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**DEVELOPMENT OF RURAL TOURISM IN
JAKOBSTAD/PIETARSAARI**

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ABSTRACT

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Name of thesis DEVELOPMENT OF RURAL TOURISM IN JAKOBSTAD/PIETARSAARI		
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<p>This thesis was written about the impacts of tourism in rural development. The subject of the report (Development of rural tourism in Jakobstad/Pietarsaari) itself is an interesting topic. The objective of this report is to know, how tourism can help for the well-being of rural areas like Pietarsaari.</p> <p>This thesis has been divided in many parts. Impact of tourism in rural development is the first part of this report. The step by step process of development of rural tourism is another part of this report. After the process of development, benefits of rural tourism as well as the SWOT analysis of rural tourism has been written in this report. In this thesis, Pietarsaari is highlighted as the main case study. How a small town like Pietarsaari can be brought up in terms of development focusing on the tourism aspects is discussed as the main issue in this thesis.</p> <p>The author of this report has done the research for thesis by the help of books, e-books, websites and online materials. This report has been written using secondary method. A part of using secondary data analysis, the author also has done quantitative as well as qualitative research to get information for thesis. From these researches the author of the thesis found that there is moderate possibility of tourism in Jakobstad and for that more investment on tourism, effective marketing, public awareness, participation and proper planning is required.</p>		

Key words

culture, development, economy, event, Jakobstad, nature, rural

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1 INTRODUCTION

The process of improving the quality of life, physical facilities and services, education, health services and economic well-being of people living in rural areas is called rural development. In comparison to the urban areas, rural areas are generally a bit far from physical facilities and infrastructure development. As the globalization and modernization is developing effectively, people of rural areas also have the same right to utilize the global modernization and for that, rural development is very important.

There are many ways to develop rural areas and this development depends upon many things. Economy of a place directly effects on development of the rural area. Good economy always helps for the well-being of a rural place. Utilization of available means and resources can help to upgrade economy of a place. Geographical structure also has an effective role in the development of a rural area. It is hard for development process if a place is situated in tough geography. Culture and environment of a place also play a supporting role in the development of that place. Among many ways of development of rural area, tourism is also one which is the most important key for rural development.

Jakobstad is a town located in Western Finland. It has lots of natural attractions, cultural attractions as well as different events and festivals every year. Despite of these natural, cultural and events attractions, Jakobstad has been unable to attract effective number of visitors. Having so many good places, cultures and events, urbanization cannot be felt properly in Jakobstad. If tourism can be developed in Jakobstad and more visitors start to come then the economic, environmental and socio-cultural well-being of Jakobstad is certain. Once tourism can be developed in Jakobstad then more investment in infrastructures, small and large scale industries

and tourism related business will be started. More revenue will be collected because of taxation and more locals will be employed in order to fill the requirement of human resources in those sectors. The environment of Jakobstad will also get better by the effort of public body as well as locals to attract visitors. The culture and tradition will be conserved as well as promoted to show the visitors who visit Jakobstad. Once tourism could develop in Jakobstad and effective number of visitors starts to come, then Jakobstad will get a new form. Urbanization will take place in Jakobstad and the development will take place. So, the main objective of this thesis is to find out all the possible tourism attractions which can be either natural, artificial, cultural, events, festivals or anything and the way to promote them as tourism product.

To research about the tourism development of Jakobstad the author has planned to do both quantitative as well as qualitative research method. For quantitative research method the author has planned to do a survey among the tourism students of Centria University of Applied Sciences as they have knowledge about tourism. Almost all of the students studying tourism in Centria University of Applied Sciences live in Jakobstad or towns nearby Jakobstad so they have knowledge about Jakobstad area. It will be easy for author to get reliable information from the surveyees who have tourism knowledge. The objective of the survey is to know the present tourism condition in Jakobstad, find out the possible tourism development in Jakobstad, weaknesses of tourism in Jakobstad and what could be done to promote tourism in Jakobstad. All the ideas, experiences, beliefs and values provided as the answers of surveyees will be confidential and information will not be leaked to anyone unless provided the permission to do so.

To know about the tourism of Jakobstad, development of tourism in Jakobstad, future of tourism in Jakobstad and everything related with the tourism of Jakobstad, the author has also planned to do qualitative research method. The author has taken interview with the staff of tourist information center of Jakobstad. As the expert knows

better about these things, it would be better to take interview with tourism experts and for Jakobstad, staffs working in tourist information center can be taken as tourism expert.

2 IMPACTS OF TOURISM IN SOCIETY

Tourism is the fastest growing business sector of the modern world. International tourist arrival grew by 5% in 2013 to 1.087 billion (United Nations world Tourism Organization 2014). The number of tourist arrival is expected to continue to grow for the next decade, with the number of international tourists arrival expected to reach 1.6 billion by 2020 and 2.6 billion in 2020 (UNWTO 2014). Tourism economy represents 5% of global economy (United Nations Environmental Programme 2014). Talking about the advanced and emerging economies of world, tourism employs 1 out of every 12 people (UNEP 2014). Talking about the global business, tourism ranks fourth biggest international business after fuels, chemicals and automobiles (UNEP 2014). Tourism is the main source of foreign exchange for many developing countries. It is increasing the employment opportunities locally and globally. 1 job in primary tourism industry creates about 1.5 additional or indirect jobs in the tourism related economy. (UNEP 2013; UNWTO 2013.)

2.1 Positive impacts

Positive impacts of tourism always surpass the negative impacts of tourism in term of rural development. Creation of job opportunities, promotion of cultural exchange, promotion of conservation and others impacts helps directly to rural areas to step ahead towards development. (Otter 2008.)

2.1.1 Economic impacts

For the sake of rural development, tourism plays a vital role. Tourism is a wide business sector which helps to collect huge revenue for primary tourism business like hotels, restaurants, travel agencies and transportation. Secondly it also helps other business sectors like street markets, departmental stores, souvenir shops and agriculture. To fulfill the needs and desires of tourist and primary tourist businesses, other secondary tourism businesses of that region can also increase their production and services which directly affects the local economy. Increase in the business of primary and secondary tourism business in a place automatically increases the number of different job opportunities of that locality. Increase in job opportunities will also help to flourish the local economy of that place as they spent the money in local economy. 968 million people travelled to foreign countries in 2000 according to the data of World Tourism Organization (UNWTO 2002). UNWTO had also mentioned that those people had spent more than 478 billion US Dollars on that year.

“International tourism receipts combined with passenger transport currently total more than 575 billion US Dollars – making tourism the world’s number one export earner, ahead of automotive products, chemicals, petroleum and food” United nations environmental program. (UNEP, 2013.)

2.1.2 Environmental impacts

Tourism does not only have economic impacts, it also has environmental impacts in the place. It has its impacts on both natural as well as artificial environment. To attract tourist locals of that place always try their best to maintain good environment (natural or manmade). To cater the needs of tourist construction of hotels, resorts, highways,

airports and departmental stores, will be built which adds physical facilities in the place (Facts and Figures about Tourism UNEP, 2013). Works like maintaining the environment of that place clean and attractive will also be done to attract tourists. Environmental work like protection of natural areas will also be done which adds sustainability in the environment. (UNEP, 2013.)

2.1.3 Socio-cultural impacts

A part from economic and environmental impacts, tourism also plays vital role for development of socio-cultural impacts of rural places which are not popular outside the host community. Host community gets chances to show their identity, culture, tradition and lifestyle to visitors. Showing these things to people definitely promotes the cultures and traditions of the host community locally, nationally as well as internationally. (UNEP, 2013.)

2.2 Negative impacts

As a coin has two different sides, tourism also has negative sides along with positive sides. When tourism is developed in rural areas then there is not only positive influences like developments but also negative impacts like influence of bad culture from visitors. Those bad cultures may overtake the local culture and the local culture may get weak in front of those bad cultures. Social problems like drug abuse and other things may also get viral on host communities which have become one of the most serious problems in different tourist places. And because of that other crimes may be conducted which will be serious problem for the host community. Too much tourist movement in a place may also cause pollution in host community's environment which will decrease the environmental importance of that place. Natural

and manmade attractions will lose their value significantly because of the pollution. This activity can also make misbalance in the eco system of host community. Other negative impacts like leakage in import and export, increase in price, unaffordable cost of infrastructure for rural areas and lack of employment in off seasons are also there because of tourism in rural areas. (UNEP, 2013.)

3 PROCESS OF DEVELOPING RURAL TOURISM

Developing of tourism is a step by step process. Things like, which works should be done at first step, what can be done after that and which work can be done at last should be planned properly. Every works should be done according to scientific process so that the work will go smoothly with fewer obstacles. Works like research, proper planning, budgeting, setting goals and objectives, crisis management, utilization of sources, taking action of plans and monitoring should be done properly. (Wanda, Heather & Donald, 2007.)

Here is the step by step process for developing rural tourism which is planned and made with the help of secondary data:

3.1 Identification of attractions

To develop tourism in a certain place the first and foremost thing to do is to identify the attractions of that place. The attraction can be anything which can attract visitors to visit that place. They can be natural resources (lakes, rivers, mountains, hills, forests), artificial things (palaces, architectures, parks), things that contains historical values, things of cultural values, etc. All the possible and potential tourist attractions should be identified at first to develop tourism. (Wanda et al. 2007.)

3.2 Proper planning

After the things and places of attractions are identified then the next step is to plan how tourism can be developed using those available resources. Planning of conservation and protection of those things and places, planning of possible environmental issues, planning of required physical facilities for visitors and all the necessary plans should be made in this step. (Wanda et al. 2007.)

For the proper planning of tourism, issues and options should be identified and the goals, objectives and priorities should be made so that the vision will be clearer. The impacts of these plans should be evaluated beforehand so that it will not create any problem in future. After the evaluation process, the plan should be implemented. When the plan is implemented, the plan should be reviewed and monitored. If the implementation is not reviewed and monitored then the plan may not work as per the expectation. (Hall 2008.)

3.3 Adding physical facilities

After the planning work is completed then the next process is to develop physical facilities. Transportation, communication, accommodation, catering services, entertainment services and leisure activities should be added in the place in order to pull tourist in that place. The probability of incoming tourists in the place is very low if there are no sufficient and required physical facilities. (Wanda et al. 2007.)

Infrastructures have great impact in attracting visitors. If a place do not have enough infrastructures then the accessibility, stay, visit and satisfaction of visitors is

really hard. Those public infrastructures not only benefit visitors but also benefit the locals of that place so development of public infrastructures has double benefits. Locals as well as visitors are directly benefited from it. The tourism authority as well as local development authority should co-operate in this process. (Sustainable tourism online 2010)

3.4 Proper marketing of destinations

The next process of developing tourism in rural place is to do proper promotion of place. People do not get chance to know about a place if that place have not promoted properly. Using different sources of marketing like brochures, travel fairs, social medias and communication medias should be used in order to draw the attention of visitors in that place. Things like the special features of that attraction, facilities that visitors can get there and accessibility of that destination should be promoted properly so that people can get clear information of the destination. (Wanda et al. 2007.)

3.5 Maintain safety and security

After the marketing tasks are done then the visitors start to come in the destination then it is time to maintain safety and security in the destination. Government sector is highly responsible to maintain safety and security in places. If the tourists cannot feel secured then the chances of more tourists will be low and as a result, all the investments will worth nothing. (Wanda et al. 2007.)

