim of providing tourism companies with concrete management tools to help them adopt sustainable measures and choices in their everyday operations (Business Finland, 2022). The STF labelling process consists of a 7-step development path through which tourism firms assess their compliance with the programme's sustainability criteria. These steps are: 1) commitment; 2) increasing your skills; 3) development plan; 4) sustainability communications; 5) certification and auditing; 6) verification and measurability; and 7) agreement and conscious development (Business Finland, 2022). The 7-step development path is a good example of an organizational learning journey through which a tourism firm can work towards more sustainable business practices by relying on its existing expertise and the creation of new knowledge (see Jamali, 2006). However, what kind of sustainability learning takes place? The action research study conducted by the first author helped to identify three sustainability learning stages that took place inside one small tourism firm when it was moving along the 7-step STF development path. These stages can be categorized as *defining purpose, realizing silent sustainable practices and translating new knowledge into actions*.

In general, action research refers to a form of inquiry that seeks to address practical problems by reflecting critically on the actions and practices of the research participants (Coghlan, 2019; Reason & Bradbury, 2008). Indeed, action research studies view research participants as co-researchers or research collaborators. This approach assumes that people who engage in and are committed to the research process are able to develop new skills and capacities, translate research findings into practice and create positive change (Reason & Bradbury, 2008). Although action research has become more common in tourism studies (see e.g., García-Rosell & Hakkarainen, 2019; García-Rosell & Mäkinen, 2013; Jennings, 2018; Merkel Arias & Kieffer, 2022), there is still room for increasing its use as a methodology for generating robust actionable knowledge in tourism and hospitality (O'Leary & Coghlan, 2022). The data in this action research study were collected using participant and non-participant observation and semi-interviews during June 2020 and July 2021. The empirical data were analysed with data-driven content analysis (Tuomi & Sarajärvi, 2009). As an action researcher, the first author was responsible for data collection and analysis, in close collaboration with the research participants. The action research study took place in a small tourism firm located in Finnish Lapland. The first author, who was an employee of the company, was involved in the STF-labelling process from beginning to end. We now discuss the three sustainability learning stages that the small tourism firm went through as it moved along the 7-step STF development path.



### Defining purpose

In the first sustainability learning stage, the organization defines its purpose for working through the labelling process and reflects on previous experiences, available resources and new ways of organizing. Although adopting a label is about rethinking business practices, it is also about identifying and supporting what the organization is currently doing well (Cook & Yanow, 1993). The first sustainability learning stage also includes the questioning of deep-rooted assumptions about the demands and rationality of sustainability labels; these assumptions usually lead small firms to underestimate their capabilities, and thus discourage them from applying for a sustainability label. From this perspective, the organization has to learn to allocate resources in a way that supports both its operations and its path towards greater sustainability. The action research study showed that defining actions and planning the implementation of sustainability principles were relatively easy. However, documenting the labelling process, developing guidelines, and making the organization's operations more transparent to its stakeholders were demanding practices that needed to be learned and better integrated within the organization.

### Realizing silent sustainable practices

Once the purpose and the capabilities for engaging in the sustainability labelling process had been defined, the small firm started to put more emphasis on clarifying and reflecting on its strengths and weaknesses. The findings of the study showed that this pondering, triggered by the STF-labelling process, started to shed light on silent sustainable practices. By a silent sustainable practice, we mean an existing environmentally and socially responsible organizational practice that is done sub-consciously and is not necessarily associated with the notion of sustainability (García-Rosell & Mäkinen, 2013, p. 406). For example, respect for the local culture, cooperation with local companies sharing similar values, sound stakeholder relationships, and taking good care of employees were considered extremely important aspects and strengths of the firm's business strategy. However, these strengths were not seen as sustainable practices per se and, as a result, they were not included in either internal or external communication. They were simply taken for granted. Nevertheless, learning to recognize the value of its current knowledge and the importance of existing practices for supporting the firm's development towards greater sustainability contributed to an increase in motivation, confidence and trust in the STF-label.

### Translating new knowledge into actions

After the small firm had defined its purpose and become aware of its silent sustainability, it started to reflect on the areas of expertise requiring further development, and on how to integrate new and existing knowledge and to translate all the emergent sustainability expertise into concrete actions. In this regard, the STF-labelling process offers a systematic model supporting continuous development and learning. Indeed, as Naudé (2012) points out, the integration of sustainability into business operations requires very specific measurement and evaluation tools. With the help of the STF-programme it was possible to create a management tool through which the development goals, timetables, required actions

and people responsible for the required actions were clearly specified. For example, the firm decided that its emissions from transportation had to be reduced and, to that end, created an accurate plan with clear responsibilities for redesigning the tour routes and switching to suppliers with more ecological fuel options. Without the STF-scheme, this would have been done without any chance for reflection and self-assessment. Indeed, STF was demonstrated to be a suitable system for verifying, measuring and evaluating the learning taking place within the organization. Furthermore, this kind of system contributed not only to making the services more sustainable but also to documenting the sustainability actions and learning achievements that could then be communicated to the firm's stakeholders. Communicating the results of sustainability learning is important for enhancing transparency and trust between a firm and its most important stakeholders.

### Lessons for sustainability learning in small tourism firms

The study has some implications for practitioners and policymakers. First, it shows that sustainability in tourism requires continuous readiness and willingness to learn, so that the development does not stop. This could be a reason why sustainable tourism development and management are usually pictured as complex and bureaucratic processes requiring huge amounts of paperwork and expert knowledge. In reality, sustainability actions are often very practical in nature and easy to implement within a small business context. Second, the study demonstrates that sustainability schemes like Sustainable Travel Finland play an important role in supporting concrete actions by facilitating learning among the firm's owner(s), manager(s) and employees. One of the strengths of a sustainability scheme is that small firms get the opportunity to look at their activities from an outsider's perspective, allowing them to carry out a critical evaluation of what they are doing well and what needs to be improved.

As a whole, the study provided an excellent opportunity to get insights into the sustainability labelling process as it happens in a small tourism firm. It helped us understand that each organization is unique, with its own ways of working and its own development path towards sustainable tourism, and that it is important for each organization to define its own learning and development goals and work towards them in its own way. There is no one-size-fits-all solution for learning about and integrating sustainability in small tourism firms. From this perspective, sustainability labels such as STF are not off-the-shelf models, but rather are learning frameworks that can be adapted to the needs and expertise of each company. On the other hand, a labelling scheme offers the necessary setting for creating an effective sustainability communication strategy. Small tourism firms should not think that they are underdogs without any special role in sustainability discussions. As a matter of fact, from a sustainability learning perspective, small firms can be a source of expertise and inspiration for finding new ways of developing more sustainable tourism.

While this study provided some answers, it also led us into new questions that could be answered by future research. It would be relevant to look at the roles of destination management organizations, academic institutions, local governments and the state in sup-

porting sustainability labelling processes in small firms. Another interesting possibility would be to conduct an action research study in organizations that have been a part of the STF-programme for many years, and evaluate how their sustainability management has evolved over time. Also, a similar study could be conducted in a medium-sized or even a large firm with a more complex organizational structure and managerial practices and greater resources. This future research could provide more insights into the labelling process and learning for sustainability in the tourism and hospitality industries.

