



# Book of Abstracts

## XIV Symposium of Finnish Tourism and Leisure Research

20 Years of Tourism and Leisure Research  
in Finland: The Way Forward

May 22nd–23rd 2024  
Haaga–Helia University  
of Applied Sciences



THE FINNISH  
SOCIETY FOR TOURISM  
RESEARCH

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## Programme

### Wednesday, 22nd May 2024

- 09:30 – 10:00      **Arrivals and morning coffee**
- 10:00 – 10:15      **Welcome**  
Juulia Räikkönen, Chair of the Board, Finnish Society for Tourism Research
- 10:15 – 10:30      **Matkailututkimus – 20 years of Finnish tourism research**  
Raija Komppula & Antti Honkanen, Guest Editors of the Special Issue
- 10:30 – 11:15      **Keynote: Beam me up, Scotty! The futures of tourism and technology**  
Juho Pesonen, Professor, University of Eastern Finland
- 11:15 – 12:30      **Panel discussion in Finnish: Tulevaisuuden tekoälykäs matkailu?**  
Moderator: Juho Pesonen
- Panelists:
- Thomas Kingelin, Senior Lecturer, Haaga-Helia
  - Joel Pakalén, Head of Distribution, Hotel Growth Agency
  - Kaisa Kosonen, Head of Digital Development, Visit Finland
- 12:30 – 13:30      **Lunch**
- 13:30 – 14.30      **Session 1: Digital platforms, ecosystems and marketing**
- Modelling Digital Tourism Ecosystem in Finland  
Peng Yang & Juho Pesonen
  - Data, digitalisation, platforms, data spaces: What can be achieved in a tourism mobility ecosystem?  
T. Lusikka, Maria Hakkarainen & O. Pihlajamaa
  - Digitaalinen markkinoinnin vaikutus muutosmatkailun kokemuksiin: monumentalmällinen tutkimus asiakkaiden tunteista ja reaktioista,  
Maria Murto, Kati Varis & Herni Karppinen
- 14.30 – 15.00      **Coffee break**

- 15.00 – 16.00      **Parallel Session 2a: Tourist motivation and experiences**
- The relationships between happiness, wellness tourist motivation, and tourism destination among Finnish wellness travellers during a crisis, Susanna Saari
  - Customer experiences of a hotel room within travelling, Anatoly Lvov
  - What kind of tourism service leads to a transformative tourism experience? Elli Vento, Henna Konu, Katja Pasanen, Muhammad Khogali, Riitta Koivisto, Petra Blinnikka, Sari Minkkinen & Minna Tunkkari-Eskelinen
- 15.00 – 16.00      **Parallel Session 2b: Change-makers in tourism**
- Towards regenerative nature tourism, Henna Konu, Elli Vento & Katja Pasanen
  - Advancing Tourism Education: Strategic Methodological Approaches to Address New Skill Needs in the Post-Pandemic Landscape, Olena de Andres Gonzalez & Sanna-Mari Renfors
  - Tourism higher education for sustainability transition: Perspectives from Finland and South Africa on tourism educators' change agency, Outi Kulusjärvi, Eva Holmberg, Annika Konttinen, Antonia Thandi Nzama & Kaarina Tervo-Kankare
- 16:00 –17:00      **Keynote: Publication ethics in the era of AI**
- Scott McCabe, Professor, University of Birmingham, UK
- 18:00                      **20th Anniversary Gala Dinner**

**Thursday, 23rd May 2024**

- 09:00 – 09:45      **Keynote: Business Ethics in Tourism Research: Current State and Future Directions**, José-Carlos García-Rosell, Professor, University of Oulu
- 09.45 - 11.15      **Session 3: Sustainable tourism businesses**
- Towards sustainable scenarios of 2030 in Finnish travel intermediation business, Jarmo Ritalahti
  - Circular transformation of restaurants: Integrating circular economy in restaurant operations, Sanna-Mari Renfors
  - Tourism, Biodiversity, and Cultural Ecosystem Services: exploring practices of pioneering sustainable tourism companies within Finnish Biosphere Reserves, Pinja Leino & Esko Sorakunnas
  - The potential of transformative tourism for tourism businesses, Katja Pasanen, Elli Vento & Henna Konu
- 11.15 – 12:15      **Lunch**
- 12.15 - 13:00      **Keynote: Envisioning tourism futures with the concept of proximity**  
Outi Rantala, Professor, University of Lapland
- 13.00 - 14.30      **Session 4: Sustainable and inclusive tourism for all**
- Effects of an outdoor adventure on adolescents' well-being and nature connection – a comparison with a drama workshop, Riikka Puhakka
  - The challenges of biodiversity-respectful tourism, Esko Sorakunnas
  - Ikäihmisten näkemyksiä matkailun kestävästä tulevaisuudesta ilmastokriisin kontekstissa, Aarni Tuomi & Husna Zainal Abidin
  - Ableism at music festivals, Maarit Kinnunen & Antti Honkanen
- 14:30 – 15.00      **Coffee and have a safe journey home**