Crimes and harassment against tourist is big issue of visitor's safety. If a place attracts and invites visitors to visit it, then it is the responsibility of that place to provide safe environment for its guests. Health safety, food safety, disaster safety and crime safety should be provided to guests in order to make the tourism of that place sustainable. (Association of Caribbean States, 2012)

4. PULL AND PUSH FACTORS IN RURAL TOURISM

As tourism industry is directly depends on number of visitors, the movement of visitors has great role in tourism. The more tourists come in a destination the more there will be tourism activities and the more tourism activities there will the more profits and benefits community will get. There are certain factors that either attract or discourage visitors to visit destinations. (Gnoth 1997, 283-304.)

4.1 Pull factors

There are lots of pull factors in rural tourism. The pull factors in rural tourism also depend upon the visitor's choice, desire, interest, etc. The main pull factor in rural tourism is cheap services. If we compare the services and facilities price in rural places and urban places then the price is really cheaper in rural place than urban places. Another pull factor in rural tourism is unspoiled nature and environment. In rural areas the nature and environment is unspoiled in comparison to urban places. Because of the too much human activities the nature and environment in urban areas are spoiled. Too much industrialization and modernization has ruined the nature of urban areas whereas less urbanization and industrialization has not destructed the environment of rural areas. (Gnoth 1997, 283-304.)

4.2 Push factors

As every coin has two parts, every attraction has its drawbacks as well which demotivates visitors to visit somehow There are also some push factors in rural tourism. Tough geographical situation can be one of the push factors which

demotivated the visitors to visit rural places. Hard accessibility generally demotivates visitors. Lack of security might be another push factor which makes the visitors feels unsecured for travelling those places. It is true that no any place can have only pull factors. In comparison to urban places, rural places lack modern and sophisticated facilities. Because of this reason, visitors who want modern and sophisticated during their vacation or visit do not prefer to go to rural places. As rural places have such drawbacks, tourism authority of rural places should increase the pull factors, services and facilities which will somehow help to decreases the drawbacks. (Gnoth 1997, 283-304.)

5 BENEFITS OF DEVELOPING RURAL TOURISM

As tourism is the fastest growing business of current world it has significant benefits for all areas and sectors. In term of rural development tourism, tourism gives life for the economic, cultural, environmental and social well-being of community. Improving the living standard of locals, providing them opportunity of experience modernization and urbanization and overall development of that place and people are the main benefits of tourism in rural areas. (Dr. Graci & Kuehnel 2010.)

Here, readers can find some most important benefits of developing rural tourism. How the development of rural tourism positively influences in the environment and in people can be find out in these points.

5.1 Employment opportunities

When tourism is developed in a place then it needs lots of human resources to cater the needs of tourists. Places like hotels, restaurants, travel agencies and recreation centers will be there to provide services for tourists and those places needs human resources for different posts and position. People of that place do not need to go to other places in order to get job. They can get job in their own locality and they can earn and spent their earning in local economy which will definitely boost the economy of that place. (Graci & Kuehnel 2010.)

5.2 Utilization of local means and resources

After the tourism is developed in a place then all the available means and resources of that place are utilized. Agricultural products, handicrafts, food products, products from local industries and everything have high probability of increase in their production and sales which will boost in the field of local employment and economy. (Graci & Kuehnel 2010.)

5.3 Generate of foreign currency

After the development of tourism in a place then visitors from different nations come to visit that place. They spend their currency there in the place to fulfill their needs and desires. The currency they spend there will support the national economy. (Graci & Kuehnel 2010.)

5.4 Development of infrastructures

Tourism development gives birth to different new infrastructures like shopping malls, roads, airports and water facility in locality. Those infrastructures do not provide services to the visitors but also to the locals. Locals can get lots of facilities from those infrastructures which is beneficial for all the people of that place. (Graci & Kuehnel 2010.)

5.5 Development of health services

In rural places modern and sophisticated health service may not be always available for locals but once tourism in flourished in the place then the health sector is also responsible for providing quality health services to the visitors. After such modern health facilities in local place then locals can always get services from those sophisticated health services. (Graci & Kuehnel 2010.).

6 SWOT ANALYSIS OF RURAL DEVELOPMENT TOURISM

SWOT analysis is the process of understanding better about a project or business by analysis its strength, weakness, opportunities and threats. While doing a business or a project it is really important to know each and everything about the business or project so that the works go fluent and it also helps in the sustainability of business. (Manktelow and Carlson 2011.)

6.1 Strength

Rural tourism development has lots of strength. During the last decade (2000-2010) international tourist arrivals in the 48 least developed countries grew from 6 million to over 17 million (UNWTO). As we can see the trend of tourism is growing significantly in developing countries as well. As a result, developing countries which do not export their goods and products to other countries has also got the chance to earn foreign currency. Tourism is becoming the main source for those countries to earn foreign currency as tourists are spends their money in host community for different purposes. Another strength of rural tourism development is the high possibilities of natural and cultural attraction. If we compare the natural and cultural attraction between rural and urban areas then rural areas have comparatively more attractions than urban areas. As a result they can attract more visitors who are interested in natural and cultural attraction. (Wanda et al. 2007.)

6.2 Weaknesses

Rural tourism development has its own weaknesses too. Usually tourists do not really prefer to travel in the places which are a bit far and are not easily reachable. Maybe they are not really sure about the services and facilities they get there and as a result rural places do not really get visitors in comparison to urban places. So it is really important to do proper marketing of the attractions, services, facilities and other important things of rural places in order to attract more visitors. More physical facilities should be added so that the visitors can get whatever they need. The geographical structure may be another weakness for the rural tourism development because rural places are generally situated in places which are not easily accessible. The means of transportation are a bit less to access rural places so the visitors may not prefer to go on rural places. (Wanda et al. 2007.)

6.3 Opportunities

There are lots of opportunities of tourism in rural places. Eco tourism, natural tourism, adventure tourism, etc. have high opportunities in rural areas than urban areas. Rural places are the best options for the people who love to visit places which are far from human touch and which are unspoiled. If the rural places promote themselves as attraction for nature lover then there are high opportunities of tourism which will boom the economic, environmental and social development of rural places. (Wanda et al. 2007.)

6.4 Threats

Now a day, terrorism is being threats for many countries which have adverse effects on tourism especially on rural areas. Because of the fear of terrorism tourists are demotivated to travel to the rural places which are far from cities. This is challenging the security of locals as well as visitors. A part from this, natural calamities are also becoming threat for visitors in rural areas. Disasters like flood, landslide, tsunami, volcano, earthquake, etc. are becoming threats for visitors which discouraged to travel in unfamiliar places. (Wanda et al. 2007.)

7. DEVELOPMENT OF TOURISM IN JAKOBSTAD/PIETARSAARI

Jakobstad/Pietarsaari is a small town as well a municipality lies in Western Finland, on the Gulf of Bothnia. Covering the 88.31 square kilometer area, it has population of approximately 20,000. Founded in 1652 by Ebba Brahe (a widow of military commander, Jakob De la Gardie), it has a great historical background. History of Jakobstad is also connected with the Swedish colony as well as Russian colony during 18th century. Because of the great influence of Swedish colony Jakobstad has become a bilingual town for ages. More than half of the inhabitants of Jakobstad have Swedish as their mother tongue in Jakobstad. (Jakobstad 2008)

In mid-seventies business started to start in Jakobstad. In 1762 local inhabitants started tobacco mill in Jakobstad and later the mill grew furthermore and developed as Strengberg's Tobacco Factory. The tobacco factory was one of the largest tobacco factories in whole Europe at that time. In the end of eighteenth century shipbuilding took place in Jakobstad and gradually became a top town of Finland in ship building. At that time tar trade, pitch trade and exporting the product of sawmill also took place in Jakobstad. All these trade activities made Jakobstad a top business town of country as well as also uplift the economy of town. (Jakobstad 2008)

7.1 Natural attractions in Jakobstad

Jakobstad is very rich in natural beauty. Beaches, lakes, river, parks, islands, floras and faunas are the main natural attractions of Jakobstad. Sightseeing, hiking, boating, kayaking, fishing, hunting and berry picking are the activities people are generally doing in these natural attractions. Locals and visitors who want to enjoy the activities take place in nature have wide varieties of activities to do for pleasure during

different seasons. There are different activities to do in all four (summer, winter, autumn and spring) seasons but most of the activities are done in summer. People who are fond of forest can enjoy berry picking and mushroom picking during summer. Varieties of edible mushrooms and berries can be found in the forests of Jakobstad. local authority of Jakobstad also allow to do hunting on specific time of a year and people who love to do hunting can also enjoy hunting in forest after fulfilling all the rules and regulations. Not only for picking natural vegetation, the forests in Jakobstad are also popular for hiking. The lakes, rivers and sea in Jakobstad are also rich in different species of fishes. People who love to do fishing can enjoy fishing on those water resources. Fishing in summer is the most popular in Jakobstad but people also do winter fishing here in Jakobstad. License is required for fishing in certain areas which can be made in specific places. (7 Bridges Archipelago 2010)

7.2 Culture and tradition in Jakobstad

As being a bilingual town, two different cultures can be seen in the same place here in Jakobstad. Two different cultures, traditions, languages, lifestyle can be experienced here. The historic ship building culture still can be seen in Skata (street in Jakobstad) where the wooden houses are still in same form. Sailors and boatmen used to live there with their family during that time. The ship building history and maritime history can be still seen in City Museum Jakobstad which was founded in 1904 (Jakobstad 2008). The history related with the tobacco factory can also be experienced in the Tobacco Museum which is still in the same location where there was tobacco factory before (Citypocket/Jakobstad 2010). The chicory factory of Jakobstad is famous for its production and it has converted into chicory factory now a day where information like production of chicory and other things related with chicory can be got. Arctic culture can also be seen in Nanoq Museum of Jakobstad which is also the first arctic museum of Finland. (The Arctic Museum Nanoq 2009)

7.3 Events and festivals in Jakobstad

Jakobstad is very popular for the events as well as festivals organized here. Lots of different festivals are organized in Jakobstad every year. Different cultural festival, music festival and sports events are organized here frequently. Events like Lucia ceremony, Jappis Jazz, Summer summit, Vappu event, Finlandia circus and last but not the least Jakob's day are organized here annually. Jakob's day is the biggest festival organized in Jakobstad which is held here annually. Lots of tourists from all over Finland as well as neighboring countries visit Jakobstad during this festival which is conducted for 1 week. Activities like live music, dance, street market, different forms of recreations, etc. are conducted during that week. Jakob's day invites thousands of local as well as international visitors every year to Jakobstad which play a vital role in the tourism of Jakobstad. Jakob's day is also the most economy boosting event of Jakobstad. Hotels, restaurants, pubs, clubs, street markets and supermarkets get directly benefits from those thousands of visitors. Other supporting business sector like agriculture, local companies and factories, musicians and other local businesses also get indirect benefits during that week. Normally it is organized in July of every year. (Jakobsdagar 2010; Happening in Jakobstad 2014)

These events and festivals in Jakobstad not only invite visitors to Jakobstad but also provide entertainment to the locals in Jakobstad. They bring excitement and enjoyment among the locals who get bored with their usual routine. These festivals and events also help to maintain mutual co-operation, social co-operation and brotherhood among locals.

