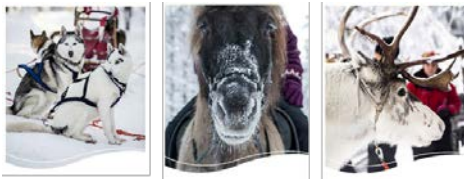


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Lapland Tourists' Views on Animals Working in Tourism



Dear reader

- This report is one of a series of reports and infographics on **animal-based tourism services in Lapland** published by The Multidimensional Tourism Institute (University of Lapland).
- The report addresses the results of a study, which focused on the **Lapland tourists' consumer behavior and attitudes towards animals and animal-based tourism. Furthermore, the influence of respondents' background characteristics is explored.**
- The series of reports is an output of the **project "Animal Welfare in Tourism Services"** (2016-2018). The aim of the project is to promote both, the welfare of animals used in tourism services in Lapland and the possibilities for animal-based tourism firms and other stakeholders to benefit from the responsible practices in animal-based tourism.

Additional information

- Implementation and funding
 - ✓ Multidimensional Tourism Institute (MTI) (Lapland UAS and University of Lapland)
 - ✓ The School of Industry and Natural Resources (Lapland UAS)
 - ✓ Centre for Economic Development, Transport and the Environment/European Agricultural Fund for Rural Development (EAFRD)
- More information about the project “**Animal Welfare in Tourism Services**” and its sister project “**Animals and Responsible Tourism**” (funded by Business Finland/European Regional Development Fund) is available from the online sources introduced in the end of the report.

The Data

- The data were gathered in Rovaniemi during June 2016 – February 2017.
- Cluster sampling was used as a sampling method in the study. The data were gathered in the airport, city center and Santa Claus Village. Data gathering in the airport was mainly focused on the departures of charter flights in order to get a representative sample of the tourists coming from the most important target markets of Lapland. All the respondents were selected randomly. The respondent had to be over 15 years old.
- The data were collected through a semi-structured survey. The questionnaires were available in six different languages: Finnish, English, German, Spanish, Russian and Mandarin.

The Data

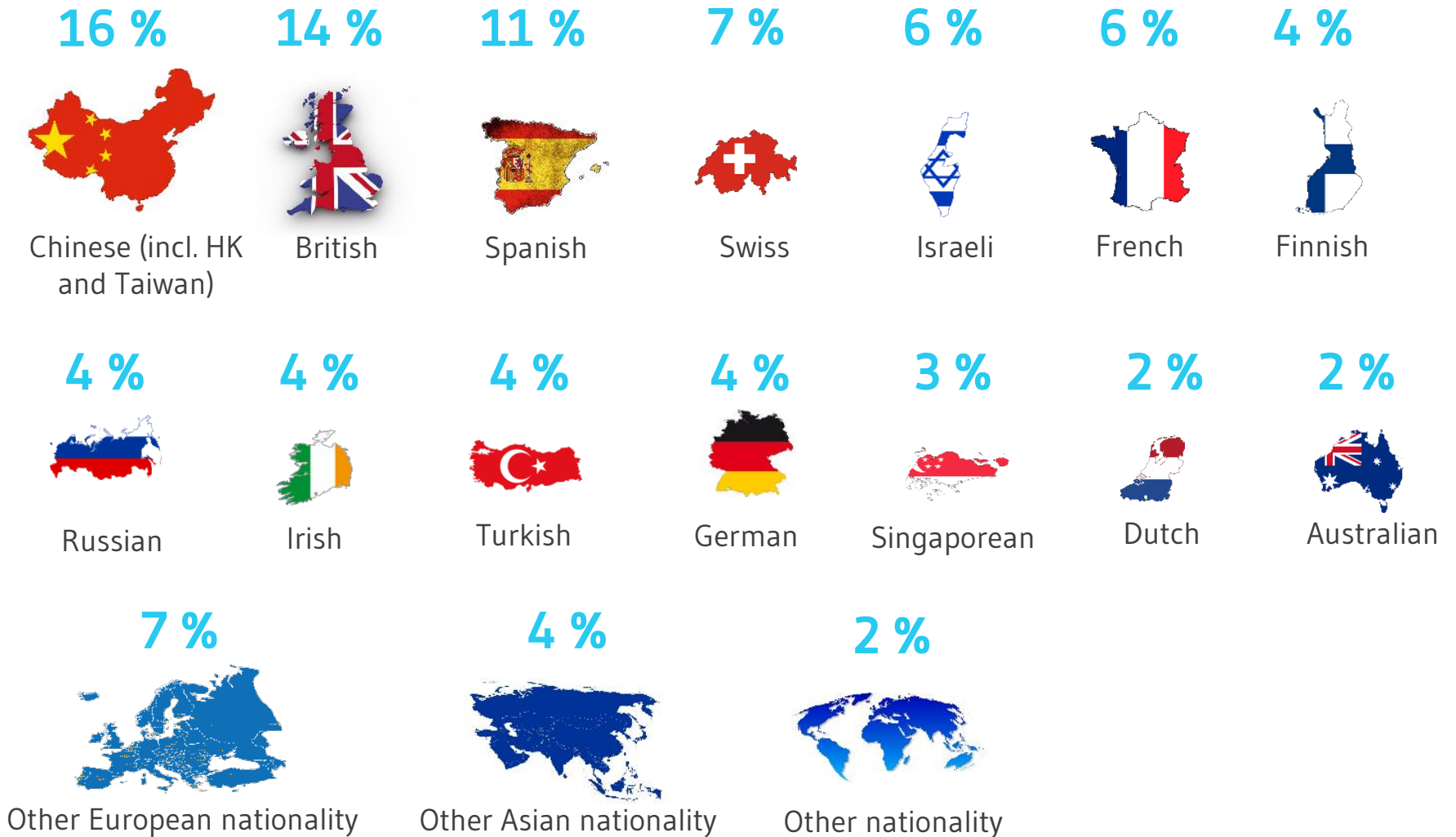
- 601 questionnaires were returned altogether. 108 potential respondents refused to participate. Therefore the response rate is 85%. 25 of the completed questionnaires had to be excluded as they were filled incompletely.
- **The data consist of 586 responses. The results presented in this report are based on these data.**
- Researchers of the University of Lapland were responsible of the data gathering. Students of the Lapland UAS and University of Lapland participated in the data gathering.