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# Luova tiedonkäyttö kestävien matkailukohteiden johtamisessa: Tutkielma Utsjoen matkailun tiedolla johtamisesta

Sara Anttila, Lapin yliopisto, Matkailututkimus

## Tiedolla johtaminen matkailun strategiadokumenteissa

Matkailu on osaltaan vaikuttanut nykyisen ympäristökriisin muodostumiseen (Hollenhorst, Houge-Mackenzie & Ostergren, 2014, s. 306–307; Rantala, Höckert & Ilola, 2019, s. 4), minkä lisäksi matkailu on nivoutunut yhteen kolonialismin ja kolonialistisen valtakäytön kanssa (Grimwood, Stinson & King, 2019, s. 1) ja on siten myös vastuussa niiden purkamisesta. Tässä monimutkaistuvassa maailmassa tieto ja luova tiedonkäyttö ovat matkailun johtamisen keskiössä (Hall & Williams, 2019, s. 84–133). Eri tietojärjestelmien ja tietämisen tapojen tunnistaminen ja tunnustaminen tasa-arvoisina länsimaisen tiedon kanssa, ja niiden tuominen osaksi johtamista (Helander-Renvall & Markkula, 2011; Rantala ym. 2019, s. 4–5) ovat keskeisiä tekijöitä kestävä matkailun kehittämisessä. Toistaiseksi matkailun tiedolla johtamisen keskustelut ovat keskittyneet taloudellisiin näkökulmiin: tuottoon ja tehokkuuteen, kaupallisiin innovaatioihin ja kilpailuun (ks. Gretzel, Sigala, Xiang & Koo, 2015; Hall & Williams, 2019, s. 84–133). Tiedolla johtamisen tieto, tietäminen ja tiedonkäyttö ovat jääneet vähäisemmälle huomiolle, ja haluankin tutkielmallani lisätä ymmärrystä näistä tiedolla johtamisen osa-alueista.

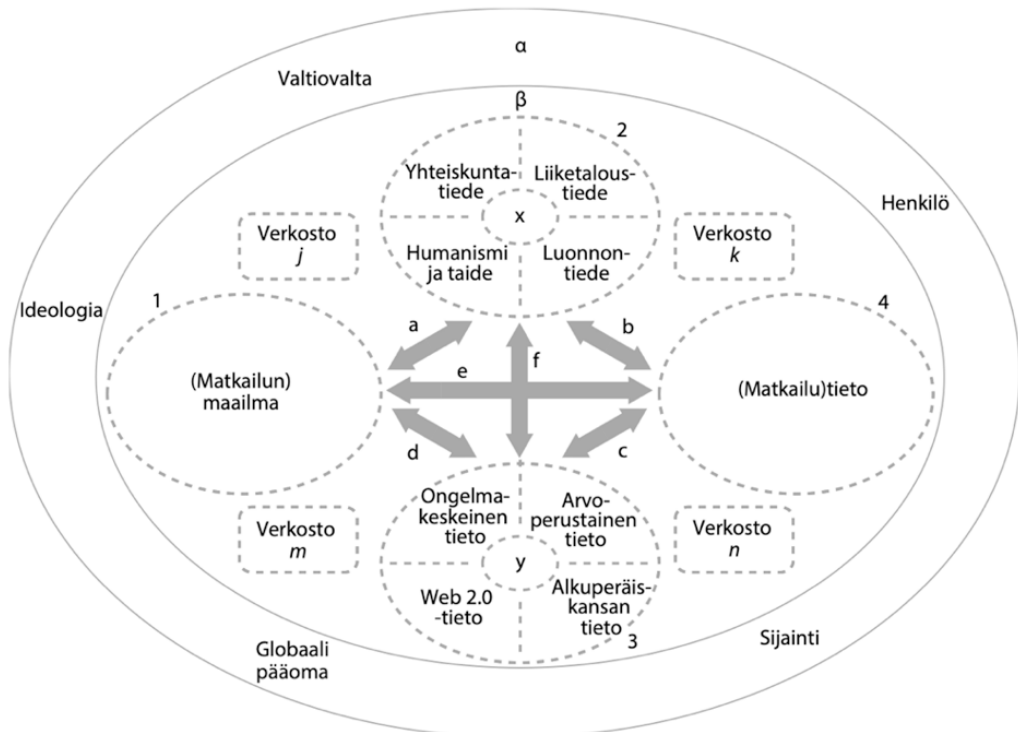
Matkailu mahdollistaa kohtaamiset erilaisten ihmisten sekä kumppanilajien kanssa. Eri toimijoiden tietämisen tavat voivat poiketa merkittävästi toisistaan. (Rantala ym., 2019, s. 4.) Matkailun eri sidosryhmien intressien yhteensovittamisen vuoksi erilaisten tietojärjestelmien integrointi matkailun johtamiseen on tärkeää. Tutkimusta paikallis- ja alkuperäiskansatiedon integroimisesta osaksi matkailun johtamista on kansainvälisesti tehty jonkin verran (esim. Butler & Menzies, 2007; Prasetyo, Carr & Filep, 2020), mutta Suomessa aihetta ei juuri ole tutkittu. Analysoin kandidaatin tutkielmassani Utsjoen (sme. Ohcejohka) kunnan matkailun strategisten dokumenttien – Utsjoen matkailun kehittämisohjelma ja maankäyttösuunnitelma (Utsjoen kunta, 2020) ja Utsjoen matkailun vastuullisuus- ja vähähiilisyysohjelman raportti (Utsjoen kunta, 2021) – tiedon tyyppejä sekä tiedonkäytön tapoja. Utsjoki on luovan tiedolla johtamisen näkökulmasta kiinnostava, sillä saamelaisen kotiseutualueella länsimainen tieto kohtaa alkuperäiskansatiedon. Kysyn tutkielmassani,

millaista on luova tiedonkäyttö matkailualueen johtamisessa arktisella alkuperäiskansa-alueella, minkä tyyppistä tietoa Utsjoen matkailun strategiadokumenteissa käytetään, millaisen aseman erityyppiset tiedot niissä saavat ja miten Utsjoen matkailun luovaa tiedolla johtamista voidaan edistää.

Identifioidun valkoiseksi, ei-alkuperäiskansaiseksi naiseksi ja paikannun epistemologisesti länsimaiseen tietojärjestelmään. Ymmärrykseni alkuperäiskansaepistemologioista perustuu saamen- ja alkuperäiskansatutkimuksen opintoihin. Tutkimukseni tavoite on ymmärtää erilaisten tietojen kohtaamista ja niiden luovaa käyttöä johtamisessa.

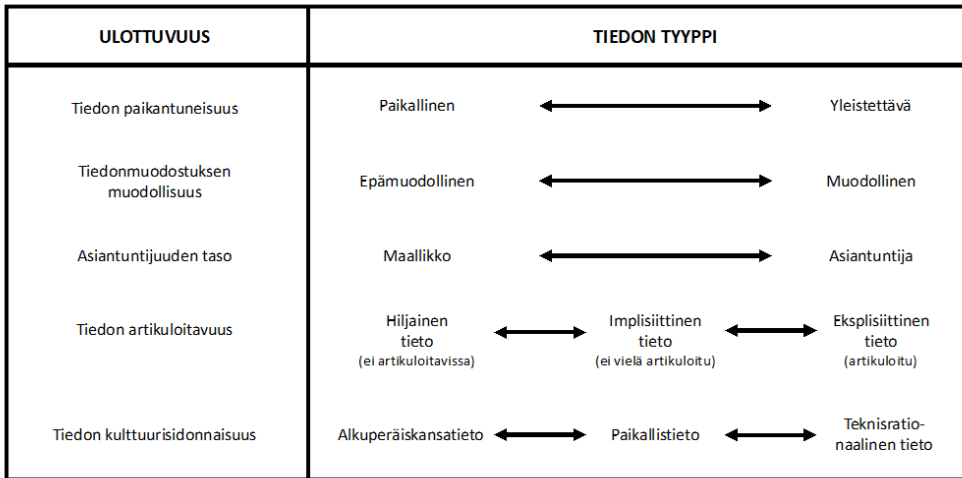
### Matkailun tiedolla johtamisen tiedon tyypit