A part from cultural and music festivals, different sports festivals also take place in Jakobstad frequently. Jakobstad can also be a place of interest for those who love sports activities. Sports activities like football, ice hockey, ice skating, cycling and

volleyball are widely popular here. Popular football club, Jaro is also a local football club of Jakobstad which is widely famous all over Finland. Different sports tournament are organized here for the sake of providing entertainment to people as well to maintain physical wellness among people. (Jakobstad 2008)

7.4 Accommodation services in Jakobstad

Targeting to the visitors who want to stay overnights in Jakobstad there are varieties of accommodation services in Jakobstad. Different types of hotels, hostel, camping sites and rental cottages can be found around Jakobstad for commercial accommodation purpose. Hotel Epoque, Stadshotellet, Jugend Home Hotel and Guest Home, Hotel Vega, Hostel Lilja, Strand Camping and Svanen Camping are the accommodation services which provide shelter for visitors around Jakobstad. (Jakobstad 2008.)

Because of its historical, cultural and business background lots of people (mostly from Finland and few from other countries) visit Jakobstad. Different business people visits people for business purposes like meetings, seminars, exhibitions, company visits, etc. The big factories and industries in Jakobstad have frequent seminars and meetings. Different general meetings, annual meeting, board of directors meetings, staffs meetings, company visit, etc. are held very frequently in Jakobstad because of many industries and companies in this region. (Jakobstad 2008.)

People who are interested in the culture and tradition of Jakobstad also visit Jakobstad to know and experience about the mixed Swedish and Finnish culture in Jakobstad. The visitors who come for those purposes generally stay one night (minimum) to one week (maximum). The people who visit Jakobstad for visiting

friends and relatives also spent only few nights in the hotels or hostel of Jakobstad. (Jakobstad 2008.)

As we can see the duration of stay of guest is often short in Jakobstad. As Jakobstad is not a popular tourist place, people do not really come here for vacation purposes. Their purpose to visit Jakobstad is either educational, business or visiting friends and relation. They only come here for specific purpose which only takes few days to fulfill. During that time they use the service of hotels and hostel in Jakobstad and they return back after the fulfillment of their purpose. There is one exception when visitors visit Jakobstad for vacation and leisure purpose also, that is during Jakobs Dagar. Jakobs Dagar is the most popular event which is held annually during July. This festival is celebrated for a week and it is the biggest festival in Jakobstad area. Different sport events, musical events, buying and selling things and different entertaining activities are conducted all over the week during this time. Thousands of people come and visit Jakobstad from all over Finland as well of other neighboring countries during this event. During that time, all the rooms in the hotels and hostel of Jakobstad are occupied by guests. All the rooms are pre-booked by guests for that period. During that event, guest spent couple of days to one week in hotels and hostel of Jakobstad. All of the rental cottages around Jakobstad also get booked during that time because of too many visitors. (Jakobsdagar 2010.)

7.5 Restaurants, bars and pubs in Jakobstad

To provide catering services for visitors there are lots of restaurants, bars and pubs in Jakobstad. They provide wide varieties of foods and drinks to the visitors. Different flavors of food like Indian, Finnish, Asian and Continental foods can be found in the restaurant of Jakobstad. Fast foods, eat in and take away restaurants can be found in Jakobstad. Visitors have different alternatives of price, service and food in the

restaurants of Jakobstad which is good. International chain fast food restaurants like McDonald and Subway are also in Jakobstad which offer international taste among visitors. Mango House Restaurant, Friends and Burgers, Kumars Restaurant, O Learys and Café Fedrika are the popular restaurants in Jakobstad. A part from restaurant there are also pubs and bars which offers varieties of drinks to visitors. Black Sheep Pub, Hogans Music Bar, Melody Night Club and Moody are the popular bars and pubs in Jakobstad. (7 Bridges Archipelago 2010.)

7.6 Transportation services in Jakobstad

Jakobstad is connected with other places through roadway, railway and airway. Visitors can come to Jakobstad with various alternatives of vehicles, whichever suits them. Plane, train, bus, taxi and car are the mode of transportation visitors can use to come to Jakobstad. Jakobstad has its own bus park and buses from different cities of Finland are connected with it. For the visitors who come by train, Bennäs train station is the train station to come which is 11.3 kilometers far from Jakobstad and it takes around 15 minutes in bus or car to reach Jakobstad from Bennäs. There are daily schedule of bus and train to go to Jakobstad from different cities of Finland. If visitors want to travel Jakobstad in plane, there is a nearby airport in Kronoby, which is around 30 kilometers north-east from Jakobstad. From that airport visitors can get taxi to come to Jakobstad. Visitors can also get rental cars in Jakobstad to visit different places. (Transport service, Jakobstad 2014; Transportation service Jakobstad, CarRentals 2014.)

7.7 Marketing of tourism in Jakobstad

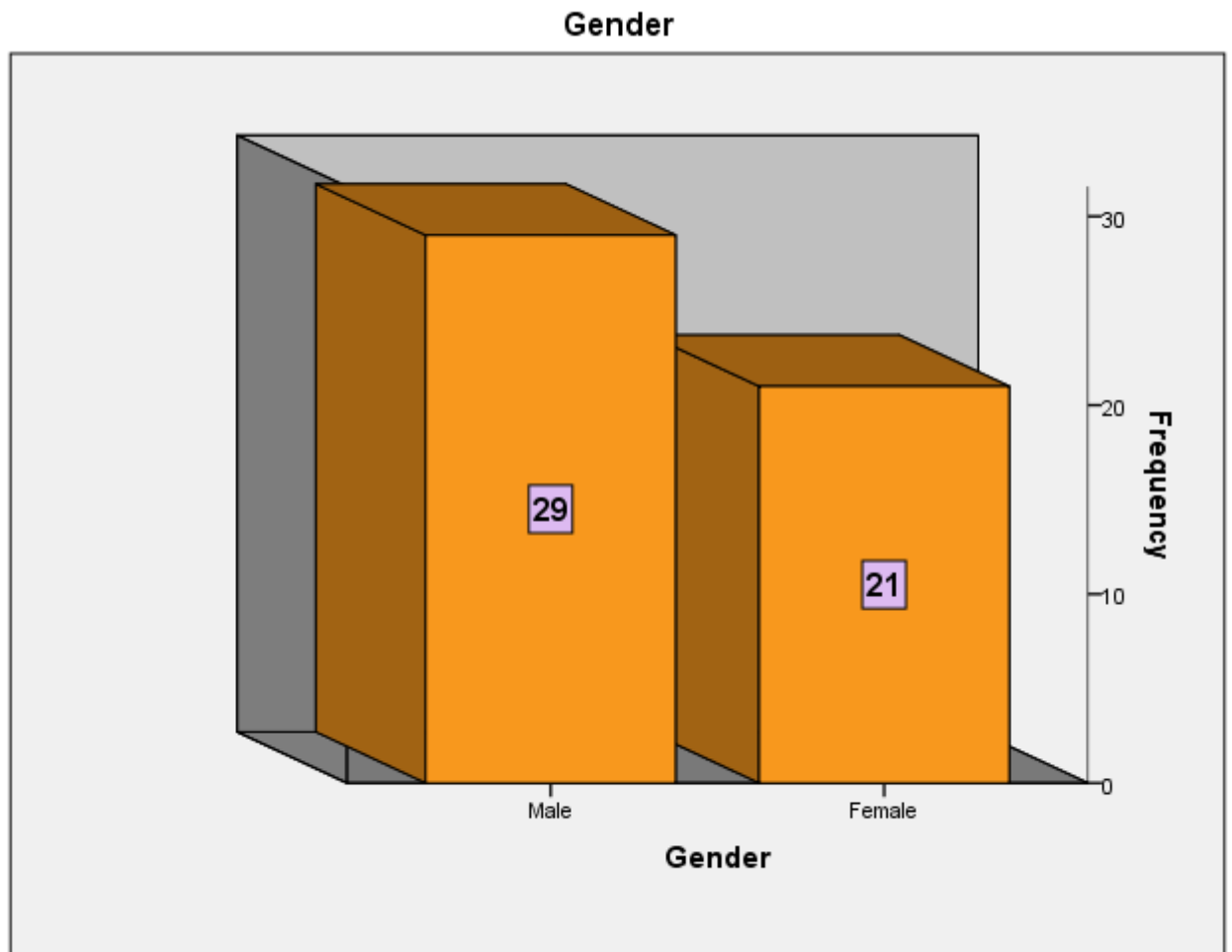
The tourism authority of Jakobstad is doing lots of effort to promote tourism in Jakobstad. For the development of tourism it has applied different marketing methods. The tourism authority participates in Nordic Travel Fair every year in Helsinki to promote the attractions in Jakobstad. It books a stall and distributes brochures of Jakobstad so that visitors could know about Jakobstad. The authority is also promotion tourism through websites, newspapers and social media. www.7broar.com is the official website of tourism in Ostrobothnia region where visitors can get information about Jakobstad area, things to do here, places to visit here and other information about tourism services. www.events.osterbotten.fi is another website where all the events and festivals going to happen in Jakobstad is updated. www.jakobsdagar.fi is the official website of Jakobs Dagar which is the biggest event of Jakobstad. All these websites can also followed in facebook by visitors. There is also tourist information office in Jakobstad where visitors can go and do inquiry about any tourism related issue. (Happenings in Jakobstad 2014; 7 Bridges Archipelago 2014; Jakobs Dagar 2014.)

8 RESEARCH OF THESIS

As per the planning of thesis the author of the thesis has done quantitative as well as qualitative research for the purpose of finding information about tourism in Jakobstad. For quantitative research, the author had conducted a survey and for qualitative research the author had conducted an interview.