Background characteristics



Photo: Lapland Material Bank, Terhi Tuovinen

Nationality



Gender and residence

60 %



40 %



63 %



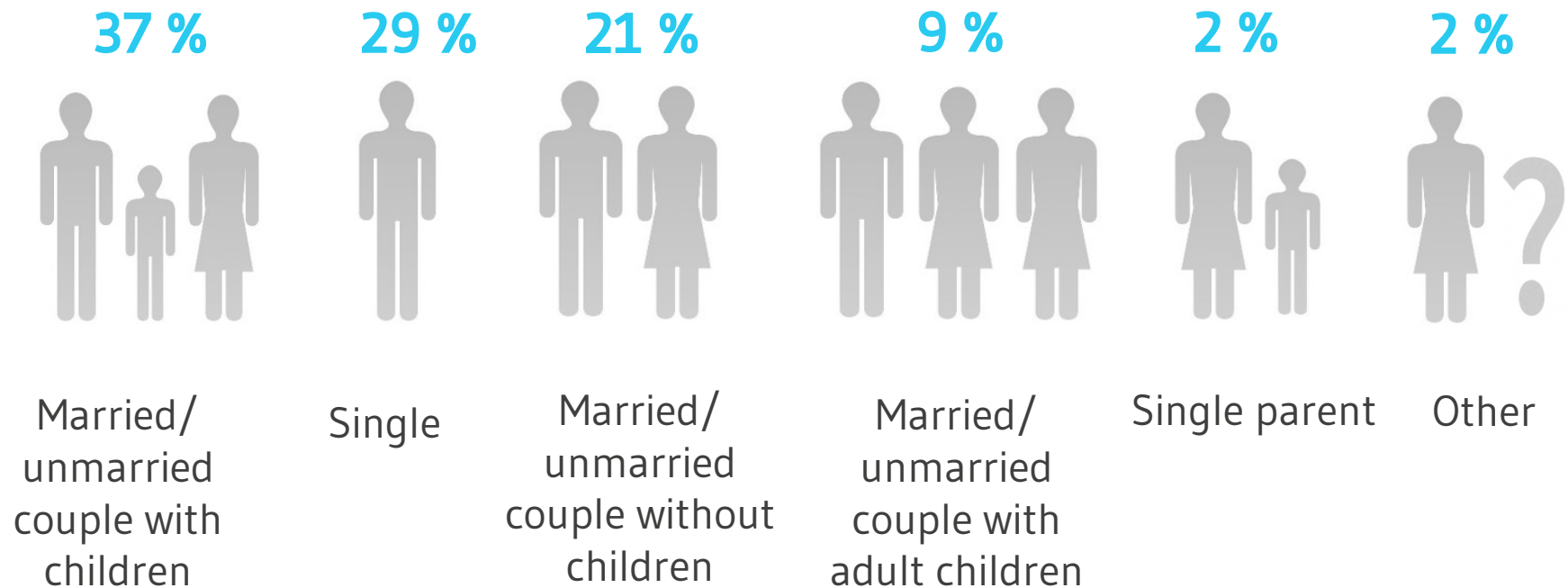
Urban

37 %



Rural

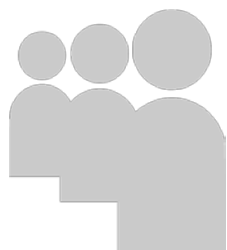
Family status and animal ownership



51 % are animal owners

Age

13 %



15 to 24
years

29 %



25 to 34
years

30 %



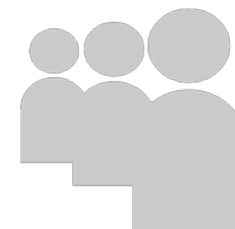
35 to 44
years

16 %



45 to 54
years

12 %



55 years
or older

Educational stage

8 %



Comprehensive
school

18 %



Secondary/
vocational
education

39 %



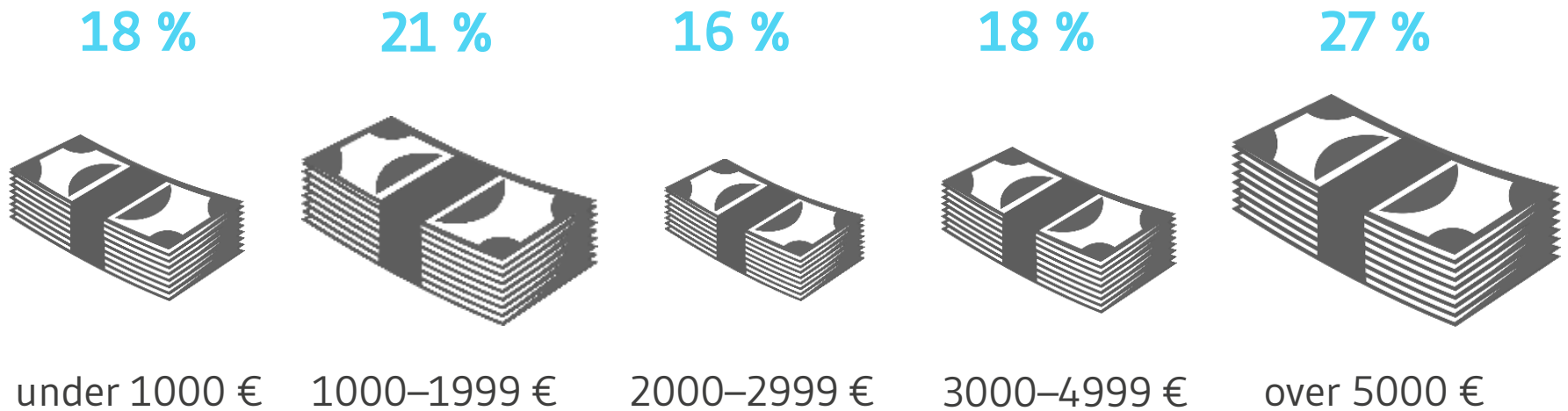
Undergraduate
education (Bachelor)

35 %



Graduate education
(Master, PhD)

Monthly income (gross)