## Session 1: Digital platforms, ecosystems and marketing

### Modelling Digital Tourism Ecosystem in Finland

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In this study, we examine the structure of the Finnish digital tourism ecosystem from the perspective of Destination Marketing Organizations (DMOs). Networks play a critical role in optimizing destination performance. Inter-organisational networking has been found out to lead to competitive advantage, innovations, and sustainable development (Herasimovich et al., 2024). Our goal is to identify how destinations are connected to each other as well as to different kinds of businesses in Finland. For this purpose, we employ network analysis, which is useful tool to examine the structural characteristics of tourism destinations (Shih et al., 2006). A list of 64 Finnish DMOs was obtained through Visit Finland. We developed a Python code that allowed us to scrape the websites of the DMOs for internal and external hyperlinks. Altogether 90915 external hyperlinks were collected with 3931 unique hyperlinks. Based on the web scraping of links we create the digital ecosystem model of Finnish tourism industry and its connections. The results show that there are great regional differences in tourism structure between the four major regions in Finland. We could identify eight DMO clusters in Finland. At the center of the digital tourism ecosystem are international social media websites such as Youtube.com, Facebook.com, Airbnb.fi, Instagram.com and google.com and VisitFinland.com. However, also luontoon.fi and nationalparks.fi are well connected to Finnish DMOs. DMOs also exhibit strong regional emphasis, as expected. We identify four DMOs that do not collaborate with other DMOs.

Herasimovich, V., Alzua-Sorzabal, A., & Guereño-Omil, B. (2024). Online networking behaviour of tourism stakeholders in a multi-destination region: A hyperlink network analysis. *Journal of Destination Marketing & Management*, 31, 100844.

Shih, H. Y. (2006). Network characteristics of drive tourism destinations: An application of network analysis in tourism. *Tourism Management*, 27(5), 1029-1039.

**Data, digitalization, platforms, data spaces:  
What can be achieved in a tourism mobility ecosystem?**

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3: VTT, Espoo

In the context of an increasingly digitized world, the tourism industry faces the dual challenge of meeting the expectations of digitally literate travellers while upholding principles of sustainability and responsibility. This presentation explores novel approaches and innovative solutions within the tourist service offering, emphasizing the integration of other service sectors—such as people transportation and local everyday services—to comprehensively address travellers' needs. Leveraging digital tools, we propose a paradigm shift from fragmented information to harmonized open, tourism related, machine-readable data spaces to foster a creation of services that better fulfil tourist needs. By doing so, we create opportunities for destination stakeholders to organize themselves as interconnected ecosystems, collectively working toward the common well-being and enhancing overall destination income.

Rural areas, as sustainable tourist destinations, face distinct challenges compared to urban counterparts. Chief among these challenges is tourist mobility. Vast geographic distances, scattered attractions, and limited public and private mobility services—seasonal variations further compounding the complexity—pose obstacles for independent travellers (FITs) accessing destinations and navigating them sustainably. Advancing the digitalization of all the public transportation and other local transport means in the rural destinations, thus enabling advanced trip planners would be a big step towards a solution. Integration of advanced trip planning to data on tourist attractions and services as well as other data on local context could elevate tourist experience to the next level.

However, our study has shown that there are still multiple gaps and challenges in the digital service building related to the data availability and its quality, closed platforms, data silos, lacking or standards and interoperability. As a first step to mitigate the problems, we aim at harmonizing the digital representation of tourist services and attractions and combine that to standardized travel information to create intelligently integrated tourist mobility services that make destination information mobility-aware.

## Digitaalisen markkinoinnin vaikutus muutosmatkailun kokemuksiin: Monimenetelmällinen tutkimus asiakkaiden tunteista ja reaktioista

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Matkoilla koetuilla elämyksillä voi olla voimaa saada aikaan muutoksia ajattelussa, käyttäytymisessä tai maailmankatsomuksessa, jolloin voidaan puhua muutosmatkailusta (esim. Zhao & Agyeiwaah, 2023; Kuokkanen & Kirillova, 2024). Etenkin merkityksellisyys, tunnepitoisuus ja intensiivisyys vaikuttavat kokemuksen syntyyn (Kirillova ym., 2017). Tunteet ovat tärkeässä roolissa matkailupalveluiden markkinoinnissa, sillä ne vaikuttavat matkakohteen valintaan (Yung ym., 2021; Walters ym., 2012; Bastiaansen ym., 2018) ja ostoaikomukseen (Bagozzi ym., 2016; Wang & Li, 2022). Etenkin positiiviset tunteet on tunnustettu tärkeäksi osaksi mieleenpainuvaa matkailukokemusta; muistijälki ja voimakkaat tunnekokemukset taas ovat oleellisessa osassa kokemuksen muutosvoimassa (Tung & Ritchie, 2011).