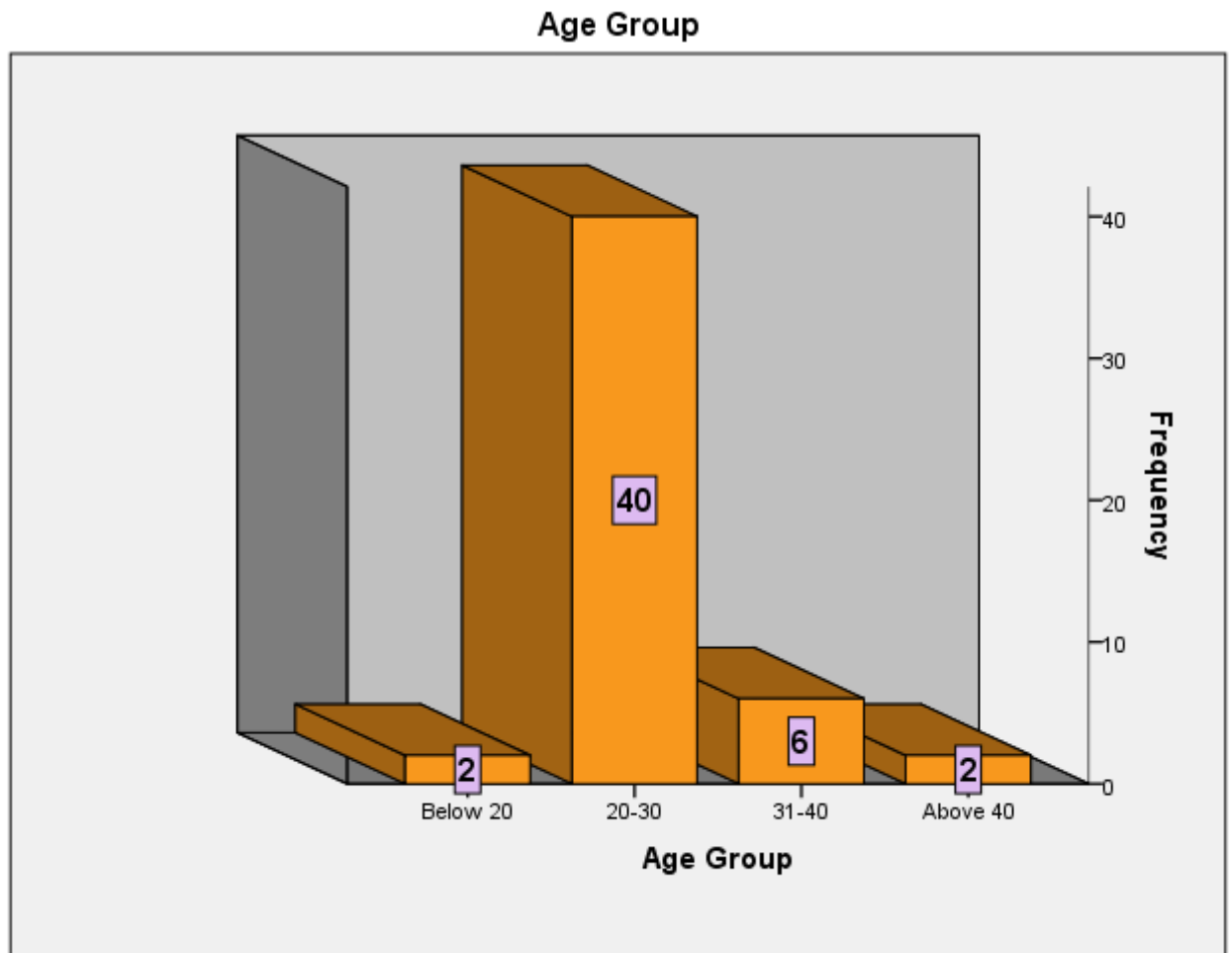
8.1 Analysis of survey

For the quantitative research method the author had planned to do a survey within tourism students of Centria University of Applied Sciences who are currently studying tourism as well as those who has already completed their study. Altogether 50 questioners had been distributed among 50 surveyees. Computer software called SPSS was used for statistical analysis of the responses got from surveyees.



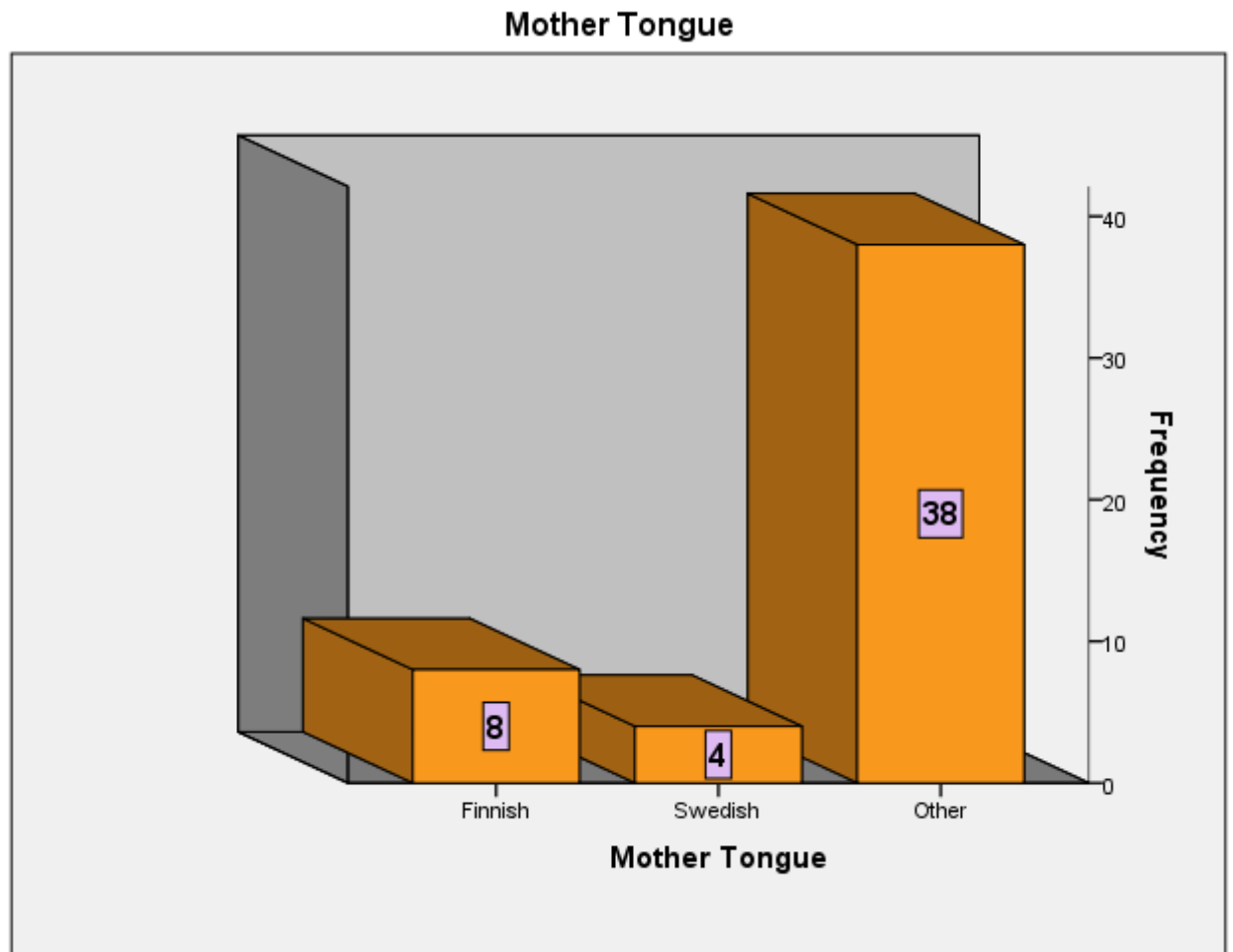
GRAPH 1: Gender of surveyees

The above bar chart illustrates the gender of the surveyees. Among 50 surveyees selected for the survey, 29 of them were male and 21 of them were female. In percentage, 52% of them were male whereas remaining 48% of them were female.



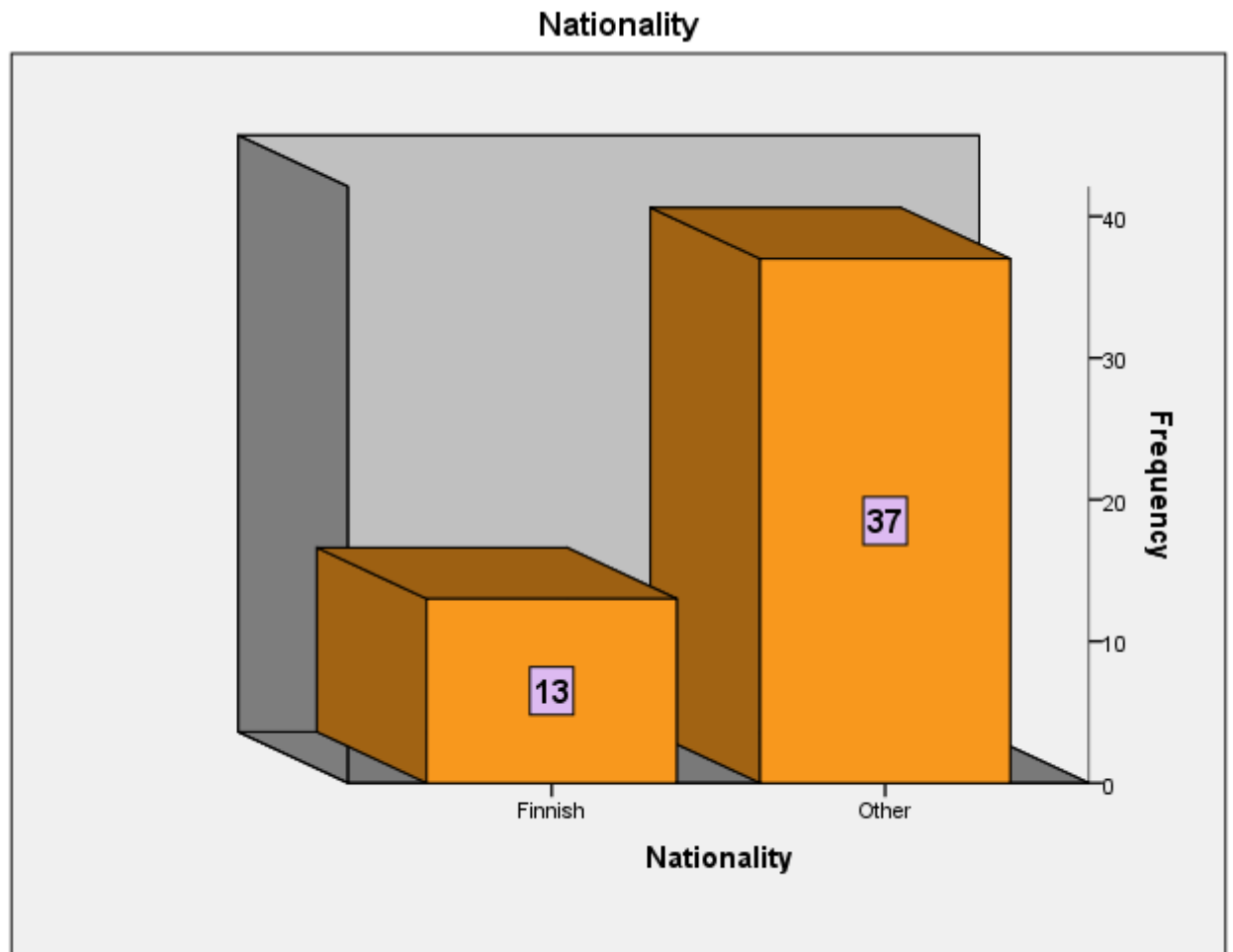
GRAPH 2: Age group of surveyees

The above bar chart shows the age group of the surveyees. Among 50 participants, only 2 of them were below 20 years old, 40 of them were 20-30 years old, 6 of them were 31-40 years old and 2 of them were above 40 years old. The huge parts of the surveyees were 20-30 years old which can be seen in the bar chart. This age group has occupied 80% of the whole age group.