Analyysini perustuu kahteen teoreettiseen malliin tiedosta. Matkailun tietojärjestelmästä kattavimman esityksen tarjoavat Tribe ja Liburd (2016). Moniulotteisesta mallista (kuva 1) tutkimukseni kannalta keskeisiä ovat matkailutiedon tuotannon prosessit. Mallin sisäissä ympyrä 2 kuvaa tieteellistä tietoa ja ympyrä 3 akatemian ulkopuolella syntyvää tietoa. Akatemian ulkopuolella muodostetut tiedon tyypit Tribe ja Liburd nimeävät ongelmakeskeiseksi, arvoperustaiseksi, web 2.0 - ja alkuperäiskansatiedoksi. (Tribe & Liburd, 2016, s. 46–49.)



Kuva 1 Matkailun tietojärjestelmä. Lähde: Tribe & Liburd (2016, s. 46, Edelheim & Ilola, 2017, s. 19 mukaan).

Ympäristöjohtamisen kontekstissa paikallis- ja tieteellisen tiedon integrointia tutki-  
 neet Raymond ym. (2010) taas ovat tunnistaneeet ympäristöjohtamisen kirjallisuudessa  
 esiintyviä tiedon ulottuvuuksia, jotka he esittävät kuvassa 2 näkyvien jatkumoiden avulla.  
 Jatkumot kuvaavat 1) tiedon paikantuneisuutta, 2) tiedonmuodostuksen muodollisuutta,  
 3) tiedon asiantuntijuuden tasoa, 4) artikuloitavuutta ja 5) kulttuurisidonaisuutta. Tieto  
 ei useinkaan asemoidu dikotomisesti jatkumoiden ääripäihin vaan jonnekin niiden välille,  
 mitä kuvassa 2 on pyritty kuvaamaan janoja dynaamisemmilla nuolilla.



Kuva 2 Tiedon tyyppien ulottuvuudet ja jatkumot. Lähde: Tutkielman kirjoittaja Raymond ym., 2010, s. 1769 pohjalta.

Käytän malleja rinnakkain, sillä ensimmäinen tarjoaa työkalun tiedon tyyppien tunnis-  
 tamiseen niiden alkuperän perusteella, ja toinen syventää ymmärrystä tietueiden laadusta,  
 laajuudesta ja muodostuksen tavoista. Tieto ja tietäminen on monitahoista, ja sama tieto  
 voi edustaa useita tiedon ulottuvuuksia (Raymond ym., 2010, s. 1767; Tribe & Liburd, 2016,  
 s. 58), mutta tiedon tyyppien tunnistaminen on ensimmäinen askel erilaisten tietämysten  
 integroimiseksi (Raymond ym., 2010, s. 1770).

Tiedolla johtamisella tarkoitan systemaattista ja syklistä johtamis- ja toimintatapaa,  
 jossa erilaista tietoa kerätään, analysoidaan ja tuodaan osaksi päätöksentekoprosesseja  
 siten, että se johtaa konkreettisiin toimenpiteisiin. Toimenpiteiden vaikutusta seurataan  
 ja uusi tieto palautetaan päätöksentekoprosessiin. (Boes, Buhalis & Inversini, 2016, s. 119;  
 Fuchs, Höpken & Lexhagen, 2014, s. 199.) Tiedolla johtamisen kuvataankin usein koostu-  
 van neljästä ylätasoon prosessista: tiedon kerryttäminen, tiedon säilyttäminen, tiedonsiirto  
 ja tiedonkäyttö (esim. Liu, 2020, Chapter 3). Näin ollen, kun puhun luovasta tiedonkäytös-  
 tä, viittaan tuohon tiedolla johtamisen osaprosessiin, jossa tietoa sovelletaan käytäntöön  
 muun muassa yllä mainittujen päätöksentekoprosessien kautta. Luovuuden ymmärrän  
 psykologi Mihaly Csikszentmihalyin (2013, s. 28) määritelmän mukaan miksi tahansa teok-  
 si, ideaksi tai tuotteeksi, joka muuttaa olemassa olevaa toimikenttää eli tässä tapauksessa  
 tiedolla johtamisen prosesseja.

## Kokonaisvaltaiseen tietopohjaan matkaa

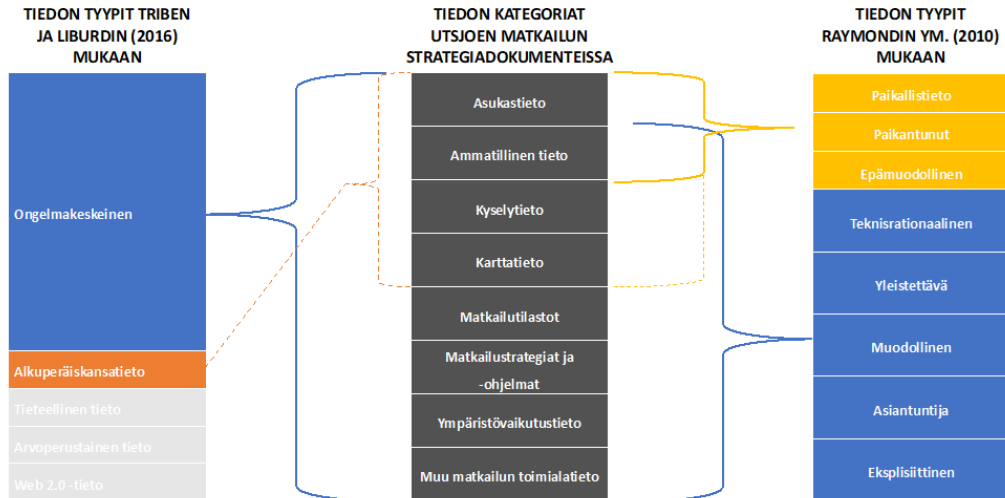
Retorisen analyysin (ks. Vuori) ja teoriaohjaavan sisällönanalyysin (ks. Tuomi & Sarajärvi, 2013, s. 96–97) yhdistävällä analyysimenetelmälläni muodostin käsityksen Utsjoen matkailun strategiadokumenttien tiedontyypeistä ja analysoin strategioiden tiedonkäytön keinoja. Tiedon tyypittelyn keskeisin havainto on ongelmakeskeisen, teknisrationaalisen, eksplisiittisen, muodollisesti muodostetun asiantuntijatiedon valta, joka on tyypillistä strategiatyöskentelyssä (Laine, Meriläinen, Tienari & Vaara, 2016, s. 507). Muodostin aineistolähtöisesti kahdeksan kategoriala (taulukko 1), joita tarkastelin Triben ja Liburdin (2016) sekä Raymondin ym. (2010) mallien avulla.