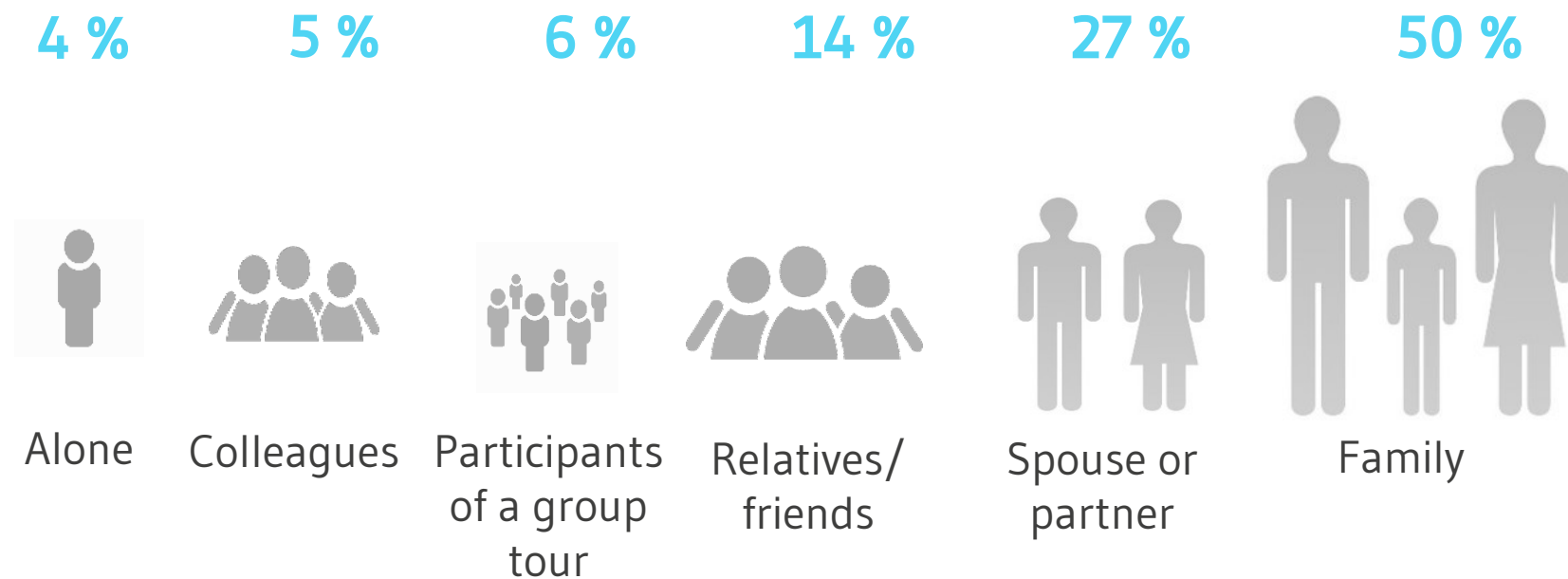


Trip planning



© Lay / Marko Juntila

Travel companion



*The sum of the answers is more than 100% as a respondent may have chosen several options (e.g. partner and friends).

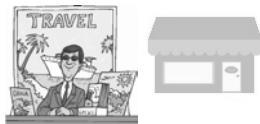
Purchasing a trip and other services

7 %



Incentive
trip

12 %



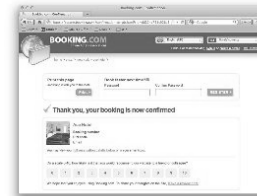
Ready-made travel
packages from a
tour operator and
directly from local
companies

15 %



Directly from
local
companies

28 %



Trough web
search engines
and directly from
local companies

39 %



Ready-made travel
packages from a
tour operator

*The sum of the answers is more than 100% as a respondent may have chosen several options.