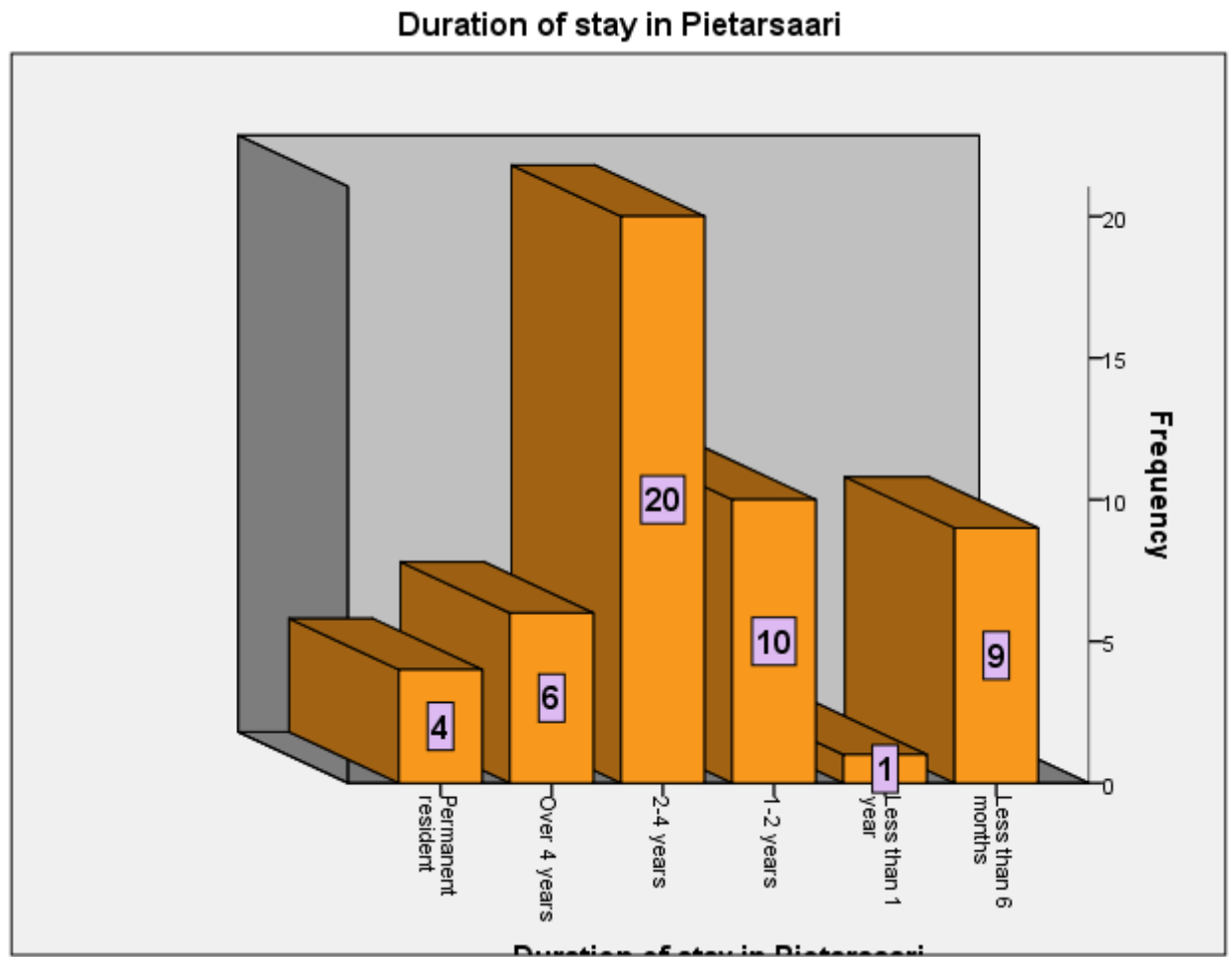
GRAPH 3: Mother tongue of surveyees

The above bar chart shows the mother tongue of the surveyees. Among 50 surveyees, 8 of them speak Finnish language as their mother tongue, 4 of them speak Swedish as their mother tongue and 38 of them speak other language as their mother tongue. In percentage, 76% of the surveyees have other language as their mother tongue (which can be international students) and remaining 14% of the surveyees have Finnish and Swedish as their mother tongue (which can be native students).



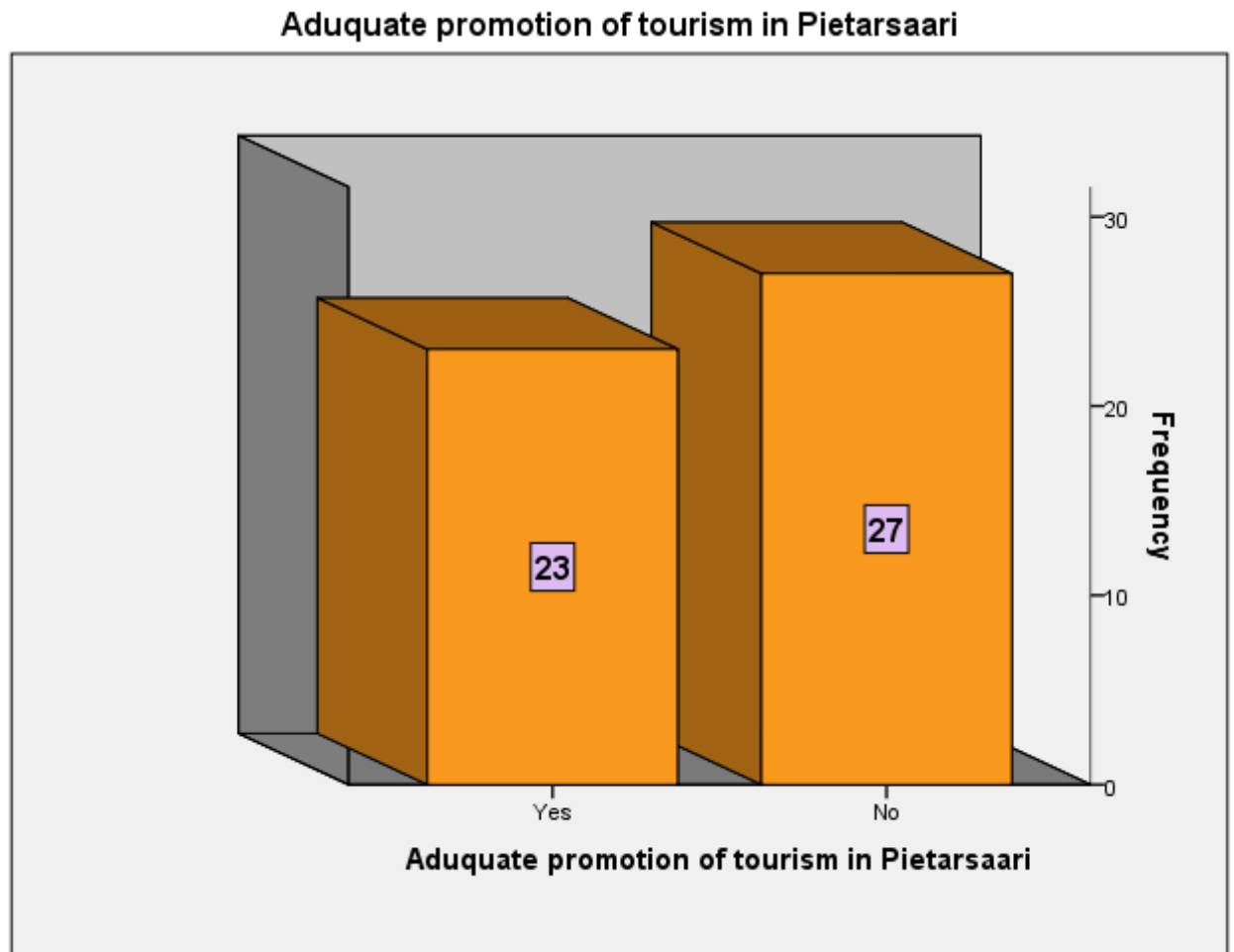
GRAPH 4: Nationality of surveyees

The above bar chart shows the nationality of the surveyees. 13 of the 50 surveyees were Finnish students as well as 37 of the surveyees were international students. In percentage, 26% of the surveyees were from Finland and 74% of the surveyees were from other countries.



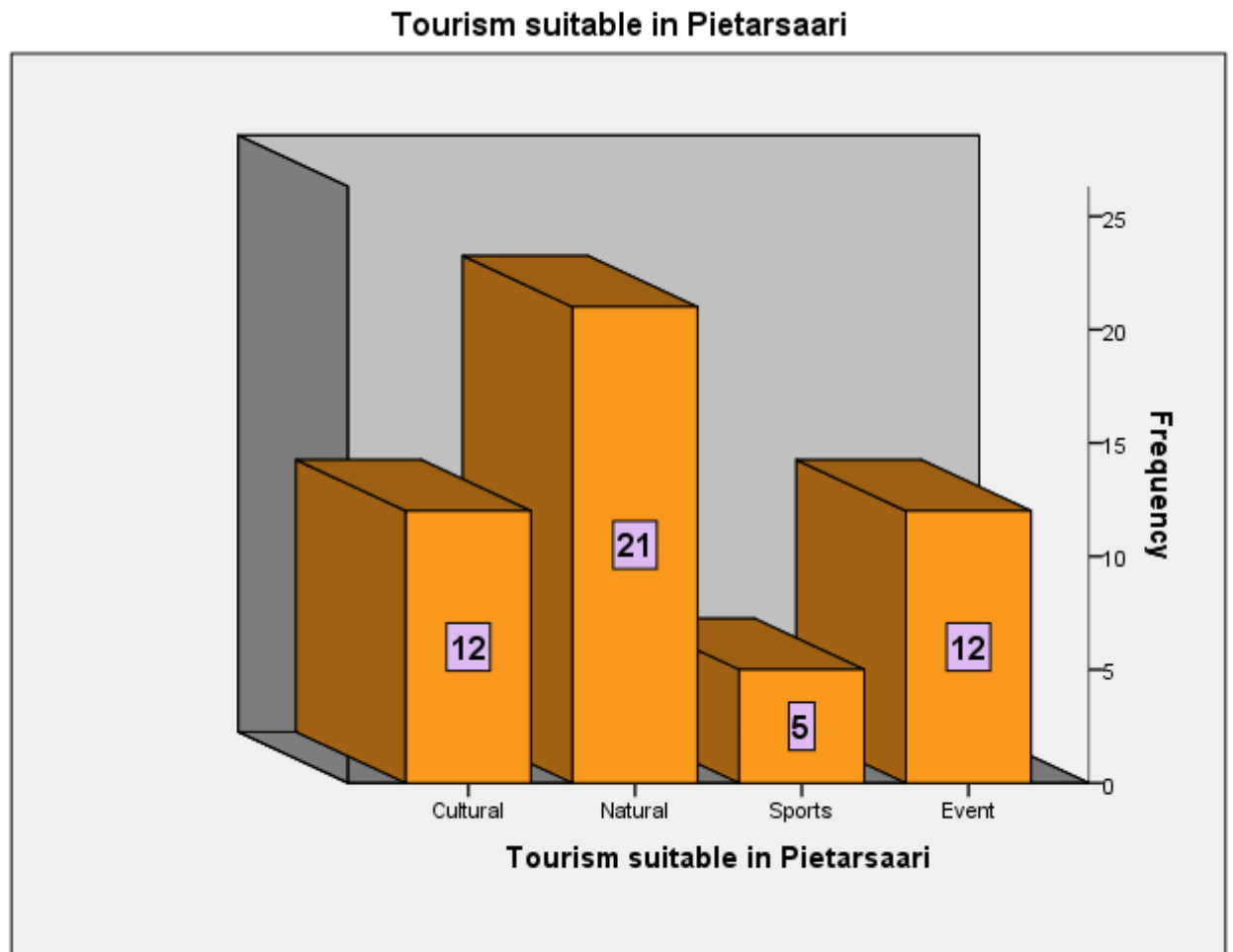
GRAPH 5: Duration of surveyees stay in Jakobstad

The above bar chart illustrates the duration of surveyees living in Jakobstad. Among 50 surveyees 4 of them were permanent residents of Jakobstad which mean they are local people of Jakobstad. 6 of the surveyees have been living in Jakobstad for over 4 years. 20 of the surveyees have been living in Jakobstad for 2-4 years. 10 of the surveyees have been living in Jakobstad for 1-2 years. 1 of the surveyees has been living in Jakobstad for less than 1 year and 9 of the surveyees have been living in Jakobstad for less than 6 months. The majority of the surveyees (40%) are living in Jakobstad for less than 6 months. The majority of the surveyees (40%) are living in Jakobstad for 2-4 years.