Taulukko 1 Tiedon kategoriat Utsjoen matkailun strategiadokumenteissa

| TIEDON KATEGORIA                | KATEGORIAN SELITE  |
|---------------------------------|--|
| Matkailutilastot                | Matkailun tilastot, esim. Tilastokeskus, Visiitto-ri.fi  |
| Kyselytieto                     | Kyseistä strategiaa tai ohjelmaa varten kyselyiden avulla esimerkiksi paikallisilta, matkailijoilta tai yrittäjiltä kerätty yleistetty tieto   |
| Karttatieto                     | Karttapohjainen tieto esimerkiksi nykyisten ja suunnitteilla olevien matkailupalveluiden sijoittumisesta alueelle  |
| Matkailustrategiat ja -ohjelmat | Muista matkailustrategioista haettu tieto, esim. Suomen kansallinen matkailustrategia, Lapin matkailustrategia   |
| Ympäristövaikutustieto          | Matkailun ja muun toiminnan ympäristövaikutusten laskennallinen, eksplisiittinen tieto, esim. hiilijalanjälki- ja päästökerroinlaskelmat   |
| Muu matkailun toimialatieto     | Muut matkailusektorin ei-akateemiset tutkimukset, oppaat jne., esim. Visit Finlandin tutkimukset ja kohderyhmäoppaat   |
| Ammatillinen tieto              | Ammattiasemaan, myös muilla kuin matkailutoimialalla, perustuvan asiantuntemuksen perusteella omaksuttu tieto, esim. Metsähallituksen ja paliskuntien edustajat, poronhoitajat, yrittäjät, konsultit |
| Asukastieto                     | Paikantunut, esim. keskustelutilaisuuksissa tai haastatteluilla asukkailta ja vapaa-ajan asukkailta kerätty, ei-yleistetty tieto   |

Kuva 3 tiivistää tiedon tyypittelyn keskeiset tulokset. Triben ja Liburdin (2016) mallilla kaikki aineistolähtöiset kategoriat edustavat ongelmakeskeistä tietoa. Osa kategorioista sisältää, mutta ei ole ainoastaan alkuperäiskansatietoa. Raymondin ym. (2010) mallilla kategoriat ovat yhtä lukuun ottamatta teknisrationaalista, yleistä, muodollista, eksplisiittistä ja asiantuntijatietoa. Kaksi kategoriala edustaa täysin ja kaksi osittain paikantunutta, epämuodollista paikallistietoa.





Kuva 3 Yhteenvedo Utsjoen matkailun strategiadokumenttien keskeisistä tiedon tyypeistä

Alkuperäiskansatiedon osuus vaikuttaa vähäiseltä, vaikka ”saamelaisuus” on Utsjoen matkailun vahvuus ja vetovoimatekijä (Utsjoen kunta, 2020, s. 8; 2021, s. 1). Esimerkiksi saamelaisorganisaatioiden tieto puuttuu dokumenteista. Saamelaiskäräjät hyväksyi vuonna 2018 vastuullisen ja eettisesti kestävä saamelaismatkailun toimintaperiaatteet (Saamelaiskäräjät, 2018), jonka voi ajatella olevan keskeinen tietue Utsjoen matkailun johtamisessa, mutta eksplisiittisesti siihen ei viitata.

Triben ja Liburdin (2016) tietojärjestelmän tiedontyypeistä tieteellinen tieto ja web 2.0 -tieto eivät ole edustettuina, ja arvopohjainen tietokin korkeintaan implisiittisesti konsultitiedon kautta. Tribe ja Liburd (2016, s. 57–58) ovat havainneet, että tutkimustieto ei aina palaudu matkailun ”kentälle”, sillä toimijat eivät välttämättä koe matkailututkimuksen aiheita olennaisina, ja tutkimustietoa pidetään vaikeaselkoisena ja -lukuisena. Tietoverkoissa syntyvä web 2.0 -tieto on todettu olennaiseksi matkailun tiedolla johtamisessa, ja monesti se on jopa pääroolissa matkailun tiedolla johtamisen keskusteluissa (esim. Fuchs ym., 2014). Utsjoen matkailun kehittämistoimenpiteinä korostuvat ”sometuspaikat” (Utsjoen kunta, 2020, s. 13–19). Tällaisten kehitystoimenpidepäättösten voisi ajatella perustuvan esimerkiksi tietoon matkailijoiden sosiaalisen median käyttäytymisestä, mutta dokumenteissa tällaista tietoa ei esitetä.

## Tiedonkäytön tavat äänten vahvistajina ja heikentäjinä

Teksteinä strategiat pyrkivät suostuttelemaan lukijaansa toimimaan tietyllä tavalla (Kietäväinen & Tuulentie, 2013, s. 45). Utsjoen dokumentit suostuttelevat edistämään matkailun kestävä kasvua (esim. Utsjoen kunta, 2020, s. 20) erilaisin tiedonkäytön keinoin.

## Luonnontoinija – objekti vai aktiivinen tietäjä?

Utsjoen matkailussa esimerkiksi poroilla, kaloilla ja koirilla sekä tuntureilla, joilla ja metsillä on keskeinen rooli (Utsjoen kunta 2020; 2021). Siitä huolimatta dokumenteissa esitetään vain luonnontoinijoita koskevaa tietoa muun muassa karttojen ja lihan hiilijalanjäljen

muodossa (esim. Utsjoen kunta, 2020, s. 12–19; 2021, s. 12), ei niiden tietoa. Luonto ja luonnontuojat esitetään objekteina, joita mennään kokemaan, ja jotka luovat edellytyksiä ihmismatkailijoiden toiminnalle. Globaalin ympäristökriisin aikakausi haastaa kyseenalaiseen ihmiskeskeiseen tietämisen tavat, ja tunnistamaan ei-inhimilliset toimijat matkailua aktiivisesti muovaavina toimijoina, joilla on omanlaista tietoa matkailusta (Rantala ym., 2019, s. 4–6), mikä tulee huomioida strategiadokumentteja laadittaessa.

### Saamelaistiedon sulauttaminen ei-saamelaiseen tietoon

Koska Utsjoen matkailun strategiadokumenteissa saamelaistietoa ei eritellä ei-saamelaisesta tiedosta (esim. Utsjoen kunta, 2020, s. 9), lukija ei voi olla varma saamelaistiedon asemasta strategian laadinnassa. Kun saamelaistieto sulautetaan osaksi ei-saamelaistietoa, se käy läpi länsimaisen tiedontuotannon prosessin. Prosessissa todennäköisesti häviää osittain tai kokonaan alkuperäiskansatiedon kokonaisvaltaisuus, kokemusperäisyys ja yhteisöllisyys sekä paikallisten olosuhteiden pitkäaikaista ymmärrystä osoittava yksityiskohdeisuus ja monimutkaisuus (Kuokkanen, 2021).

Matkailun saamelaisalueella tulisi tukea ja edistää saamelaiskulttuurin elinvoimaisuutta (Saamelaiskäräjät, 2018, s. 5). Yhteiskunnassamme suomalaisten saamelaisiin kohdistama rasismi on johtanut siihen, että monikaan matkailuyrittäjä ei halua tuoda esiin omaa saamelaisuuttaan (Kugapi, Höckert, Lüthje, Mazzullo & Saari, 2019, s. 26). On strategiadokumentteja valmistelevien ei-saamelaisten vastuulla luopua assimiloivista käytännöistä muun muassa tuomalla saamelaistieto esiin itsenäisenä tietojärjestelmänä. Se myös vahvistaa saamelaisenemmistöisen kunnan saamelaiseen kulttuuriin nojaavan matkailun strategiadokumenttien uskottavuutta.