Tämän tutkimuksen tavoitteena on tunnistaa ja arvioida tekijöitä, jotka voivat lisätä tai heikentää digitaalisen muutosmatkailumarkkinoinnin vaikutusta. Muutosmatkailua on tutkittu enimmäkseen laadullisilla menetelmillä (Teoh ym., 2021; Zhao & Agyeiwaah, 2023; Rus ym., 2022), ja tunnereaktioita yleisesti kyselyillä tai itsearviointeilla (Li ym., 2015). Näiden lisäksi käytössä ovat erilaiset psykofysiologiset mittaukset, mutta kaikissa puuttumaan jää miksi henkilö tuntee ilmenneitä tunteita (Hosany ym., 2021). Näin ollen tässä tutkimuksessa hyödynnetään ymmärryksen laajentamiseksi monimenetelmällistä tutkimusta. Yhteensä 78 testaaajaa on osallistunut kolmivaiheiseen tutkimusprosessiin. Prosessi koostuu ennakkokyselystä, katseenseurantaa ja kasvojen ilmeiden tunnistusta hyödyntävästä testauksesta sekä jälkihaastattelusta. Testaus hyödyntää iMotions-ohjelmaa, jonka algoritmi tunnistaa kasvojen ilmeistä tunnetiloja reaaliajassa ilman, että testaaajan kokemusta häiritsevät ihoon kiinnitettävät sensorit (Nordhorn ym., 2018; Stöckli ym., 2018). Lisäämällä testaukseen ennakkokyselyn ja jälkihaastattelun, voidaan tulosten luotettavuuden parantamisen lisäksi saada myös syvempää ymmärrystä reaktioiden syistä.

Tutkimus toteutetaan osana Business Finlandin rahoittamaa ”Kestävyttä edistävien muutoselämysten liiketoiminnalliset mahdollisuudet matkailualalla” -hanketta. Tutkimusaineiston kerääminen päättyi helmikuussa 2024, joten symposiumissa on tarkoitus esittää tuoreita alustavia tutkimustuloksia. Tulokset antavat tietoa millainen digitaalinen markkinointi lisää asiakkaiden kiinnostusta muutosmatkailuelämyksiä kohtaan. Ymmärtäessään paremmin matkailijoiden tunnekokemuksia yritykset voivat suunnitella markkinointiviestintäänsä siten, että ne herättävät haluttuja tunteita, kiinnostuksen ja jättävät muistijäljen, joka johtaa toivottuun ostopäätökseen.

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## Parallel Session 2a: Tourist motivation and experiences

### **The relationships between happiness, wellness tourist motivation, and tourism destinations among Finnish wellness travellers during crises**

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We live in times, where the ecological crisis and the Covid-19 pandemic are two of the most disruptive events humankind has faced recently, tremendously changing our everyday lives, practices, consumption, and tourism behaviour (Benjamin et al., 2020; Cheer, 2020; Gössling et al., 2020; Choudhary & Qadir, 2021; Sivanandamorthy, 2021). These crises have further accelerated the importance of wellness, the active pursuit of activities, choices, and lifestyles leading to a state of holistic health, resulting in wellness becoming one of the most important consumer values, means of resilience, and a lifestyle priority for many around the globe (GWI, 2021; 2023).

This paper examines the relationships between happiness, wellness tourist motivation, and tourism destinations among Finnish wellness travellers during crises, “the happiest country in the world” (Helliwell et al., 2022). Qualitative and quantitative data were collected from Finnish wellness travellers via a survey (n = 520) in fall 2021. The findings highlighted that Finnish happiness is largely based on eudaimonic-oriented meaning-seeking focusing on long-term happiness rather than hedonic-oriented and short-term pleasure-seeking: relationships, nature, rest and relaxation, and health and well-being. These motivations echo Finnish wellness travellers’ destination preferences: spas, urban destinations, national parks, and outdoor recreation areas. This paper contributes to previous tourism literature by providing the industry with new insights into travel motivations and the sources of happiness, especially in Finland.

## Customer experiences of a hotel room within travelling

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Travelling for work or leisure usually includes an overnight stay, which often happens in a hotel. Commonly, travelers are booking a hotel room depending on their needs. For some travelers, the room may be a crucial part of the travel experience, but for others just a place to sleep and have some rest. Although a place to stay overnight is an essential part of travel, the role of the room as an element of a travel experience has got surprisingly little attention among the researches (e.g. Hosan et al., 2022; Kim & Perdue, 2013; Lvov & Komppula 2024; Pesonen et al., 2019; Torres & Kline, 2013; Unger et al, 2016; Uriely, 2005). Alone, hotel guests are the main users of the hotel room. They have various reasons to stay in the hotel, which influence the experiences of the hotel room. Hence, those reasons (for example, during business or leisure trips) shape how the customers are acting in the hotel environment. It is not two different persons - business and leisure customer who are accommodated in the hotel; it is a same person in different roles. Through the customers understanding of themselves in the hotel room – one can understand the role of the hotel room. This study strives to find out how the customers interpret the meaning of the room within their work related and leisure trips. Narrative interviews were conducted among Finnish travelers, who have taken both work-related and leisure trips during the last 24 months. Though travelers are often referred to as business and leisure customers in the hotel accommodation context, the research results show that often during work-related trips customers would expect services to fulfil their relaxation and stress relief needs. Still, customers will recognize the work motives of their trip, combined with their own preferences and work-life balance. In customers leisure trips, expectations and received experiences are dependent on whom the hotel guests are travelling with. In general, respondents refer to the hotel overnight stay as the sum of all the experiences and the hotel room as a key important element of it.