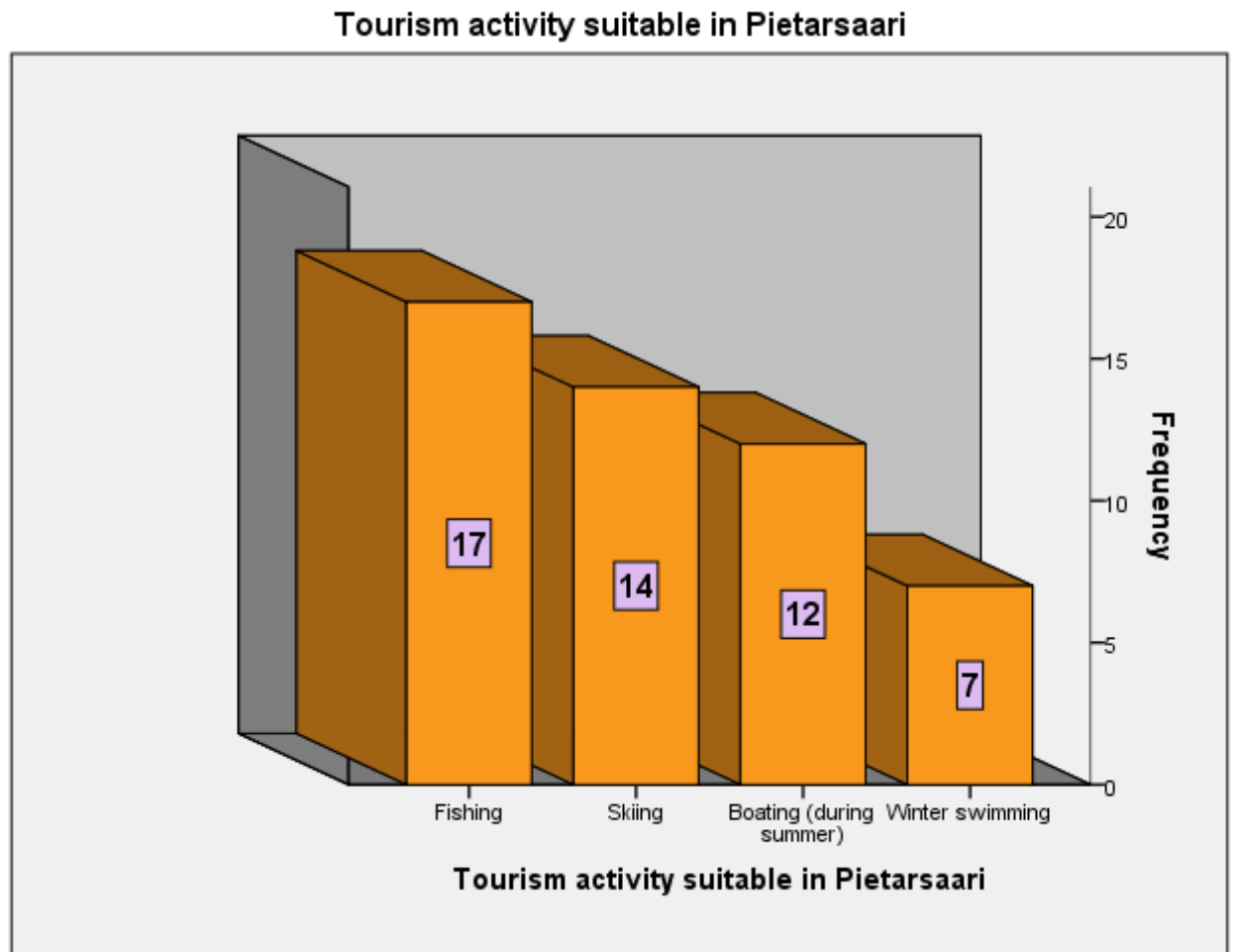
GRAPH 6: Adequate promotion of tourism in Jakobstad

The above bar chart illustrates the adequate promotion of tourism in Jakobstad. Among 50 surveyees 23 of them think that there in adequate promotion of tourism in Jakobstad through website, social media, newspaper, magazines, fairs and events. 27 of them think that the promotion of tourism in Jakobstad through above mentioned marketing tools in not adequate. The majority of surveyees think that the marketing of tourism in Jakobstad is not adequate.



GRAPH 7: Tourism sector suitable in Jakobstad

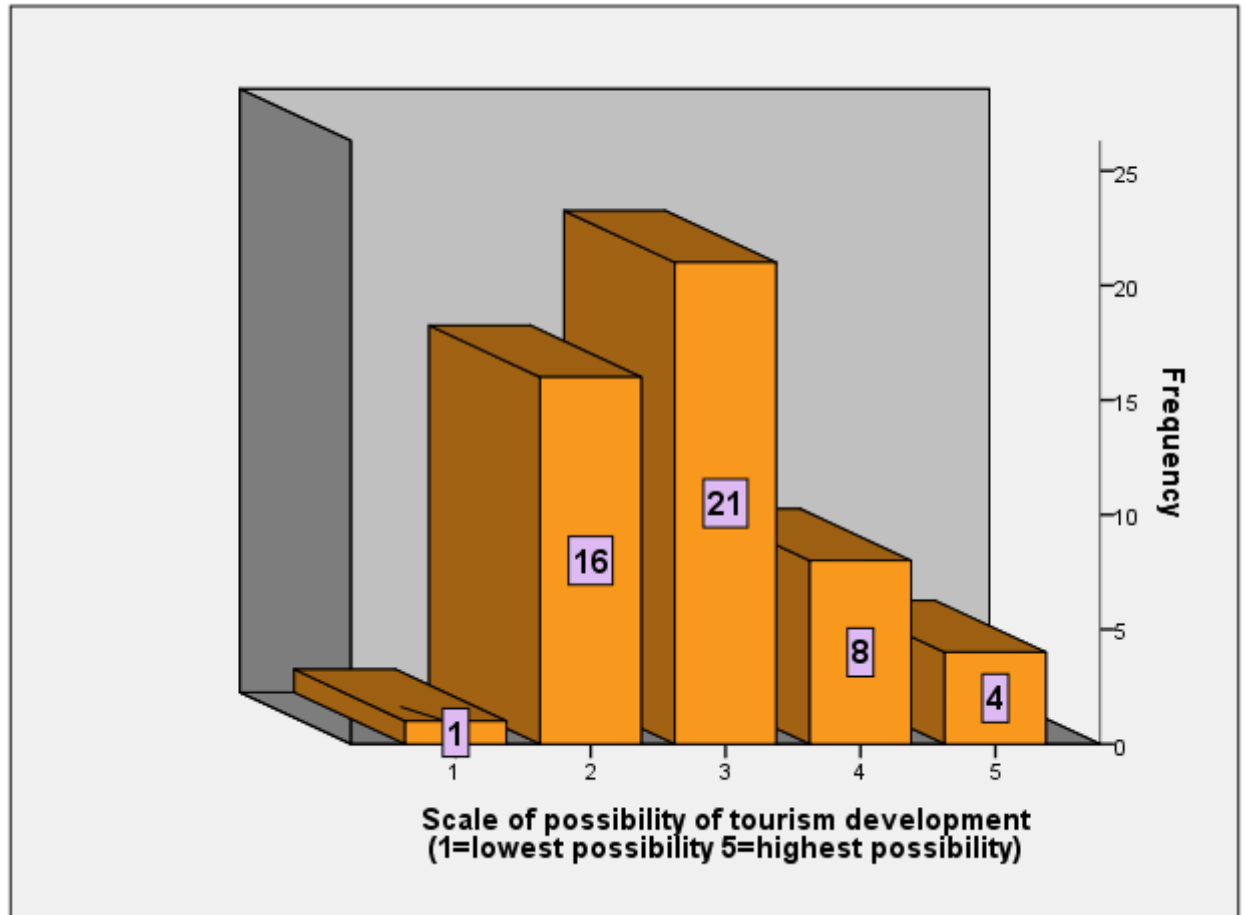
The bar chart above shows the forms of tourism suitable in Jakobstad. Above 50 surveyees, 12 think that cultural tourism is suitable in Jakobstad, 21 think that natural tourism is suitable in Jakobstad, 5 think that sports tourism is suitable in Jakobstad and 12 think that event tourism is suitable in Jakobstad. The majority of surveyees (42%) think that natural tourism is suitable in the scenario of Jakobstad.



GRAPH 8: Tourism activity suitable in Jakobstad

The above chart shows the forms of tourism activity which is suitable in Jakobstad. Among 50 surveyees 17 think that fishing can be suitable tourism activity in Jakobstad. 14 of them think that skiing can be suitable tourism activity in Jakobstad. 12 of the surveyees think that boating (during summer) can be suitable in Jakobstad whereas 7 of them think that winter swimming can be suitable in Jakobstad. The majority of the surveyees (34%) put their answer as fishing. It may be because fishing can be done in any season.