### Konsulttitieto – huomaamaton vallankäyttäjä

Utsjoen matkailun dokumenteissa toistuu strategiadokumenttien peruspiirre häivyttää yksittäisen toimijan työpanos anonymiteetin taakse ja esittää itsensä yleispäteväksi (Hakkarainen & Tuulentie, 2008, s. 5; Kietäväinen & Tuulentie, 2013, s. 45). Strategiadokumenteilla pyritään luomaan ennustettavuutta ja yhdenmukaisuutta laajojen ja monimuotoisten tapahtumien ja sosiaalisten järjestelyiden pohjalta (Hakkarainen & Tuulentie, 2008, s. 5). Se on aktiivista valintaa ja poisvalintaa, jolla ei vain kuvata vaan luodaan ja muokataan todellisuutta (Hakkarainen & Tuulentie, 2008, s. 5) valitsijan tietojärjestelmään ja arvomaailmaan perustuen (Atkinson & Coffey, 2011, s. 84–85). Dokumentteja kirjoitettaessa kirjoittajan, usein konsultin, tieto siirtyy dokumenttiin implisiittiseksi tiedoksi, jonka tunnistaminen vaatii lukijalta harjaantuneisuutta (Atkinson & Coffey, 2011, s. 84–85).

Utsjoen matkailun kehittämissuunnitelma ja maankäyttösuunnitelma kuvaa lyhyesti dokumentin muodostuksen prosessia ja vastuita (Utsjoen kunta, 2020, s. 3), mutta Utsjoen matkailun vastuullisuus- ja vähähiilisyysohjelman raportissa (Utsjoen kunta, 2021) asiaa ei huomioida lainkaan. Akatemiassa tunnistettu tutkijan paikantamisen tärkeys (esim. Koster, Baccar & Lemelin, 2012) sopii käytäntönä myös muunlaisille organisaatioille. Kirjoittajan tiedollinen ja arvollinen paikantaminen on keino osoittaa erilaisten tietämysten

tunnistaminen sekä auttaa asettamaan tekijän näkemykset kontekstiin ja tarkastelemaan niitä kriittisesti (Koster ym., 2012, s. 196; Kuokkanen, 2017, s. 314–315).

### Teknisrationaalisen tiedon vahvistaminen

Teknisrationaalisen tiedon valta-asemaa vahvistetaan dokumenteissa entisestään antamalla sille runsaasti tilaa, nostamalla se esiin ensimmäisenä ja esittämällä se helposti silmälaitteina taulukoina, graafeina ja kuvina (esim. Utsjoen kunta 2020, s. 6–7, 9; 2021, s. 2–4, 10–13). Usko tiedon abstrahoinnin mahdollisuuteen ja rationaalisuuteen estää havaitsemasta mahdollisuuden tehdä erilaisia tulkintoja strategiasta ja käyttämästä sen määritellyyn vaihtoehtoisia, kontekstikohtaisia – kenties luovempia – keinoja (Laine ym., 2016, s. 513–514).

Lisäksi luvuilla on rajallinen kyky kuvata todellisuutta, sillä erityisesti tilastotiedossa ne perustuvat menneeseen ja olettavat tulevaisuuden kehityksen jatkuvan samanlaisena kuin aiemmin (Kyyrä, 2017, s. 198–200). Utsjoen dokumenteissa eteenpäin katsovan teknisrationaalisen tiedon määrä on rajallinen. Tällaista tietoa edustavat pääasiassa Utsjoen matkailun visiokysely sekä muu matkailun toimialatieto (esim. Utsjoen kunta, 2020, s. 9, 11). Menestyksellinen matkailun kehittämisen ja strategisen suunnittelun tulisi perustua eteenpäin katsovalle, teknisrationaalille, mutta myös muun tyyppiselle tiedolle (Kyyrä, 2017, s. 198–200).

### Puutteita ja lupauksia paremmasta

Kokonaisvaltaiseen luovaan tiedonkäyttöön Utsjoen matkailun strategiadokumenteissa on vielä matkaa. Dokumenteissa valta annetaan niille, joilla sitä on jo ennestään: länsimaisen tietokäsityksen kautta muodostetulle helposti ilmaistavalle ongelmakeskeiselle asiantuntijatiedolle. Dokumenteista puuttuu monia tiedontyyppejä, kuten tieteellinen, web 2.0 ja arvoperustainen tieto, ja jotkin sidosryhmät, kuten keskeiset saamelaisorganisaatiot, tiedeyhteisö ja luonnontoimijat, jäävät kokonaan ilman omaa ääntä. Saamelaisemmistöisenä kuntana ja saamelaiseen kulttuuriin matkailussa vahvasti nojaavana alueena Utsjoen matkailun strategiadokumenteissa huomionarvoista on saamelaistiedon heikko asema. Se näkyy saamelaistiedon sulauttamisena osaksi ei-saamelaista tietoa, tulkitsemisena länsimaisen tiedonmuodostuksen kautta ja keskeisten saamelaisorganisaatioiden matkailua koskevien ohjeistusten puuttumisena.

Utsjoen matkailun strategissa dokumenteissa on silti lupauksia monipuolisemmasta ja luovemmasta tiedonkäytöstä. Jo nyt monet eri sidosryhmät ovat osallistuneet työhön tiedonkeruuvaiheessa. Lisäksi hyvä esimerkki luovasta tiedonkäytöstä löytyy Utsjoella läheltä. Utsjoen kuntastrategiassa (Utsjoen kunta, 2017) on käytetty kuvituksena Utsjokisuun yläkoulun oppilaiden piirtämiä kuvia, joiden aiheena ovat tulevaisuuden haaveet ja miltä Utsjoella näyttää vuonna 2025. Kun piirustukset näkee kuvituksen sijaan tärkeänä tietona, joka ammentaa suodattamatta paikallisten nuorten tiedosta ja tietokäsityksistä, ne ovat vahva työväline kunnan ja sen elinkeinojen, myös matkailun, kehittämiseksi. Utsjoen kuntastrategia (Utsjoen kunta, 2017) osoittaa, että kunnassa on kykyä ja valmiutta ottaa käyt-

töön erilaisia tiedon tyyppisiä ja käyttää niitä luovasti kestävä matkailun kehittämiseksi erilaiset maailmankuvat ja tietojärjestelmät huomioiden.

Arvopohjaltaan erilaisten tietojen ja tietämisen tapojen yhdistäminen on monimutkaista (Kuokkanen, 2021; Raymond ym., 2010, s. 1766). Se vaatii luovia tiedonkäytön tapoja. Käytettyjen tiedon tyyppien tunnistaminen, puuttuvien tyyppien tarkoituksenmukainen käyttöönnotto, alkuperäiskansatiedon tunnistaminen omana tietonaan, dokumentin laatijan kulttuuri- ja arvosidonnaisuuden läpinäkyvyyden lisääminen ja tulevaisuusorientoituneen teknirationaalisen tiedon käyttö voivat monipuolistaa dokumenttien tiedonkäytön tapoja. Näin voidaan tuoda aiemmin marginalisoitujen ryhmien kuten alkuperäiskansojen ja ei-inhimillisten toimijoiden tieto osaksi matkailun tiedolla johtamista.