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### What kind of tourism service leads to a transformative tourism experience?

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University of Eastern Finland,  
Riitta Koivisto, Sari Minkkinen, Petra Blinnikka & Minna Tunkkari-Eskelinen;  
Jamk University of Applied Sciences

Transformative tourism refers to a situation where during a holiday trip an individual experiences something that leads to long-term or even permanent changes in his/her life (transformative tourism experience) (Zhao & Agyeiwaah, 2023; Teoh et al., 2023). These changes can be usually considered as positive. They can be subjective, such as adopting new routines that support personal well-being, or impact also the surrounding world, if an individual, for instance, changes his/her lifestyle to be more sustainable and environmentally friendly (Tasci & Godovykh, 2021; Teoh et al., 2023).

As transformative tourism experiences are complex and multilateral, they are challenging to examine and understand (Teoh et al., 2021). Additionally, the service provider's perspective is clearly underrepresented in the previous research, which has typically focused on the customer's viewpoint (Teoh et al., 2021). In this study, we have analyzed the Finnish service providers' views concerning the transformative potential of their services: how the transformation is actualized in their customers and what kinds of elements can trigger the transformation process.

The data of this study consists of 21 company interviews conducted during the summer and autumn of 2021. The preliminary data analysis has been conducted by thematic content analysis. According to our results, customers' transformative tourism experiences are related to increasing responsibility/sustainability, learning, and self-confidence. The results demonstrate that a service provider or a customer servant has a crucial role in the formation of the customer's transformative experience.

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Zhao, Y. & Agyeiwaah, E. (2023). Understanding tourists' transformative experience: A systematic literature review. *Journal of Hospitality and Tourism Management*, 54(2023), 198-199.

## Parallel Session 2b: Change-makers in tourism

### **Towards regenerative nature tourism**

Henna Konu, Elli Vento & Katja Pasanen

University of Eastern Finland, Business School

Recently, the regenerative paradigm has started to emerge also in tourism studies, and previous studies on the topic have emphasised that travel needs to become more conscious in order to ensure more regenerative forms of tourism (Ateljevic, 2020; Hussain, 2021), which take a transformational approach to creating net positive effects for human societies and ecosystems (Bellato et al., 2022b; Luong et al., 2024). Studies have indicated that regenerative approaches are needed to re-invest in people, places, and nature to ensure the long-term renewal and flourishing of social-ecological systems (Dredge, 2022).

This study focuses on examining the role of individuals, tourism entrepreneurs and tourists, role in changing tourism to a more regenerative direction. Some studies have indicated that meaningful nature-based experiences have the potential to be transformative and to positively affect environmentally friendly practices and nature conservation (e.g. Grénman et al., 2024; Kelly, 2024; Pope & Konu, 2024). This study focuses on the starting point for the examination of the possible changes in tourism entrepreneurs and tourists for developing more regenerative mindsets. This study is part of a wider “Regenerative Nature Tourism” project funded by Interreg Aurora.

This study presents the starting point for exploring the potential changes in mindsets which later on is studied with longitudinal empirical studies among nature-based tourism entrepreneurs and their customers.

Ateljevic, I. (2020). Transforming the (tourism) world for good and (re)generating the potential ‘new normal.

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## Advancing Tourism Education: Strategic Methodological Approaches to Address New Skill Needs in the Post-Pandemic Landscape

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The World Economic Forum's 2023 Future of Jobs Report, surveying over 800 companies in various industries, including 11,3 million employees, forecasts that 44% of worker skills will be outdated within five years. By 2027, 60% of workers will need retraining, but currently, only half can get adequate training [1]. Companies plan to invest in learning and on-the-job training as critical strategies for meeting business goals [1]. These skills needs were highlighted in the EU Skills Agenda already in 2020 [2], augmented by the Pact for Skills, a vital initiative to mobilize stakeholders toward upskilling and reskilling European workers to meet the demands of the tourism industry [3].

The PANTOUR project, as part of the Pact for Skills initiative, aims to provide a comprehensive study to address new needs for the future in digital, green, and social skills and to create modules and educational solutions to address these needs. Field research was completed by project partners in August 2023, resulting in 100 interviews, 50 best practices, and 873 survey participants. The project plans to develop training programmes to meet these emerging needs and benchmark studies on job evolution and the impact of COVID-19 on employment based on research on the skills gaps in the tourism industry and developing new occupational profiles. Under the project, training content and methodologies recommendations were prepared to develop work-based and blended learning training programmes effectively. Four partner countries hosted a skills thematic group discussion to refine pedagogical methods for teaching green, digital, and social skills in tourism, focusing on effective teaching, course delivery considerations, and assessment methods. The discussion results led to the creation of a Methodology Menu to be used for future training programmes development. Based on blended learning, this approach addresses future workforce demands, ensuring that the tourism industry remains resilient and adaptive in the face of ongoing digital transformation and environmental challenges.