Pre-trip information search

37 %



Social media

13 %



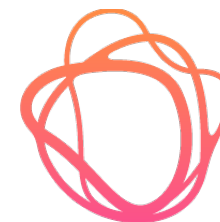
Domestic tour operator

12 %



Relatives and friends

11 %



Visit Finland

9 %



Local tourism companies

6 %



Local DMOs (e.g. Visit Rovaniemi)

6 %



Other source

4 %



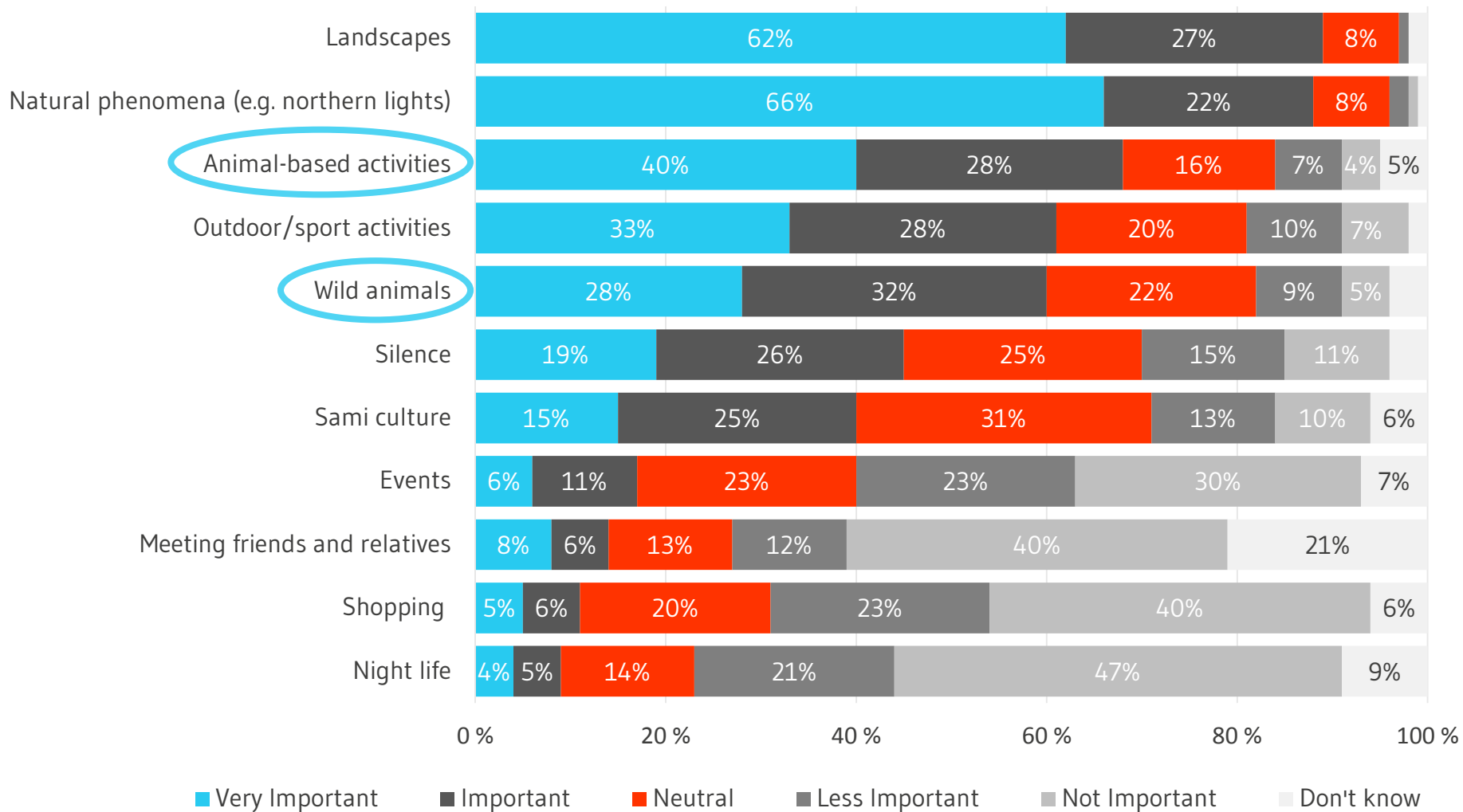
Nowhere

2 %



Foreign tour operator

Reasons to visit Lapland



Reasons to visit Lapland

68 % CONSIDER ANIMAL-BASED ACTIVITIES (E.G. DOG SLEDDING AND REINDEER SAFARIS) AS A VERY IMPORTANT OR IMPORTANT REASON TO VISIT LAPLAND



These activities are more important for:

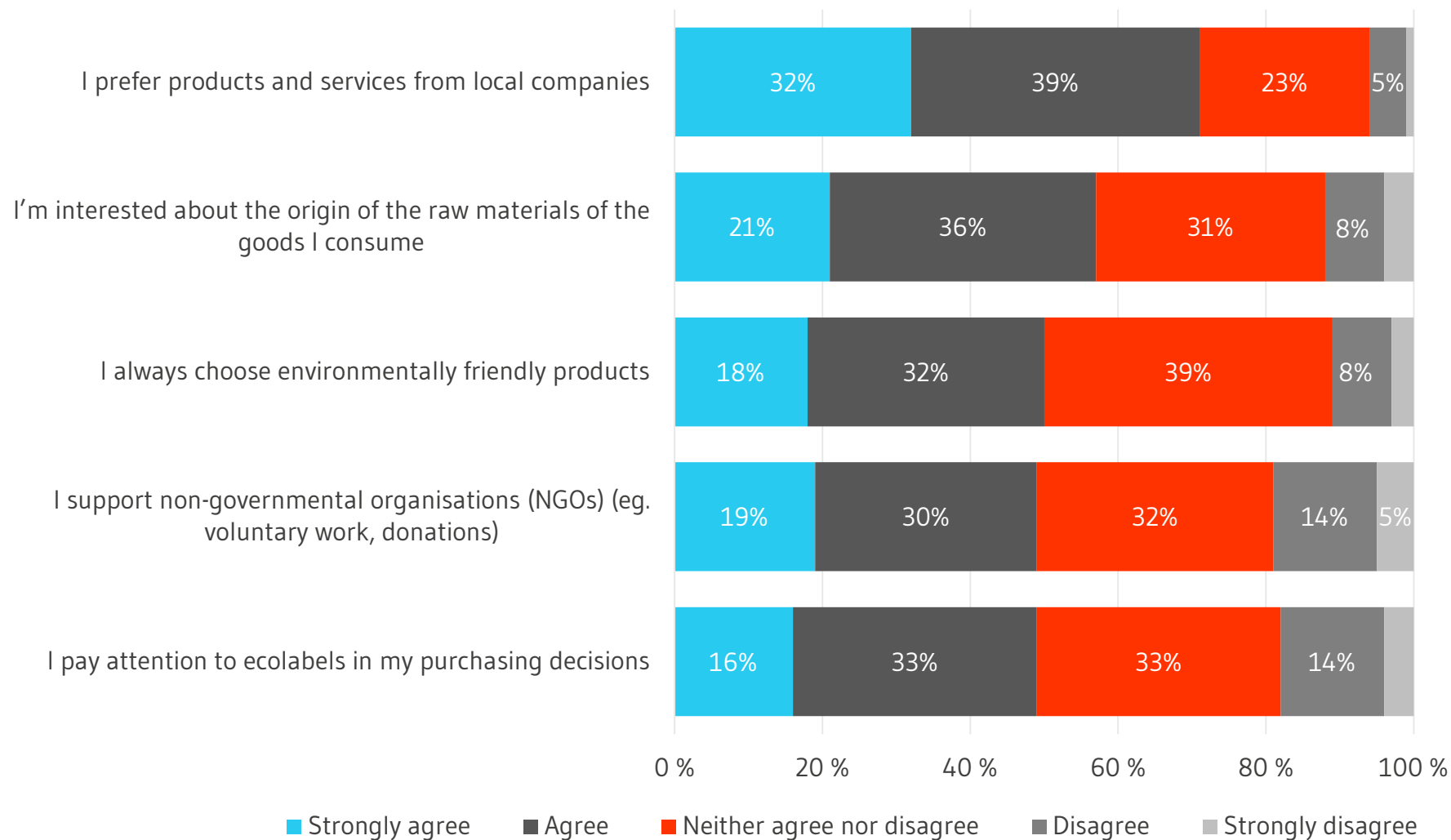
- ✓ Tourists from The British Isles
- ✓ Families with children
- ✓ Age group 35–44 years

Consumer behavior



Photo: José-Carlos García-Rosell

Consumer preferences



Consumer preferences

TOURISTS ARE MAKING VALUE-DRIVEN CHOICES AS...

71 % prefer products and services from local companies

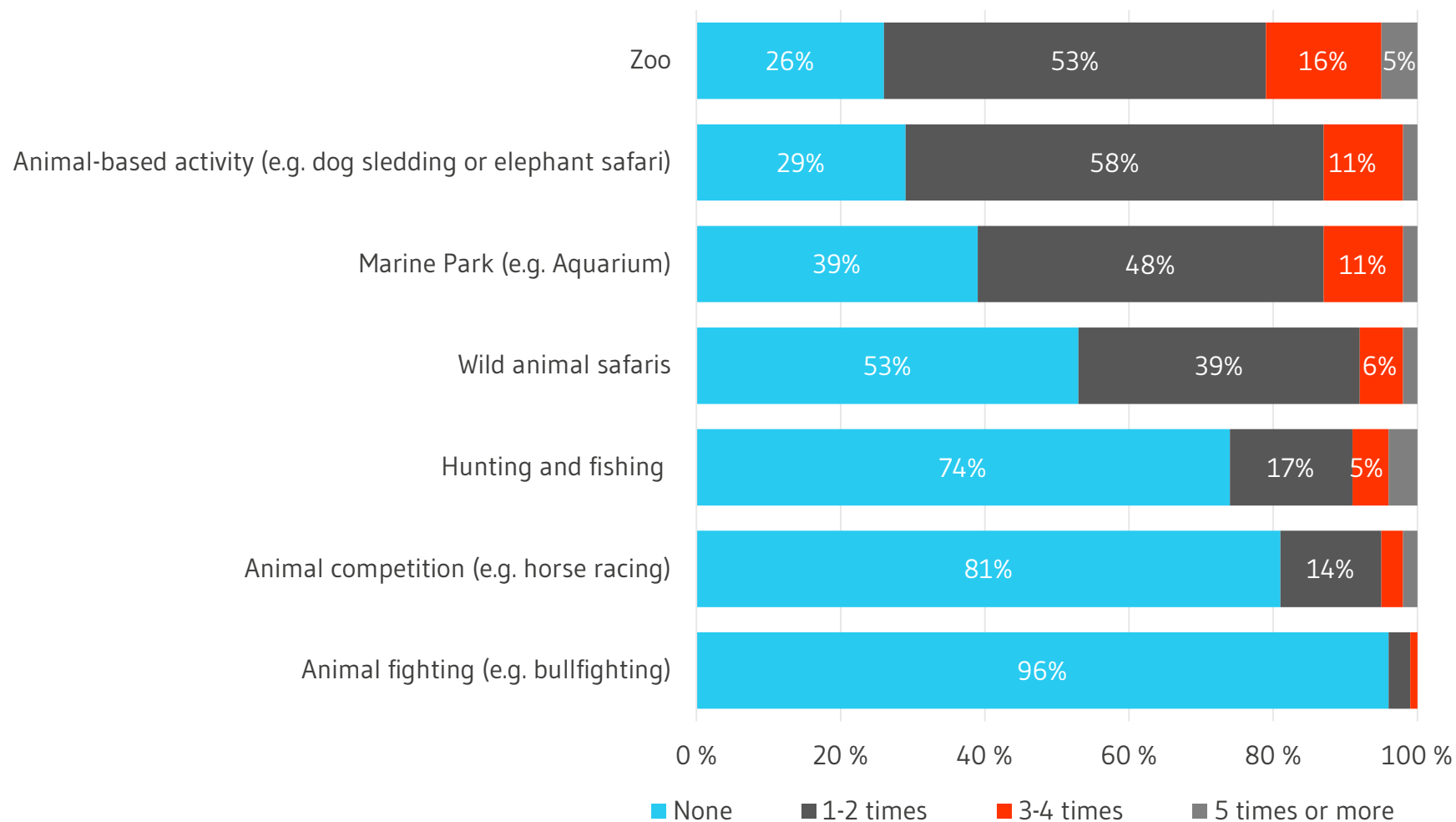
57 % show concern about the origin of the raw materials of the goods they consume