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# Sustainability scenarios for the New Space tourism industry

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The following piece is based on the *lectio praecursoria* presented at the defence of the doctoral dissertation 'The emergence of New Space: a grounded theory study of enhancing sustainability in space tourism from the view of Finland', which was publicly defended on 22 April 2022, at Rovaniemi, University of Lapland. The full version of the dissertation can be found at <https://urn.fi/URN:ISBN:978-952-337-311-2>

Throughout history there have been stories, such as those about space exploration, which have eventually become true, as science fiction has a history of influencing popular culture and inspiring engineers to turn ideas into reality, by asking 'what is real?' and 'when does something become real?' (Rovelli, 2019). Since the 1950s space race between the United States and the Soviet Union, there have been many futuristic visions of what space travel and tourism would entail: for example, what kind of conceptual designs and passenger space infrastructure would be available, those visions basing themselves on people's desires to experience the Hollywood science fiction styled image of the space environment (Toivonen, 2020). During the 1960s, a general assumption was that ordinary people would be able to afford space travel once it reached the same level of maturity as the airline industry, and that high-speed air transport via space would also become available (Launius, 2019). Such visions for space tourism developments were in symbiosis with science fiction films and literary writings, some dating back over hundreds of years. During the 2010s, for the first time in history, space became a new operative environment for privately owned businesses and attention was drawn to the global power of wealthy individuals, influencing and accelerating the technological revolution both on Earth and in space environments (Toivonen, 2020). In 2018, a private space company, SpaceX, achieved the world's first repeat flight of an orbital class rocket, presenting a historic milestone for full rocket reusability; hence, demonstrating operational level sustainability in a way that had not been seen in the previous governmental-led 'Old Space' industry.

## The evolving concept of space tourism

The term 'New Space' refers to commercial space markets, which are characterised by start-up and privately funded space companies that service both governmental and non-governmental customers (Hay et al., 2009). This new era of commercial space activity, due to rapidly advancing technological developments, has enabled new countries, such as Finland,

for the first time to join the global space business market. Finland became a space nation in 2017 with the launch of the Aalto 1 research satellite, and the government issued the first 'Act on Space Activities' in 2018, encompassing a positive approach to space sustainability (Ministry of Economic Affairs and Employment of Finland, 2022).

The global New Space market includes an adventure tourism sector, which has emerged through the technological developments of the industry. The first operational space tourism flights took place in 2021; Blue Origin, Space X and Virgin Galactic becoming the world's pioneering companies. This new type of touristic adventure, at first taking place in sub-orbit, is aimed at people without a need for previous professional space training, to satisfy postmodern traveller's desire for new tourism experiences and sensations (Toivonen, 2020). With a more expanding space tourism experience palette, the New Space tourism industry is forecasted to be developed as a multi-billion dollar tourism sector in the future. There are various types of space tourism, including terrestrial space tourism, such as Earth-based activities from visiting space museums to watching the Northern Lights; atmospheric, such as high-altitude ballooning and low Earth orbit tourism in space-jump experience style. Additionally, space tourism involves beyond the Earth astrotourism, referring to Lunar and Mars experiences (Cater, 2019).

Space tourism is part of a new postmodern phenomenon of the space environment being transformed into a New Space industry business platform. Previous trends in adventure travel have already blurred many boundaries between adventurous activities and tourism (Beedie & Hudson, 2003). For example, mountain climbing, previously practised only by experienced professionals, has for a long time already gained popularity with holiday-makers, who attend guided and safety-checked experiences, even on Mount Everest. The desire of affluent tourists to undertake more unique and adventurous travel experiences has been one of the driving forces behind the demand for public space travel, enabling such tourists to visit a new untouched environment, to experience the sense of bodily weightlessness and witness the Earth from a unique angle – all such activities difficult for the masses to copy (Wittig et al., 2017).

### Future tourism planning and climate change

The global growth of the tourism industry has led to an increase of different environmental impacts, which can no longer be ignored (Gössling et al., 2015). Such concerns are also being highlighted in recent years' global reports, such by the Intergovernmental Panel on Climate Change (2018). Therefore, there is obvious apprehension about environmental issues (i.e. the creation of new emissions and space debris) at the start of the New Space tourism industry. Hence, there is currently good momentum with which to include practises of sustainability as an ordinary approach to future New Space tourism actions. Early adapted and regulated sustainable development practises will be especially important if this new sector expands to mass space tourism in the future. It needs to be noted that besides the environmental context, adaptation to climate change also requires ethically-based competences among the tourism industry operators involved (Carter et al., 2015).

Climate change crises place major transformational demands on all industries on Earth. In order to achieve sustainable global tourism, there is a need to acknowledge future uncertainties and their relation to developments in future tourism (Benckendorff, 2008; Boston, 2017). As tourism planning is about prediction that requires estimations of the future, sustainable tourism, including adaptation to climate change, must become better planned, as governance, institutions and resources all impact holistically on operations of the New Space tourism industry. Up-to-date scientific knowledge and practical actions serve as tools for tourism operators, stakeholders and policymakers, in order to convincingly react to future climate change challenges and support the Earth's environmental longevity. Existing practises originating from the tourism industry should validate sustainable development as an essential concept for inclusion in future scenario planning for the New Space tourism industry.

### Study contexts of New Space tourism and sustainability

As an interdisciplinary study in the field of tourism and futures studies, this doctoral thesis pioneered the creation of alternative future scenarios to enhance elements of sustainability in the New Space tourism industry. The focus of the research was on investigating how elements of sustainability could be included in development planning for the New Space tourism industry, on identifying concepts relating to the contexts of space tourism and sustainability that could be highlighted through future research, and identifying how space tourism and sustainability is envisioned by the public and professionals in the field in Finland.

The data were gathered through theoretical readings from tourism and futures studies' fields and empirical research, which was conducted through in-depth interviews, a public survey and a professional Delphi panel. The findings were collated into two peer reviewed articles and a book chapter between 2017–2021. In order to prompt answers to the research question of 'How can sustainability be included in future space tourism planning?', a new future tourism framework was created to guide the future planning process. Theoretical readings from the fields of both future and tourism research assisted in the formation of the framework's main themes and sub-themes. The 'Sustainable Future Planning Framework' demonstrated that planning, sustainability, weak signals and future scenarios should act in synergy with each other and thus, formulate a contextual framework for future space tourism planning. For the second question of 'What concepts relating to the context of space tourism and sustainability can be highlighted through research into a future that doesn't yet exist?', an existing future model, the 'Futures Map' (Kuusi et al., 2015), was utilised to place the thematical concepts gained from five in-depth professional interviews on two different time horizons to illustrate possible futures. The concepts placed on the planning horizon were economic effects, legislation, alternative energy sources and the circular economy, as those represented either historical or current ways of living in the developed world, or current global megatrends. The concepts of contemporary trends, health



space tourism, space colonies, virtual travel and robotisation were placed on the mapping horizon as those were either acceptable trends, or existing yet in visioning minds.

Four different sustainability dimensions for New Space tourism, which were first derived from the quantitative estimates from the public survey and then conceptually advanced from the Delphi panellists' views, were identified to find out answers to the question of 'How space tourism and sustainability is envisioned by the public and professionals in the field in Finland?'. The dimensions were named as virtual reality, comparative fairness, technological innovations and ecopolitics. Virtual travel was named to reflect the Delphi panellists' mutual view of such activity to represent the most sustainable way of experiencing space tourism; comparative fairness to reflect the increased concerns voiced about the world's equality issues; technological innovations to reflect concerns, in light of climate change, about the future of the Earth and humans; and ecopolitics to reflect mutual concerns over the lack of New Space industry legislation. From a scientific perspective, this study contributed to creating new knowledge on elements of sustainability related to New Space tourism and from a practical perspective, it contributed to a change of mindset in regard to virtual space tourism as well as illustrating new frameworks to conceptualise sustainable interrelationships in the context of New Space tourism.