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**Tourism higher education for sustainability transition:  
Perspectives from Finland and South Africa on tourism educators' change agency**

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Tourism researchers have called for a transformation of tourism higher education to better respond to the ongoing societal and environmental changes. Tourism higher education should better offer industry-relevant skills (Lo, 2005). Simultaneously, it should aim to build students' capacity to transform society (Edelheim, 2020). Since the Covid-19 pandemic tourism students need new kinds of knowledge, skills, and attitudes to operate in the tourism economy.

To understand the education transformation processes as they unfold in everyday work, the study examines this landscape of educational changes from the perspectives of tourism teachers. The study explores educators' individual and collective change agency for sustainability transition in tourism education. The data was collected via group interviews with 23 tourism teachers in universities and universities of applied sciences in Finland and in South Africa in 2023. The countries selected provide us with a wide array of perspectives on the ongoing changes in the tourism sector and tourism higher education. The study draws on tourism education research and economic geography conceptualizations on communities of practice (Olson & Craig, 2001).

The initial study results indicate that tourism educators identify sustainability, socio-economic inclusion, employee well-being, digitalization, innovativeness and transformative capacity as the main areas of transformation in the tourism sector. However, sustainability transition priorities differ between Finland and South Africa. Further, educators recognize their individual change agency through education planning and teaching (within the curriculum frames) and have taken action to build desired students competences. Nevertheless, sustainability education is rarely developed cooperatively among teachers in HEIs. Rather, educators gain new perspectives to teaching through dialogue with students and industry. In the presentation, it is discussed how to strengthen collective sustainability agency of tourism teachers both in individual institutions and between them in transnational partnership.

Keywords: Sustainability education; tourism education; sustainability transition; communities of practice

## Session 3: Sustainable tourism businesses

### **Towards sustainable scenarios of 2030 in Finnish travel intermediation business**

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The tourism industry is facing huge challenges due to changes in the global economic, environmental, political and social environments. Topical issues in tourism industry have been digitalization and sustainability. However, strong changes in the global climate, political unrest especially in Europe and changing attitudes in both tourism generating and destination countries are shaping directions of the megatrends.

This study describes especially futures' insights of experts of Finnish travel intermediaries who were members of SMAL's work group of responsible tourism in 2022-2023. The Futures' data was collected with Delphi method of three rounds. The population of the one-year period of data collection was 12-14 people, and the sample 5-9 people. The aim of the Delphi panels was not to reach a total agreement, but a joint understanding of the themes impacting the industry in 2030.

The first Delphi rounds defined the megatrends that were sustainable development and digitalization. The challenges in sustainable development will be climate change and responsibility. Finns will spend their holidays abroad including neighbor and some Mediterranean countries, activity holidays, and second homes. Criteria for Finns to choose holiday destinations will be price, easiness to travel, short flights, activity supply, and good price and quality ratio.

The second Delphi round went deeper into the results of the first round: Climate change and decline of biodiversity are threats to tourism industry. However, flying will remain an important way to travel. All the tourism stakeholders won't engage to sustainable and responsible business. Finns won't prioritize domestic travel more than now.

The third Delphi round wrapped up the Delphi study by concluding that tourists should travel more by rail and take more responsibility in the fight against the decline of the biodiversity. Travel intermediaries will have more responsibility in fighting against climate change.



## **Circular transformation of restaurants: Integrating circular economy in restaurant operations**

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The circular economy is seen as a potential solution to address the environmental concerns of the restaurant industry, offering a set of practices to support the industry in achieving more efficient use of resources. It is seen as a model to rethink and reshape restaurant operations more sustainable. However, studies relying on circular economy as a theoretical framework in the restaurant context are scarce.

This study aims to increase understanding of how a circular restaurant operates in practice. It provides insight into the circular transformation of restaurants, which has not been previously explored holistically at the restaurant level. The study adopts a qualitative, multiple case study methodology, assessing six pioneer restaurants fully embracing circular economy in their operations.

The results show that a circular restaurant can be defined as a restaurant based on a systemic design to eliminate waste, keep materials in circulation, and regenerate the environment. A circular restaurant re-designs and reverses the supply chain, designs circular menus, is committed to closed-loop cooking, and reprocesses the remaining waste. In addition, a circular restaurant features a circular interior design and embraces its social capital.

This knowledge is critical because restaurants and their chefs need encouragement to start their circular journey and accelerate the circular transition of the restaurant industry. Various practical implications for chefs who can lead the transition to a more circular food system by adopting circular practices are included.