50 % prefer environmentally friendly products

49 % support non-governmental organizations or charities

49% pay attention to ecolabels in their purchasing decisions

Participation in animal-based activities during the last three years



Participation in animal-based activities during the last three years

TOURISTS PARTICIPATE IN ANIMAL-BASED ACTIVITIES ONLY OCASSIONALLY, AS...

approx. 20 % has regularly (at least once a year) visited a zoo, attended an animal-based activity and/or visited a marine park

approx. 50 % has attended a wildlife safari

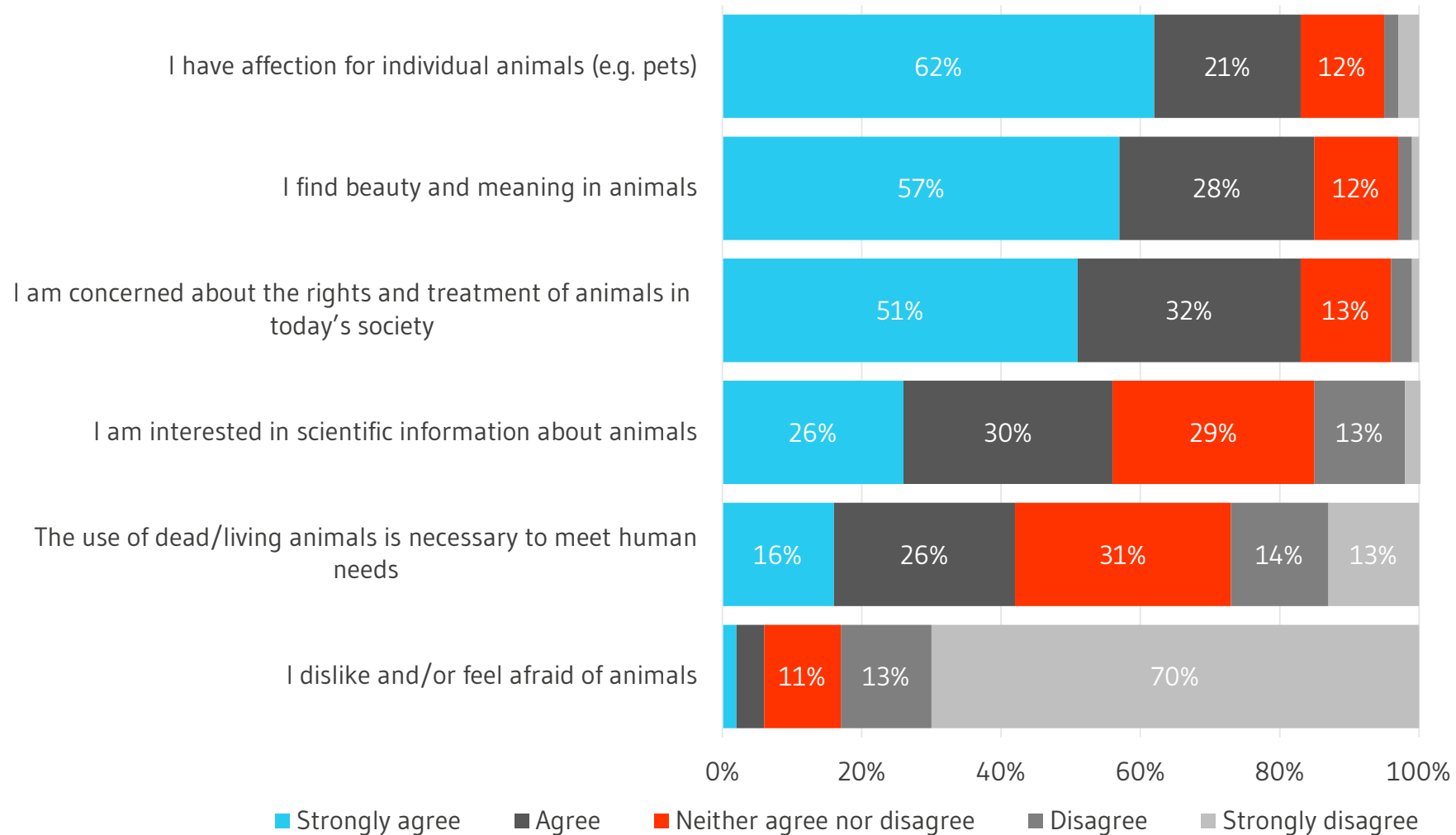
approx. 20 % has attended an animal competition (e.g. horse racing)

approx. 5 % has attended an animal fighting (e.g. bullfighting)