### Alternative scenarios

The findings indicated that sustainability in the context of New Space tourism can involve various concepts and dimensions. The principles of grounded theory were utilised to create three future scenarios, through which elements of sustainability could be increased in the future New Space tourism industry: through planning global space regulations; through recognition of the need to improve fairness; and through the implementation of virtual and technological innovations, that as a side product, may also assist in the prevention of climate change on Earth. Currently, there is extremely limited global space legislation involving any New Space industry operations. However, as technological evolution continues to advance the New Space industry business palette, new tensions will result if regulations start lagging behind. Hence, it is important to predict policy creation timescales to be the most beneficial in accordance with a sustainable future perspective. Feelings of awe regarding the Earth could have positive consequences in terms of creating a feel of protection towards the Earth's future wellbeing. Additionally, regulated (or at least volunteered) compensations to environmental schemes, replicating current aviation industry practises, coming from either New Space tourism companies or their passengers, could further support climate change prevention on Earth.

Social norms increasingly determine the kind of travel that is socially acceptable, and in the context of space tourism, this includes implications for those who are excluded or otherwise left behind (Spector & Higham, 2019). There has also been criticism regarding the new environmental impacts of the New Space tourism industry, and also the ethical synthesis of influential private sector commerce and publicly funded infrastructure, especially relating to the concentration of power. Similar concern also exists regarding the

backgrounds of the pioneering space tourists, coming from already-privileged segments of society. This raises new questions such as whether the understanding of an authentic space environment will be a new separating power of knowledge, increasing the gap between the wealthy and everyone else even further. Additionally, it will also create a need for further research on equal access factors and commercial exploitation of the space environment.

Technical innovations for creating virtual reality environments in tourism already provide alternatives for travellers to join different travel adventures via a virtual environment (Guttentag, 2021). Thus, this could potentially democratise the space experience for the wider public in the future. In the pioneering phase, the authentic physical space experience is limited only to those who are able to afford the cost of the space flight ticket. Virtually experienced tourism could eventually compete with real-world travel and alter future tourism patterns more broadly. Investments and innovations in virtual tourism in the context of space tourism can therefore benefit the entire tourism industry and assist in addressing sustainability issues more comprehensively: for example, to develop more authentic 'non-flying' tourism experiences. For example, in Finland, experiencing the Northern Lights in Lapland could include traditional eye-viewing with other space-related, virtual multisensory possibilities; hence, also enhancing both local tourism employment and Finland's global technological competence in regard to operations supporting New Space tourism sustainability.

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# The Consumer Value of Nature-based Tourism: An Examination of National Park Visitors

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The following text is based on the *lectio praecursoria* presented at the defense of the doctoral dissertation ‘The Consumer Value of Nature-based Tourism: An Examination of National Park Visitors’ on 23 September, 2022, at the University of Eastern Finland. The full version of the dissertation can be found at <https://erepo.uef.fi/handle/123456789/28295>

Consumer value is a central marketing concept that describes the benefits we obtain from consumption; it describes why we buy and consume products and services (Woodruff, 1997; Woodruff & Gardial, 1996). Therefore, in the current case, it reflects the personal benefits and advantages of nature-based tourism.

Let’s begin with a short, but illustrative story from the past. Back in 1977, the world-famous American writer, Kurt Vonnegut, was on his European promotion tour. While visiting Helsinki, he suffered from an acute burnout caused by the constant hustle and bustle, obtrusive interviews and camera crossfire. To help him recover, his Finnish hosts took him to Koli in North-Karelia, a place renowned for its spectacular scenery and back then, also peacefulness. As Mr. Vonnegut described this, they took him “to the edge of the permafrost”. And indeed, he not only recovered, but he was also very impressed. Later, he often referred to this ad hoc Koli-excursion as the happiest moment of his life. But to the surprise of his hosts, the reason was not the scenery, nor the silence, nor the pristine forests – it was picking frozen blueberries from underneath the first snow and melting them in his mouth! In its shortness and simplicity, this story nicely reveals the nature of consumer value in nature-based tourism; this value, i.e., the benefit derived by tourists, depends on the context and it is experiential, personal and multidimensional. Consequently, this value is often also unpredictable and difficult to manage.

My research focused on the construction of consumer value in a nature-based context. I examined self-organized, do-it-yourself visits to public national parks; that is, people visiting the parks on their own, not assisted by any companies. I selected this setting in order to disclose the visitors’ authentic value perceptions unbiased by the managerial efforts of companies. In the broader marketing framework, the park visits represented a textbook example of the consumer dominant logic (Anker et al., 2015; Grönroos & Voima, 2013; Heinenon et al., 2010; Voima et al., 2011); the visitors used their operant resources – their own

skills and knowledge – to create value in the ecosystemic contexts lacking direct company control. The research was conducted in nine Finnish national parks, both large wilderness parks in Northern Finland and small well-equipped parks in more densely populated southern parts of the country. This purposive selection of different types of destinations aimed to capture as many perspectives and different value types as possible.

The value experienced by consumers can be investigated from two theoretical perspectives. The compositional view regards value as a multidimensional construct that comprises several different value types. This structure is depicted by dismantling the global value perception into different dimensions, such as functional, emotional, social and aesthetic (Sheth et al., 1991; Holbrook 1999). The alternative, dynamic view, for its part, focuses on the means-end construction of value by linking concrete product attributes into the consumers' personally perceived benefits and eventually, to their underlying universal values (Gutman 1982; Woodruff 1997). Thus, while the aforementioned compositional view offered a snapshot-like breakdown of the outcome, the means-end approach examines the hierarchical, step-by-step process that leads to the outcome. The current research applied both of these approaches in order to provide in-depth insight into the consumer value of nature-based tourism.

### Experiential consumption is highly context-dependent

The first part of my research project focused on the visitors' park experiences, the most memorable events of their visits. This qualitative and inductive investigation was conducted in the Pallas-Yllästunturi national park in northern Finland. The wilderness huts' guest books served as its source of naturally occurring empirical material that contained authentic visitor experiences. These short narratives were scrutinized using qualitative content analysis and data-driven coding (Schreier, 2012). The examination covered five decades of park experiences, from the 1970s to the 2010s, thus providing a longitudinal perspective.

Five experiential themes surfaced from the examined narratives. The most frequent one was the surrounding nature as such, admiring the sunset and unexpectedly encountering wildlife, for example. Nature was followed by the visitors' own physical accomplishments such as hiking long distances. The third experiential theme comprised self-made experiences like feeling inner peace, cooking a delicious meal or sleeping exceptionally well. And lastly, also the park infrastructure as well as social interaction with other visitors created memorable experiences. The phenomenon that united all these themes was control and in particular, the lack of control. In this natural context, visitor experiences were neither driven and determined by the companies nor by the consumers themselves (cf. Caru & Cova 2003, 2007; the experience continuum model). Instead, they were largely dependent upon emergent and unpredictable contextual factors, such as sudden changes in weather or accidentally bumping into nice people. Therefore, the visitors could anticipate certain types of experiences before their trip, but their ability to predict these and actively contribute to their realization was limited. This randomness was theorized with the Experience Triangle that highlights the relevance of emergent events in experiential consumption; hence, also

the context influences consumer experiences and therefore, the outcome is not determined exclusively within the company – consumer dyad. This slipping of control away from both the companies and consumers to the hands of random environmental factors was observed in an unmanaged natural context, but presumably the finding is applicable also to more managed tourism settings and beyond, basically to all experiential consumption that occurs in wide consumer ecosystems in accordance with the consumer dominant logic.