Keywords: circular economy; circular practices; hospitality operations; restaurant management; sustainability

## Tourism, Biodiversity, and Cultural Ecosystem Services: exploring practices of pioneering sustainable tourism companies within Finnish Biosphere Reserves

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In recent years, biodiversity loss has emerged as a significant global threat alongside climate change, and in addition to the carbon footprint, the tourism industry also has a large biodiversity footprint. Tourism, especially nature-based tourism, depends on its operating environment, i.e., the quality of the local natural environment (e.g., Pueyo-Ros, 2018; Margaryan et al., 2022). Biodiversity and cultural ecosystem services provided by nature, such as landscape and recreation values, affect the attractiveness of the destination. Although the nature-based tourism industry benefits from local natural environments and the ecosystem services they provide, tourism companies on a large scale do not actively participate in local nature conservation goals (Aapala et al. 2017; Mäntymaa et al. 2021) although some good examples also exist (e.g., Tolvanen et al. 2020). The reason may be that tourism companies do not understand the importance of biodiversity or ecosystem services for business, and hardly any operating models and practices support the matter (Konu & Tyrväinen 2020). So far, there is little information on how tourism firms can contribute to maintaining the local natural environment, especially cultural ecosystem services and biodiversity.

Our study focuses on how tourism businesses operating in the UNESCO Biosphere Reserves of North Carelia (Finland) and the Archipelago Sea (Finland) perceive and value biodiversity and cultural ecosystem services. We aim to explore the significance of nature values for these businesses and examine practical measures to promote sustainable tourism while preserving biodiversity and ecosystem services. The study is currently progressing, and preliminary results from tourism firm interviews are presented in the symposium.

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## The potential of transformative tourism for tourism businesses

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Transformative tourism has gained a lot of attention in academic literature, and it has been defined in many ways (e.g. Kottler, 1997) and from many theoretical perspectives (e.g. Mezirow, 1994). In this research, we define transformative tourism as tourism that has the potential to transform the traveller in some way (e.g. gaining new knowledge or skills, changing attitudes, behaviour or outlook on life). The transformation is seen as a process, which effects are still visible in some way after the traveller has returned to his home environment (Teoh et al., 2023).

Previous research has focused on researching specific forms of tourism services that can stimulate transformation (e.g. Teoh et al. 2023) and analysing the mechanisms of transformative experiences (e.g. Kirillova et al. 2017). The market potential of transformative tourism has gained less attention. However, in addition to the academics, the topic is of interest to tourism businesses as a possible future service form at times when tourists are seeking meaningful and responsible experiences.

This research aims to discover the potential of transformative tourism for the Finnish tourism sector in the case of two market areas, Finland, and Germany. The data will be collected in March-April 2023 with an electronic consumer panel survey in both target markets, aiming to reach 500 consumers in both countries. First, the participants will be asked, what are the important aspects or motivations for them when travelling. Second, they are asked to assess how interested they would be in different tourism products and services (28 different services or products) that might have the potential to create transformative experiences. Third, the respondents are asked to estimate their willingness to pay concerning six of these services. This research is a work in progress. The first preliminary results will be presented at the symposium.

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## Session 4: Sustainable and inclusive tourism for all

### **Effects of an outdoor adventure on adolescents' well-being and nature connection – a comparison with a drama workshop**

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In urbanized societies, young people's outdoor experiences have decreased as their lifestyles, including leisure activities, have become more sedentary and technologically oriented. Meanwhile, research has shown that positive nature experiences enhance health and well-being and promote pro-environmental behaviors and attitudes. While outdoor adventures including physical and mental challenges are recognized as enhancing young people's personal and interpersonal development and connection with nature, the benefits for their well-being have been less studied. Furthermore, it remains unclear whether similar benefits could be achieved by organizing other, such as arts-based activities for young people.

This mixed methods study examines how participation in a three-day nature hike affects 15- to 16-year-old adolescents' (n=16) perceived well-being and connection with nature compared to participation in a three-day drama workshop indoors (n=17). The study is based on survey and interview data collected from two ninth-grade classes in the city of Lahti, Finland, in 2022.

The results indicate the positive effects of overnight recreational activities on adolescents' well-being, especially on their social interaction and group cohesion. The quantitative results do not provide evidence that outdoor adventures are more beneficial to well-being than arts-based activities. Based on the qualitative findings, however, the characteristics of an outdoor adventure – engaging with a natural environment without modern amenities, breaking with daily routines, and participating in challenging and even risky outdoor activities – support adolescents' well-being by enabling them to feel calm and escape their everyday worries, to achieve the feeling of mastery, and to be themselves. Participation in outdoor activities also supports adolescents' nature-related curiosity and their motivation to engage with nature in leisure time, which may ultimately enhance their connection with nature. The results highlight the benefits of incorporating outdoor adventures as well as arts-based activities into adolescents' everyday lives.