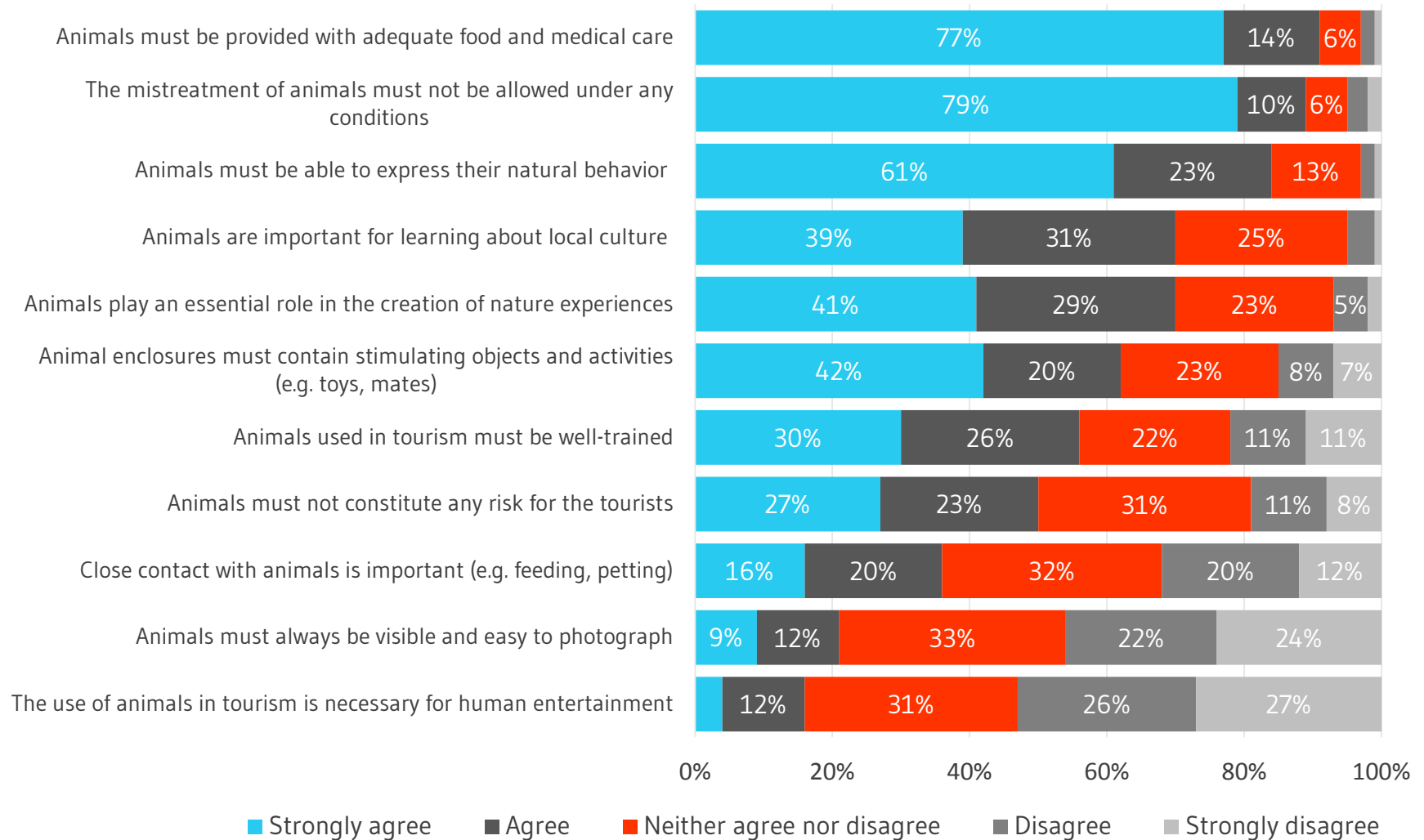
Perceptions and attitudes towards animals and animal-based tourism



Animals and their status in society



Animals and their status in tourism



Tourists are concerned about the status of animals also in tourism. However...

- Animal owners find deeper meaning in animals more often and they also are more concerned about treatment of animals in today's society.
- Those living in urban areas are more concerned about the good training of the animals used in tourism. Those living in rural areas in turn agree more that animals should be able to express their natural behavior.
- Asian, Southern and Eastern Europeans agree more that close contact with animals and their presence for photographing is important. Furthermore, they agree more that animals should not constitute any risks for tourists.

Use of animals in tourism is acceptable as long as their welfare is not neglected

“Animals (e.g. huskies, reindeer) make travel experience more unforgettable, but I agree that they should be treated well (e.g. enough rest).”

“I do not like to participate in activity that requires animals to overwork.”

“No cruelty should be allowed. Tourists should understand what impact is made on animals when they are used in tourism.”

“Company X should be closed down! A terrible environment for the dogs.”

*The quotes are taken from the answers of the open-ended question which was in the end of the questionnaire.

Use of animals in tourism is unacceptable

“No matter what kind of activity, animals should not be used for any kind of benefit.”

“The use of huskies is deplorable. They are thin, tired and don't have a place for recovery. I have Galgos that have been rescued from maltreatment.”

“Personally, I don't like activities such as reindeer and husky sledding. Animals are supposed to have freedom and their own living environment.”

