

Physical Evidence



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PHENOMENA OF
ARCTIC NATURE
2009-2022

PAN

What is physical evidence?

The physical evidence includes

- the environment in which the service is delivered and where the company and the customer interact
- any tangible items that help with performance or communication about the service.



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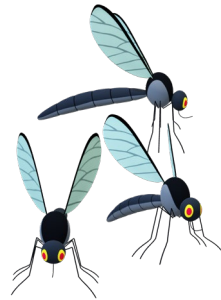
For an nature-based tourism business,
nature is a **primary object of tourist consumption** and
a **setting where this consumption happens**.

Natural resources are fundamental

- as a sight (landscape),
- a place for activities (arena) or
- a “pull factor” in itself (attraction).



- The operational setting in NBT is particularly important because it is relatively unpredictable and uncontrollable.
- Natural resources and associated environments, such as the appearance of wildlife, weather conditions and landscape features, cannot be controlled in the same way as environments created by humans, such as hotels, restaurants, and theme parks.



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Stakeholders with differing interests

The dependency on natural resource also brings to the scene many other stakeholders who are not directly involved in tourism but use the same resources:

- extractive industries (e.g., forestry, agriculture, mining, fisheries),
- energy production (e.g., wind power turbines, hydropower, regulated water, power lines),
- nature protection interests (e.g., nature reserves, national parks),
- reindeer herders,
- locals, second-home users.



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Effect of physical evidence

The personal and individual perception of the nature-based experience

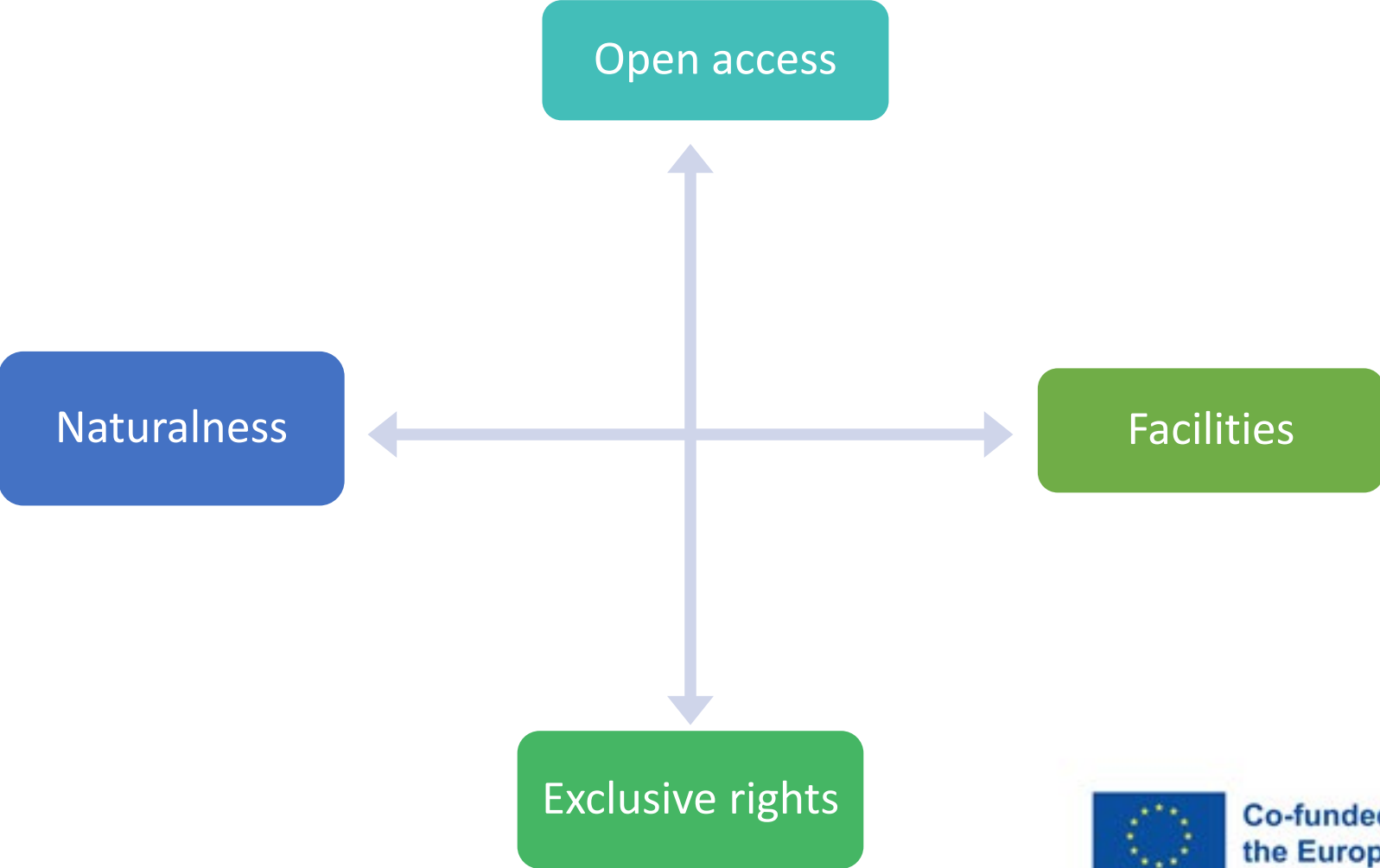
1. Connections with nature
2. Landscape scenery
3. Location and reputation
4. Sensory qualities