## Luonnon monimuotoisuutta kunnioittavan matkailun haasteet

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Luonnon monimuotoisuus, biodiversiteetti, vähenee jatkuvasti. Tämä luonnon köyhtyminen on ihmisen aiheuttamaa ja se on 2000-luvulla noussut ilmastonmuutokseen verrattavaksi uhkaksi tulevaisuudelle ja turvallisuudelle (BIODIFUL, 2024; World Economic Forum, 2024). Matkailun ja luonnon monimuotoisuuden suhde on monitahoinen ja ristiriitainenkin. Biodiversiteetti on matkailun suora vetovoimatekijä, sillä kauniit maisemat, mielenkiintoiset luontokohteet, miellyttävä ilmasto ja eläinlajien tarkkailu houkuttelevat matkailijoita. Lisäksi biodiversiteetti ylläpitää elintärkeitä luonnon ekosysteemipalveluita, jotka tarjoavat raaka-aineita, ruokaa ja jopa hengittämämme hapen. Toisaalta matkailu myös aiheuttaa luontokatoa kuluttamalla luonnonvaroja, kiihdyttämällä ilmastonmuutosta, saastuttamalla, lisäämällä maankäyttöä ja levittämällä vieraslajeja (IPBES, 2019; WTO, 2010). Lisäksi matkailijat voivat kohteessa häiritä eläimiä ja kuluttaa kasvillisuutta haitallisesti (Hall, 2010). Positiivisena puolena on, että vastuullisesti toteutettuna matkailu voi myös suojella luonnon monimuotoisuutta korvaamalla haitallisempia elinkeinoja sekä tukemalla luonnonsuojelualueiden perustamista (Secretariat of the Convention on Biological Diversity, 2015).

Matkailun ja luonnon monimuotoisuuden suhdetta koskevan laajan kirjallisuuskatsauksen perusteella tasapainon löytämistä matkailun negatiivisten ja positiivisten biodiversiteettivaikutusten välillä vaikeuttavat: 1) tarkastelun destinaatiokeskeisyys, 2) vaikutusmekanismien moninaisuus, 3) vaikutusten mittakaava ja mitallisuus sekä 4) vallitseva välineellinen ajattelu. Vaikutustarkastelut keskittyvät matkailussa edelleen pääasiassa destinaatioissa tehtäviin toimenpiteisiin, vaikka usein valtaosa – jopa yli 90 % – matkailun ympäristövaikutuksista syntyy matkustamisesta kohteeseen ja takaisin (Gössling & Hall, 2006). Huomio on toistaiseksi yksittäisissä luontokatoa aiheuttavissa tekijöissä, kun todellinen vaikuttavuus edellyttäisi haittojen laaja-alaisempaa tunnistamista. Lisäksi luonnon köyhtymisen mittaaminen on vaikeampaa kuin ilmastovaikutusten osoittaminen, mistä johtuen paikallisia suojelutoimia on hankala suhteuttaa globaaleihin haittoihin. Toistaiseksi matkailun ja biodiversiteetin suhdetta leimaa myös välineellisyys, jossa luonnon merkitys mitataan ensisijaisesti sen kykyä tuottaa taloudellista hyötyä. Aidosti biodiversiteettiä kunnioittavassa matkailussa suhteen tulisi kuitenkin muuttua kokonaisvaltaisemmaksi ja laajemmin luontoarvot huomioon ottavaksi, mikä haastaa matkailutottumuksia ja kulutuskäyttäytymistä.

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## Ikäihmisten näkemyksiä matkailun kestävästä tulevaisuudesta ilmastokriisin kontekstissa

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Ilmastonmuutos on yksi aikamme polttavimmista maailmanlaajuisista kriiseistä, myös matkailuliiketoiminnan kontekstissa. Vaikka nuorten ja nuorten aikuisten ilmastoahdistus on varsinkin mediassa ollut eri näkökulmista esillä (esim. Elokapinan kansalaistottelemattomuus, Greta Thunbergiin henkilöityvä nuorisoaktivismi, lentohäpeän käsite), on ikäihmisten, etenkin yli 60-vuotiaiden, ääni jäänyt julkisessa keskustelussa vähemmän edustetuksi (Pillemer et al. 2020). Jaettu huoli tulevaisuudesta ei kuitenkaan rajoitu vain nuoriin ja nuoriin aikuisiin, ja esimerkiksi erilaiset ikäihmisten muodolliset ja epämuodolliset yhteisöllisyyden muodot, vaikkapa Facebookin kautta toimiva Aktivistimummot-verkosto tai Sveitsissä toimiva Senior Women for Climate Action -järjestö ovat kasvattaneet viime vuosina suosiotaan.

Käynnissä olevan tutkimuksemme tavoitteena on kartoittaa suomalaisten, hollantilaisten ja japanilaisten yli 60-vuotiaiden näkemyksiä matkailun kestävästä tulevaisuudesta ilmastokriisin kontekstissa. Tutkimusavaus on uniikki, sillä aihetta aiemmin kartoittaneet vastaavat tutkimukset ovat yleensä omaksuneet matkailijan näkökulman (Tussyadiah & Miller, 2020), matkakohteessa pysyvästi asuvan, vastaanottavan tahon näkökulman sijaan. Tutkimuskysymyksemme ovat: 1) Miten paikalliset ikäihmiset näkevät asuinalueensa tulevaisuuden kansainvälisen matkailun kontekstissa, vuonna 2034? 2) Mitkä ovat paikallisten mielestä matkakohteen tärkeimmät säilytettävät tekijät?