*The quotes are taken from the answers of the open-ended question which was in the end of the questionnaire.

There should be more information available on practices in animal-based tourism

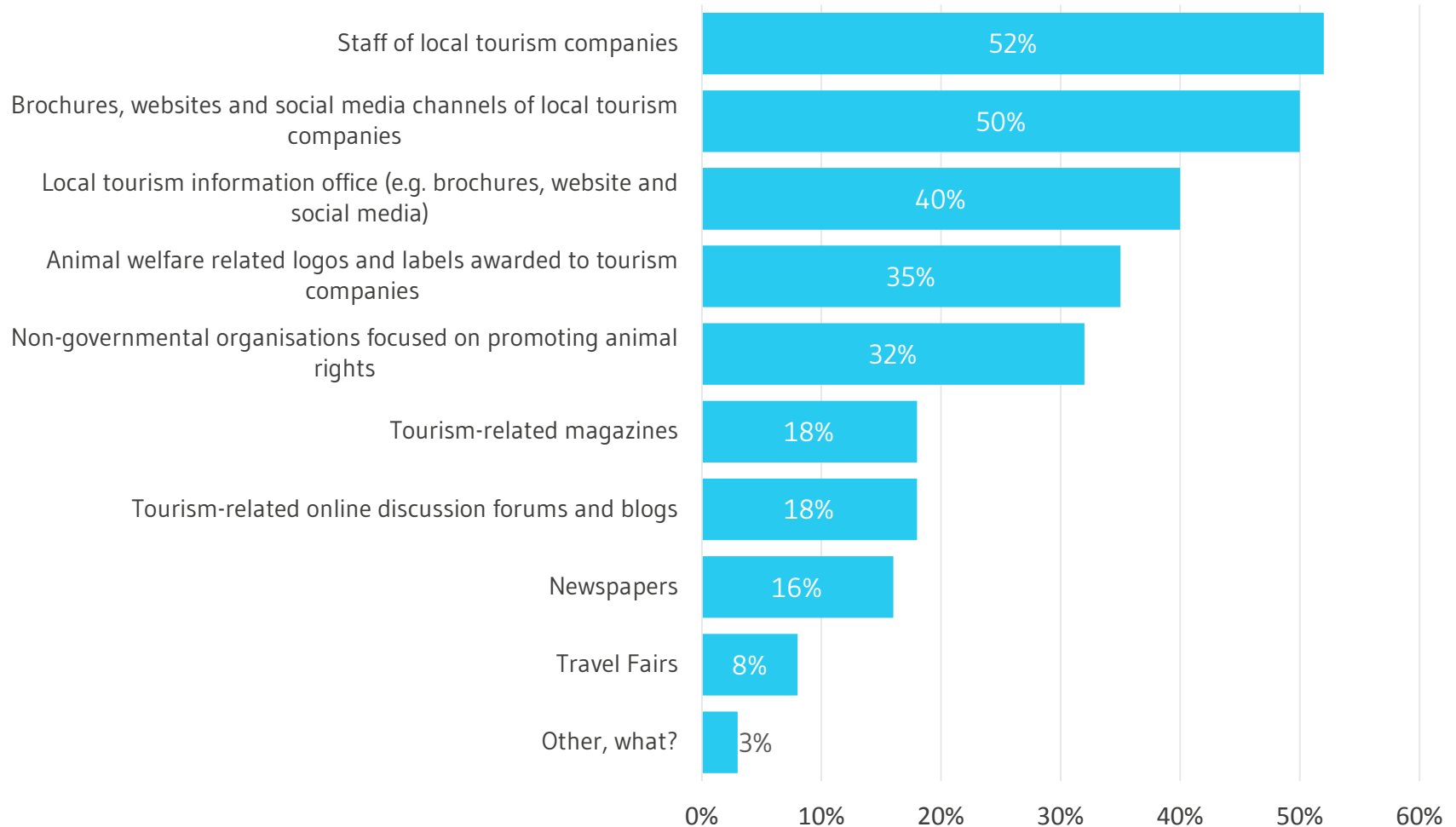
“I hope that animal-based activities can give tourists more time to know about animals' life, food and training activities. I think that these are very interesting and can make us to know better animals and their daily life.”

“I would like to see more of correct feeding and right treatment of animals through videos, photos etc. to ensure it is ok.”

“Often we are probably unaware of the true welfare of animals we see. But we need to be aware of and educated about animals. Therefore it is necessary, but needs control.”

*The quotes are taken from the answers of the open-ended question which was in the end of the questionnaire.

Communication channels through which the tourists wish to get information on animal welfare



Viewpoints on animal-based tourism in Lapland



Viewpoints on animal-based tourism in Lapland

- Tourists buy ready-made travel packages from a tour operator most commonly.
- Social media is clearly the most common channel where tourists search information about Lapland before their trip.
- Animal-based activities and seeing wildlife are important reasons to visit Lapland.
- Tourists are making value-driven choices as they often prefer locally produced and environmentally friendly products and services.

Viewpoints on animal-based tourism in Lapland

- Tourists mainly have positive attitude towards animal-based tourism but taking care of animal welfare is more important for them than the entertainment value of animals. Some tourists have critical attitude towards all animal-based tourism which concerns also Lapland. For some it is important that there would be more information available.
- Local level tourism operators - especially entrepreneurs and their staff - have an essential role in communication of animal-based tourism.
- Tourist's nationality, age, residence and animal ownership are only in some cases explanatory factors behind the differences of their attitudes. Gender, educational stage and income level do not have an impact.



For additional information

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