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The two-dimensional nature-based servicescape



Nature-based tourists along with a high level of wilderness may also prefer a high level of comfort.

Metsähallitus (the Forest Administration) manages vast recreational infrastructure in National Parks and other protected areas that is financed through tax funds. These facilities are very important for the visitor experience.



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Service environment - servicescape

- Physical evidence includes the servicescape, the physical facility where the service is produced and/or delivered. The physical environments provides tangible evidence of the servicescape (service performance).
- The physical evidence includes the environment where the service is performed, and the background characteristics that facilitate performance or communication of the service (signs, maps, travel brochures, online)
- Facility exterior – exterior design, signage, parking, landscape, surrounding environment.
- Facility interior – interior design, equipment, signage, layout, air quality / temperature



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Especially when your customers have little on which to judge the actual quality of service they will rely on the cues given by physical evidence, such as name, logo, facilities, business card, buildings, landscaping, interior design/ furnishings, vehicles, equipment, staff clothing, sounds and smells, online materials, and other tangibles.



Role of physical evidence

1. influences expectations and perception,
2. provides information,
3. facilitates service delivery,
4. attracts, creates the mood, longing, attraction or desire to visit / recommend the service,
5. differentiates, and
6. socializes.



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Aesthetic experiential qualities 1/2

- Cleanliness
 - Pure natural environment along the route
 - Minimum of litter
 - Cleanliness of the businesses
 - Drinking clean water
- Scenery/viewing
 - Good viewpoints of the natural landscape
 - Arranged viewpoints along the route
 - Good view of the cultural landscape



Aesthetic experiential qualities 2/2

- Harmony
 - Places to experience silence and calm
 - Accommodation close to nature
 - Businesses' architecture in harmony with landscape
 - Businesses' interior in harmony with the surroundings outside
- Art/architecture
 - Architecture enhances experience of nature
 - Signage in the natural surroundings
 - The artworks at viewpoints enhance experiences of nature
- Genuineness
 - Encountering flora in the natural surroundings.
 - Good opportunities to eat local dishes
 - Businesses reflect traditions
 - Good opportunities to observe wildlife.



Benefits of architecture in NBT

- represent a nature area's identity
- display and make known environmental qualities together
 - With poetry, music, art to offer visitors a holistic, transformational and educational nature experience
- stimulate rural tourism and increase human interaction with nature
- address a wide variety of target groups, also outside the scope of nature enthusiasts/lovers and increase their awareness of nature
- evoke feelings and emotions of visitors to stimulate potential public and financial support for nature conservation, restoration and/or expansion;
- establish a natural zoning system through architecture's visual appeal and the utilization of natural materials
- serve as a gateway to an area and tempt visitors to further explore.



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