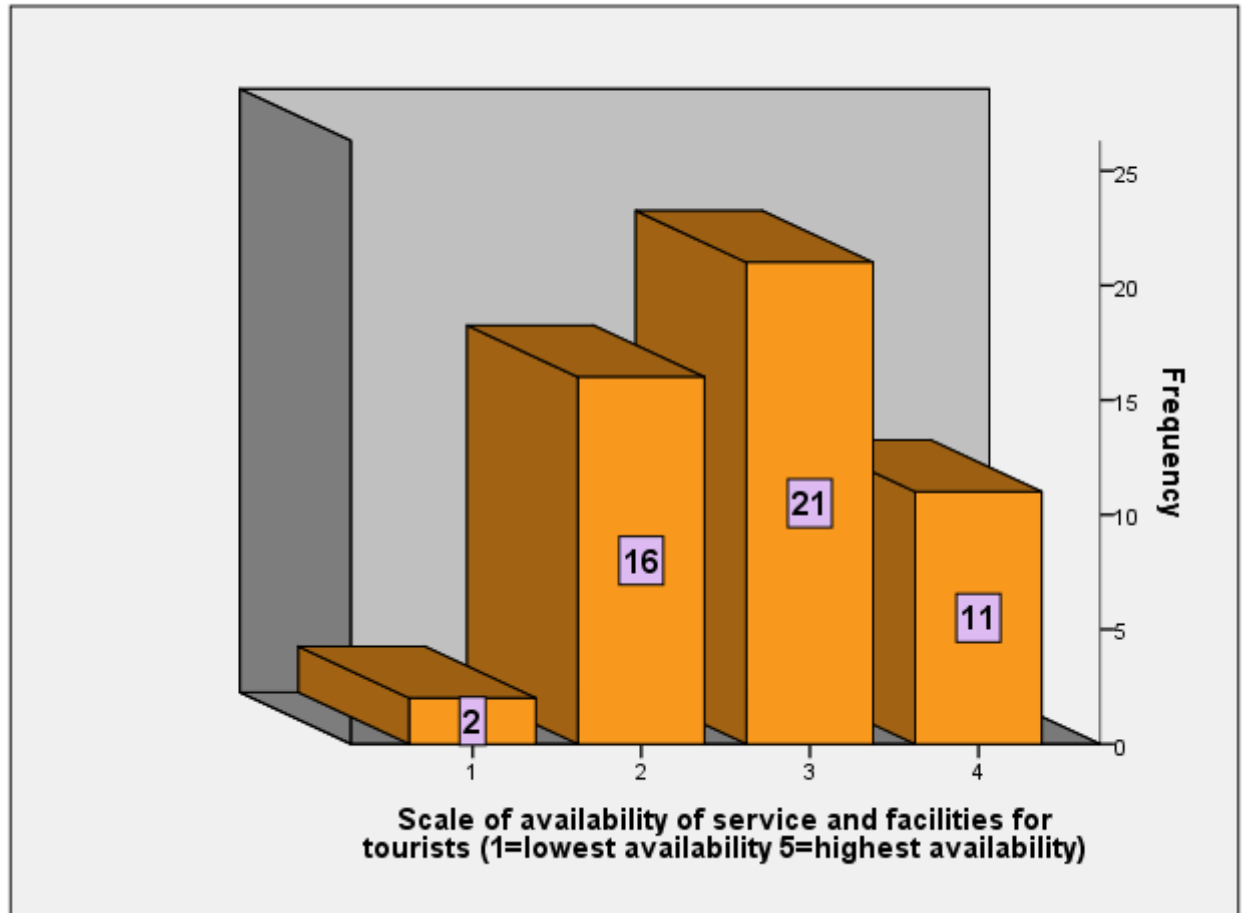
Scale of possibility of tourism development (1=lowest possibility 5=highest possibility)



GRAPH 9: Scale of possibility of tourism development in Jakobstad

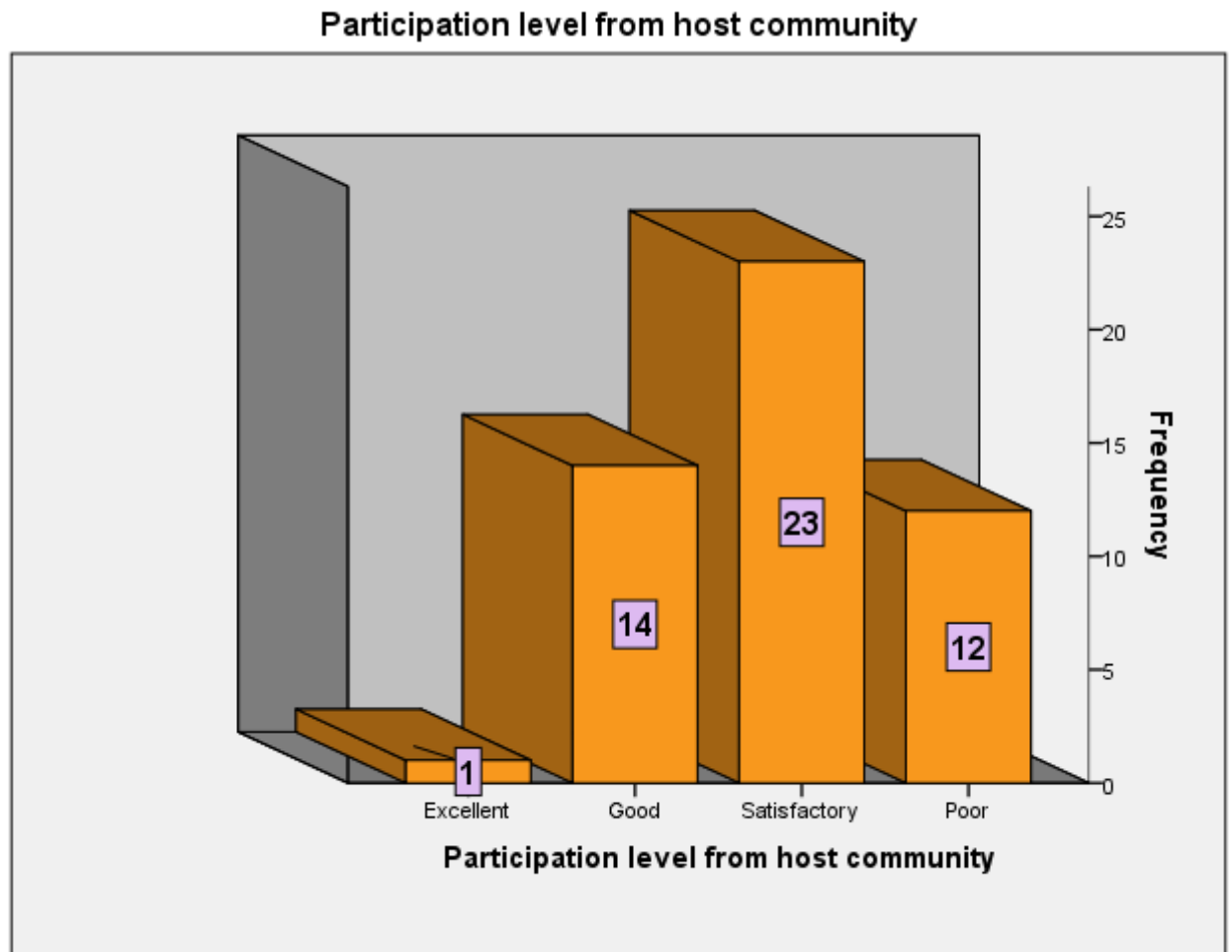
The above bar chart represents the possibility of tourism development in Jakobstad. In this question respondents had to scale the possibility of tourism development in Jakobstad from 1 to 5; where 1 was the lowest possibility and 5 was the highest possibility. 1 of the respondent has scaled 1 as the answer. 16 of them have scaled 2 as their answer. 21 of them have scaled 3 as their answer. 8 of them have scaled 4 as their answer and 4 of them have scaled 5 as their answer. As we can see in the chart that majority of the surveyees have scaled 3 as their answer which means the possibility of tourism development in Jakobstad is moderate. According to them the possibility is neither too high nor too low.

Scale of availability of service and facilities for tourists (1=lowest availability 5=highest availability)



GRAPH 10: Scale of availability of service and facilities for tourists in Jakobstad

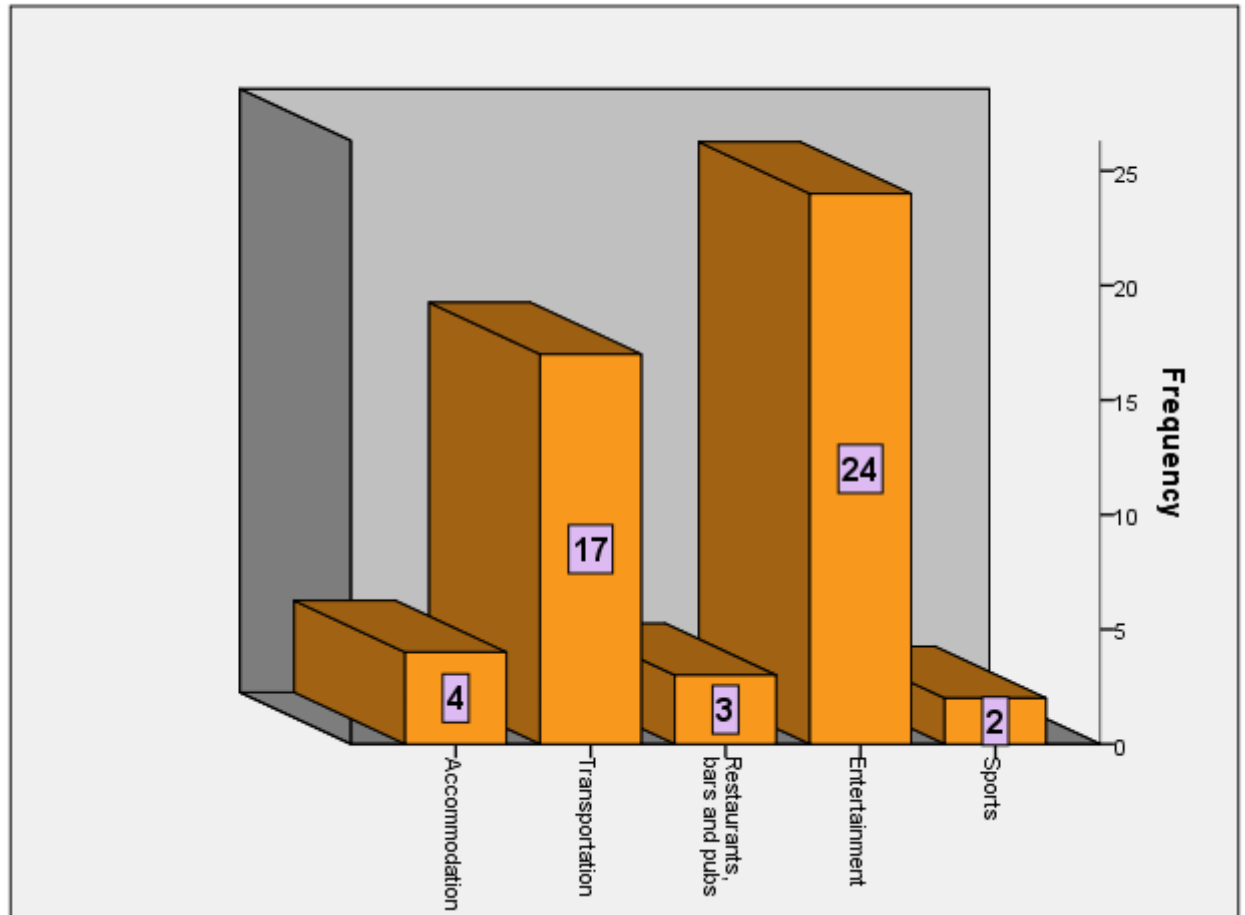
The bar chart above illustrates the scale of availability of service and facilities for tourists in Jakobstad. In this question respondents had to scale the availability of service and facilities for tourists in Jakobstad where 1 was the lowest availability and 5 was the highest availability. 2 of the respondents have scaled 1, 16 of them have scaled 2, 21 of them have scaled 3, 11 of them have scaled 4 and none of them have scaled 5 for the availability of service and facilities. As we can see in the chart that majority of the surveyees have scaled 3 as their answer which means the availability of service and facilities for tourists in Jakobstad is moderate.



GRAPH 11: Participation level from host community of Jakobstad

The bar chart above illustrates the participation level of host community in tourism. Among 50 respondents 1 of them thinks that the participation from host community is excellent. 14 of them think that the participation level from host community is good. 23 think that think that the participation level from host community is satisfactory and 12 think that the participation level from host community is poor. Majority of surveyees (46%) believes that the participation from host community is satisfactory which means the participation level from host community is neither really good nor poor.