Kvalitatiivinen tutkimusprojekti pohjaa tulevaisuudentutkimuksen käsitteistöön ja menetelmiin, hyödyntäen aineistonkeruussa letters from the future -menetelmää. Projekti on kaksivaiheinen: 1) ikäihmisten tulevaisuuskuviin keruu ja analyysi sekä 2) tulevaisuuskuviin havainnollistaminen ja toivottavien tulevaisuuksien kartoittaminen.

Käytännössä ensimmäisessä vaiheessa tarkoituksena on kerätä laadullisella kyselylomakkeella noin 150 'tulevaisuuskirjettä' (50 suomesta, hollannista ja japanista). Kirjeet analysoidaan teemoittamalla, pyrkien tunnistamaan tulevaisuuskuviin yhteisiä tekijöitä ja keskeisiä teemoja. Jos aineistossa nousee vahvoja kulttuurillisia eroja, myös nämä huomioidaan analyysissä. Tutkimuksen toisessa vaiheessa analyysin pohjalta koostetaan noin 10 tulevaisuuskuva, jotka visualisoidaan hyödyntäen generatiivista tekoälyä (text-to-image-malli Midjourneyta ja text-to-video-malli Sora). Lopuksi tulevaisuuskuvat avataan virtuaalisen gallerian kautta julkiseen kommentointiin. Kommentoinnin tarkoituksena on tunnistaa erilaisista tulevaisuuskuvista toivottavimmat, hyödyntäen Inayatullahin future generations thinking (1997) ja six pillars (2008) -menetelmiä. Juhlasymposiumesityksessä raportoidaan tutkimusprojekti etenemistä ja alustavia tuloksia.

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### Ableismi musiikkifestivaaleilla

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Vammaiset lapset kokevat kiusaamista ja väkivallan uhkaa enemmän kuin muut (Luoma ym., 2022), ja ableismi jatkuu käytännössä läpi elämän. Kun vammaisten osallistumista musiikkifestivaaleihin on tutkittu, päähuomio on yleensä fyysisessä esteettömyydessä (Alvaro, 2022; Castle ym., 2022), mikä on toki monille tärkein osallistumisen edellytys. Asenteiden merkitys on kuitenkin tärkeä osa inklusiivisuutta ja pyrimmekin tällä tutkimuksella tuomaan lisätietoa ableismin ilmenemismuodoista suomalaisilla musiikkifestivaaleilla.

Tutkimusaineistomme oli yleisölle suunnattu Festivaalibarometri 2022 ja viisi semi-strukturoitua syvähaastattelua, jotka tehtiin maaliskuussa 2023. Määrällinen aineisto (N=18 164) sisälsi 202 vastausta vammaisilta ja/tai pitkäaikaissairailta. Tilastollinen analyysi osoitti, että he kokevat enemmän ja muutakin kuin vammaisuuteen liittyvää epäasiallista käytöstä. Heihin kohdistuu tällaista käytöstä myös muita osallistujia enemmän festivaalilla työskenteleviltä henkilöiltä: järjestysenvalvojalta, asiakaspalvelijoilta ja muilta festivaalityöntekijöiltä.

Haastatteluihin osallistui kaksi pyörätuolia käyttävää, yksi sokea sekä kaksi neuroepätyypillistä, joista toisella oli myös autismin kirjoja. Haastatteluaineistoon, jota oli yli kuusi tuntia, käytettiin tulkitsevaa fenomenologista analyysia. Ableistiset asenteet jaettiin hyvántahtoisuuteen, ymmärtämättömyyteen, epäluuloon ja häirintään, ja näihin sortuivat niin yleisön jäsenet kuin festivaalihenkilöstökin. Haastateltujen kertomukset toivat esiin laaja-alaista puuttumista vammaisten osallistujien festivaalielämykseen aina holhoavasta koskettelusta seksuaaliseen häirintään, joka olisi voinut päättyä raiskaukseen. Toisaalta vammaiset saatiin jättää asiakaspalvelutilanteessa täysin huomiotta.

Vammaisiin kohdistuvaa epäasiallista käytöstä musiikkifestivaaleilla ei ole juuri tutkittu (poikkeuksena Kinnunen & Honkanen, 2023) ja esimerkiksi Walters (2023) toteaa, että vammaistutkimus ei ole vielä olennainen osa kriittistä tapahtumatutkimusta. Pyrimme omalta osaltamme tuomaan esiin ableistisia asenteita, joita vammaiset kohtaavat musiikkifestivaaleilla.

Tutkimuksen perusteella festivaalijärjestäjien tulisi kiinnittää entistä enemmän huomiota turvallisemman tilan periaatteisiin ja niiden kommunikointiin, kaikkien festivaalialueella työskentelevien kouluttamiseen, jotta he osaisivat kohdata vammaisia, sekä määrätietoisin toimiin, joilla ableismin viime kädessä puututaan.

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