### The social value of tourism is not limited to status and esteem

The second part proceeded from the experiences to their meaning to the visitors; that is, the perceived consumer value of the visits. This was examined in two parks (Pallas-Yllästunturi and Kurjenrahka) using qualitative soft laddering interviews, in which the topics discussed were freely determined by the participants and described in their own words while the interviewer's role was merely to keep the discussion focused and encourage respondent introspection (Reynolds and Gutman, 1988; Reynolds and Phillips, 2009). The transcripts underwent qualitative content analysis taking into account both manifest and latent meanings. The findings were categorized by open coding and compared to extant value theories and typologies using abductive analysis (Rinehart, 2020; Tavory and Timmermans, 2014).

The perceived value was clearly composed of numerous different elements; thus, it was multidimensional and personal. This implied that the same park offered different people different types of benefits. Visitor A would enjoy the natural beauty while visitor B at the same spot would be so concentrated on a physical challenge that he or she would completely miss the scenery. Visitor C, for his or her part, might appreciate the opportunity of spending time with friends while visitor D would value solitude above all. Hence, different visitors had different value perceptions. And equally well, an individual visitor, a single person, could appreciate several benefits at the same time. For example, submitting a field with friends could simultaneously offer social interaction and physical challenges and once reaching the top, perhaps aesthetic beauty and the self-fulfillment from the accomplishment.

Conceptually, the most interesting finding was the richness of social value. It was not only instrumental and directed at other people as claimed by extant value typologies (Sheth et al., 1991; Holbrook 1999). People did not visit the parks only to show off to others and gain their respect; status seeking was not their primary social value. Instead, the observed social value dimensions were mainly self-oriented and intrinsic based on enjoying the company of other people; thus, conceptualized as Togetherness and Communality. Togetherness was clearly internal in-group interaction, enjoying the company of good friends and family members while Communality reflected the visitors' mental inclusion in a community of like-minded people, albeit total strangers to each other. One interviewee expressed it by saying: "I like the sense of community. In a way, we are all on the same track. I feel I belong to the gang." Communality comprised both a passive feeling membership as well as active socialization with peers. In addition to Togetherness and Communality, this research also disclosed new social value dimensions that were instrumental but at the same time

self-oriented. Some visitors told they had learned new skills from more experienced hikers and the presence of other people also contributed to safety. Although many visitors were trekking on their own in the wilderness, they relied on others for help, as one female solo hiker put it: “In case something happens to me, sooner or later, someone will come by.” Togetherness occurred both in the large wilderness park and the small urban park, but interestingly, Community was found only in the large wilderness park. Presumably, people on a short day visit to the nearby urban park wanted to be on their own or with their friends – just make a quick escape – and therefore, encounters with strangers did not contribute to their perception of value.

Based on these new, self-oriented social value dimensions, I argue for the adoption of a broader, Extended View of Social Value in tourism. This argument is also underpinned by motivation theories (e.g., Crompton, 1979) as well as the basic human needs (Maslow, 1943) and universal values (e.g., Schwartz 1992) that all include self-oriented social value dimensions. Moreover, the current research on co-creation of value in tourism between the tourists themselves is based on social interaction (Rihova et al., 2015). Therefore, the social value of tourism can hardly be limited to showing off and seeking status from others – tourists also enjoy the company of other people. To demonstrate this broader composition of social value, I converted Holbrook’s two-dimensional value matrix into a three-dimensional Value Cube, which depicts intermediary and hybrid value dimensions more precisely.

### Tourists’ behavior and decision-making are guided by the universal values

The third phase of this research examined the hierarchical means-end construction of consumer value. Instead of the previously discussed cross-section of value and its multi-dimensional composition (the outcome), the third part investigated how the park visitors create value (a process perspective). Using a two-phase sequential mixed-method strategy, a new hard laddering method – digitally customized Association Pattern Technique (cf. Hofstede et al., 1998) – was developed and piloted. This novel technique allowed examining the dynamic construction of value of close to 1,000 respondents in nine different national parks by requesting the respondents to connect relevant destination attributes and visitor experiences to their personal value perceptions and the underlying universal values. The outcome was means-end chains, i.e., value pathways, from concrete destination elements to more abstract and higher personal outcomes (Gutman, 1982; Woodruff, 1997). This process-based approach not only disclosed what the visitors appreciated but also answered the crucial questions of how they create value and why certain value types are desired. Thus, the outcome was in-depth insight and a more holistic understanding of the visitors’ preferences and decision-making.

Combining the composition of value with its dynamic construction was labelled Value Biangulation (cf. triangulation). It revealed that emotional value dimensions are not only ends in themselves as often claimed (e.g., Holbrook, 1999). Instead, they also function as means to realizing even more abstract universal values. For example, a person may easily recognize that he or she seeks silence in order to experience recreation, but fundamentally,

his or her behavior is guided the universal values that in this case could be spirituality and universalism. Hence, in order to truly understand nature-based tourists, we need to delve beneath the superficial level and identify the ultimate, often subconscious determinants of their decision-making and behavior.

### Practical implications for managers of national park as well as nature-based tourism companies

To conclude, the consumer value of nature-based tourism is experiential, personal, context-dependent, and multidimensional. These characteristics were theorized with the Experience Triangle, Extended View of Social Value, Value Cube and Value Biangulation to allow their application in other experiential contexts. As far as the examined tourism setting is concerned, the empirical insight gained is useful to managers of national parks as well as companies that provide commercial nature-based tourism services. Visiting national parks adheres to the consumer dominant logic where the park infrastructure, services and natural resources are independently used by the visitors in their own value creation and the management's role is limited to indirect facilitation of this process. Consequently, park managers often focus on the concrete issues and infrastructure whereas my findings, in contrast, urge them to view their parks more through the eyes of the visitors. I encourage to shift focus from the destination attributes to the visitors' personal outcomes; park infrastructure and services should be regarded as means that facilitate the realization of the visitors' personal ends. Therefore, the management of parks as destinations should be replaced with the management of visitation reflecting a truly customer-oriented approach. In addition, the findings portray the parks as places that offer an abundance of value dimensions to diverse visitors, from absolute solitude to lively social bubbles, from aesthetic beauty to the thrill and sweat of physical challenges and from wandering in pristine wilderness to the ease of using modern recreation facilities. Deeper visitor insight facilitates sustaining the pull of parks and the recognition of broader value opportunities aids attracting new visitor segments.

The findings are also applicable to nature-based tourism beyond the public and free-of-charge national parks. Nature-based tourism companies that offer outdoor experiences for their customers represent a more service dominant logic where companies and their customers co-create value together (Vargo & Lusch, 2004; Vargo et al., 2008). Although the companies have more control over the outcome, the randomness of nature and diversity of value dimensions is inescapable also in their business. This should, however, not be considered a threat or something to be minimized, because Mother Nature with all her surprises constitutes the true asset of their business; nature-based tourism has to be based on nature. Instead of trying to standardize the offering and avoid all unplanned incidents, also the customers of companies should become exposed to the randomness, diversity and thrill provided by nature. They should be surprised, amazed and fascinated by the spontaneous events and the process should only be controlled to the extent necessary for technical cus-



tomers' satisfaction. In essence, it is the very nature of nature that makes this type of tourism so fascinating and renders its consumer value so multifaceted.

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