Sector of tourism which needs further development



GRAPH 12: Sector of tourism which needs further development in Jakobstad

The bar chart above shows the sectors of tourism which needs further development. Among 50 respondents 4 think that accommodation sector needs further development in Jakobstad. 17 of them think that transportation sector needs further development. 3 of them think that restaurant, bars and pubs need further development in Jakobstad. 24 respondents think that entertainment sector needs further development in Jakobstad and 2 respondents think that sports sector needs further development in Jakobstad. Majority of respondents (48%) believe that entertainment sectors in Jakobstad should be further developed.

There were three open ended questions in the questionnaire where respondents had to write their own opinions. The first question was 'what should be done for further tourism development in Jakobstad?' In this question respondents have expressed different opinions. Most of them had written about proper marketing, proper investment, participation of local people, start of new tourism company in Jakobstad, build of train station in Jakobstad and more events in Jakobstad. Most of their answers are based on these things in their answers.

Another open ended question was 'Thinking yourself as a tourist, for what reason would you visit Jakobstad?' In this question, most of the respondents had answered to see nature, to see historic boat building, to see Fäboda and to visit Jakobs Day.

The last open ended question was 'any additional comments about the development of rural tourism in Jakobstad?' In this question most of the respondents have expressed their view about requirement of more infrastructures in Jakobstad, requirement of public awareness about benefits of tourism for community and need of effective promotion.

After conducting the survey the author of the thesis found information about what people think about the tourism of Jakobstad. At first, the fact has been founded that the promotion which is done for the development is not adequate (according to surveyees). Majority of them felt that the marketing of tourism in Jakobstad through different means are not sufficient. The author of the thesis also found that the type of tourism which is suitable in Jakobstad is natural tourism. Although there are possibilities of cultural, events and sports tourism in Jakobstad, natural tourism has highest possibility than others. The author of the thesis also found the tourism activity which is suitable in Jakobstad. The tourism activity which is most suitable in Jakobstad is fishing. After fishing skiing, boating (during summer) and winter swimming also has possibility. Another finding that the author of the thesis got from the survey is the possibility of tourism development in Jakobstad. The possibility of tourism development in Jakobstad is moderate. There is neither too high possibility nor too low possibility of development of tourism in Jakobstad. The author also found the availability of services and facilities for tourists in Jakobstad. The availability of services and facilities for visitors in Jakobstad are moderate. The availability of services and facilities are neither too high nor too low for visitors in Jakobstad. Another finding the author of the thesis got from the survey is the satisfactory participation level of host community in tourism development of Jakobstad. The host community are neither too active nor too passive in tourism development of Jakobstad. The author of thesis also found that the tourism sector in Jakobstad which needs further development is entertainment service. In another sense he entertainment services which are available in Jakobstad are not enough for visitors. The author of the thesis also found out that proper marketing, proper investment in tourism, participation of locals in tourism activity and direct connect railway in Jakobstad are the main works that should be done for the tourism development in Jakobstad. Adding of infrastructures and raising public awareness about the benefits of tourism in local community are also the requirement of tourism in Jakobstad which the author found from the survey. This survey helped a lot to the author to do research about the tourism of Jakobstad.

8.2 Analysis of the interview

To know more about the tourism of Jakobstad the author of the thesis had taken interview with Tina Pelkonen who is the manager of Jakobstad Tourism Information Centre. According to her the tourism in Jakobstad area has always been in small scale. There are only small sites of attraction for visitors. There are not really big attractions for visitors which could attract huge number of tourists. According to her the most suitable form of tourism in Jakobstad is natural tourism. Most of the visitors who visit Jakobstad are nature lovers and few of them are sports lover. Nature lovers come here to visit river, sea and archipelagos. As Jakobstad is famous for its football club (Jaro) and ice hockey club, people who love these sports also visit Jakobstad. According to her the main target visitors are families and old people who love nature and young people who love sports. According to her the peak season for tourists in Jakobstad is summer except ice hockey lovers. Ice hockey tournaments are organized during winter. During ice hockey tournament Jakobstad also invites visitors in winter otherwise most of the visitors visit Jakobstad during summer. Visitors also visit Jakobstad partly in spring and autumn but not so much. Most of the tourists who visit Jakobstad are from Finland but international tourist from Sweden, Norway, Germany, Belgium, Holland, Russia, France, Spain and The Great Britain also visiting in few numbers. According to her there is close connection of tourism of Jakobstad and tourist information centre of Jakobstad. The tourism information centre of Jakobstad does marketing of tourism of Jakobstad. The office is using different means of marketing like social medias, print medias, radio, television, fairs and events. The office also provides information to people who would like to know about the tourism related things of Jakobstad. She mentioned that the tourist information centre functions marketing and informing works but it does not sells any tourism product or service to customers. The tourist information office of Jakobstad is also co-operating with different event organizers who organize different events in Jakobstad. About fulfilling the expectation of customers she said that the office has somehow been able to meet expectations of visitors. She thinks so because of the positive feedbacks they get from visitors. The tourist information centre is getting feedback by

telephone and e-mails. About the future of tourism in Jakobstad, she said that it is growing gradually every year. The situation of tourism in Jakobstad is quite better than before. According to her the thing that Jakobstad's tourism lacks is someone (either person or organization) who sells packages to visitors. If someone start a business to sell tourism packages in this area then the future of tourism in this area will be quite good. As Jakobstad does not have any tour operators and travel agencies the tourism of Jakobstad is co-operating with the tourism of Kokkola in these things. According to her, Jakobstad need some private investors or entrepreneurs who start high class modern facilities cottage services in this area. If Jakobstad have such cottages then the possibility of tourism will also increase. Jakobstad have cottages but they are of traditional types. She believes that such cottages near to sea and near to rivers will attract more visitors and she also added that such cottages should provide service to customers in all season.

Very important things, related with the tourism of Jakobstad have been founded from the interview with Tina Pelkonen. The interview with her about tourism of Jakobstad became very fruitful for this thesis.

9 CONCLUSION

The report gives information about how tourism plays vital role to develop a rural place. Different sectors of development like social, environmental and economic are possible in a rural place through tourism, which is the main theme of this report. When tourism emerge and develops in a place then the development of infrastructures like construction, communication, health-services, water supply, power, transportation will be built in that place, which drags a rural place towards advancement. This report will keep Jakobstad as the key element that needs development of rural tourism as well as it also encompasses every single aspects of tourism development activities needed for a small town like Jakobstad.

As tourism plays a vital role in development of rural areas, it should be conducted and promoted in rural areas identifying the tourism possibility of those places. As it benefits all, united effort of local sector, public sector and government sector are needed to conduct tourism in rural areas. Tasks like proper planning and developing, providing quality services, maximizing the effort of locals, minimizing the drawbacks and limitations of rural areas should be done in order to develop tourism in rural areas. If such tasks can be done then the differences in facilities, economy and services between urban areas and rural areas can be minimized.

As Jakobstad is a rural town with tourism possibilities, rural tourism is the best option for Jakobstad to spread development and urbanization around it. The related authority as well as the locals should do effort to develop the potential tourism attractions, services and products in Jakobstad. The attractions which are already developed should be conserved and promoted more in order to attract more visitors and the attractions which have possibilities to grow as visitor attraction should be researched, identified and developed. Tasks like promoting public awareness, proper

marketing, developing hospitality among locals and maintaining proper environment should be done for the sustainability of tourism in Jakobstad. As Jakobstad lacks tourism entrepreneurs who makes and sales tour packages in this area, the tourism authority should motivate and inspire locals to invest and start such businesses so that it would attract more visitors which will benefits the whole Jakobstad socially and economically. The tourism providers of Jakobstad has provided the services which are a bit traditional so Jakobstad needs some modern and advance service providers which offers modern facilities and services for visitors so that they could meet the expectations of modern people. Improvement in accommodation services, entertainment services and transport services are also the factors needed for the development of tourism of Jakobstad.

The thesis was done with the help of secondary sources and researches. There was not any problem in finding books and e-books related with rural tourism development as it is a general and wide topic but it was hard to find books and e-books about the tourism in Jakobstad. Finding authentic information from authentic sources took more time for author. Different concepts of different writers can be found in different sources and the author has chosen suitable among those. As Jakobstad is not a well-known and big place, books could not be founded related with it. Although the author could not find books related with the tourism of Jakobstad, he managed to find information related with the tourism of Jakobstad in websites and did the analysis of those information.

Apart from secondary sources author has also done qualitative and quantitative research to do the thesis. The author has conducted an interview as well as a survey to do research about the thesis. The result and information which the author got from the interview and survey are fully reliable.

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APPENDICES



The purpose of this survey is to research the development of rural tourism in Pietarsaari. This survey is a part of research work for thesis. The aim of the survey is to identify the possibilities, strengths, weaknesses, opportunities and threats for development of rural tourism in Pietarsaari. A little interest on participation from the respondents will be highly appreciated. In addition, the information shared from each respondent during the survey will be kept highly confidential and will not be breached to anyone.

SURVEYOR

Ujjwal K.C. (DPT12)

1. Gender

- Male
- Female

2. Age group

- Below 20
- 20-30
- 31-40
- Above 40

3. Mother tongue

- Finnish
- Swedish
- Other

4. Nationality

- Finnish
- Other

5. For how long have you been staying in Pietarsaari or around Pietarsaari?

- Permanent resident
- Over 4 years
- 2-4 years
- 1-2 years
- Less than 1 year
- Less than 6 months

6. Is there adequate promotion of tourism in Pietarsaari? (Through website, social media, newspapers and magazines, fairs and events)

- Yes
- No

7. What kind of tourism is suitable in Pietarsaari?

- Cultural
- Natural
- Sports
- Event

8. What kind of tourism activity is suitable in Pietarsaari?

- Fishing
- Skiing
- Boating (during summer)
- Winter swimming

9. Scale the possibility of development of tourism in Pietarsaari. (1=lowest possibility, 5=highest possibility)

1 2 3 4 5

10. Availability of facilities and services for tourists in Pietarsaari. (1=lowest availability, 5=highest availability)

1 2 3 4 5

11. What is the participation level from host community for maintaining good tourism environment in Pietarsaari?

- Excellent
- Good
- Satisfactory
- Poor

12. Which sector of tourism should be further developed in Pietarsaari?

- Accommodation
- Transportation
- Restaurants, bars and pubs
- Entertainment
- Sports
- Other (please specify).....

13. What should be done for further tourism development in Pietarsaari?

.....

.....

14. Thinking yourself as a tourist, for what reason would you visit Pietarsaari?

.....

.....

15. Any additional comments about the development of rural tourism in Pietarsaari?

.....

.....

Thank you for your time and co-operation.

INTERVIEW PLAN

The author of the thesis has decided to make an interview which includes theme related to tourism. For this purpose the author will make an appointment with Tina Pelkonen who is the manager of Pietarsaari Tourist Information Center. The author will find out a time which suits the interviewee as well as the author. The author expects to gather some more information related to the tourism of Pietarsaari from the interviewee. The author has come up with some questions to ask during the interview which are listed below.

1. Background of tourism in Pietarsaari (tourism in Pietarsaari back then and now, forms of tourism suitable for Pietarsaari, etc.)
2. Mission and vision of Pietarsaari Tourist Information Center.
3. Target visitors of Pietarsaari.
4. Connection of tourist information center with tourism in Pietarsaari.
5. Have you been able to meet expectation of visitors?
6. How do you see the future of tourism in Pietarsaari?