



DEVELOPMENT OF THE TOURUVUORI OUTDOOR RECREATION AREA

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<p>Abstract</p> <p>The aim of the thesis was to study the need for development in the Touruvuori outdoor recreation area in Palokka and prepare a development plan of the potential targets of improvement for the sports and exercise services department of the rural municipality of Jyväskylä. A specific focus was on the nature trail and the opinions of the users of the area were also studied.</p> <p>Quantitative research was used in the study; it provided a comprehensive cross-section of the needs and wants of the users of the area. 172 questionnaires from a survey performed by the rural municipality of Jyväskylä in 2004 were analyzed for this research. In addition, in winter 2006 another survey was executed, which resulted in 88 responses out of the 150 questionnaires that were sent out. In the formulating of the development ideas also the authors' own observations of the condition of the area were used.</p> <p>Research results verify that generally the users are satisfied and appreciative for the existence of the area; however, there are targets of development. The most significant aspect in the renovation of the area is refining the appearance and enhancing its condition in order to increase the user friendliness and safety. Clarifying the rules and guidelines is essential, since it became apparent that the behavior of other users was perceived a big problem.</p> <p>The thesis functions as a tool in planning the renovation of the Touruvuori outdoor recreation area as well as other outdoor exercise areas in the rural municipality of Jyväskylä. The most cost effective solution for the rural municipality in executing the development suggestions would be to use the educational institutes of the area as partners in cooperation. The overall comfort and practicality of the area can be considerably improved even with subtle changes.</p>		
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Tiivistelmä <p>Opinnäytetyön tarkoituksena oli tutkia Palokan Touruvuoren virkistys- ja ulkoilualueen kehitystarvetta ja laatia Jyväskylän maalaiskunnan liikuntapalveluille kehityssuunnitelma mahdollisia parannuskohteita varten. Erityisen tarkkailun kohteena oli Touruvuoren luontopolku, ja myös alueen käyttäjien mielipidettä kehityksen tarpeesta tutkittiin.</p> <p>Työssä käytettiin kvantitatiivista tutkimusta, jolla saatiin kuva käyttäjien toiveista ja tarpeista. Analysoitavaksi saatiin 172 lomaketta Jyväskylän maalaiskunnan vuonna 2004 suorittamasta kyselystä. Lisäksi talvella 2006 suoritettiin toinen kysely, johon lähetetyistä 150 vastauslomakkeesta 88 palautui. Kehitysideoinnissa käytettiin hyväksi myös opinnäytetyön tekijöiden omia havaintoja alueen kunnosta.</p> <p>Tutkimusten tulokset osoittavat, että alueen käyttäjät yleisesti ottaen ovat tyytyväisiä ja kiitollisia alueen olemassaoloon, mutta kehityskohteita löytyy. Alueen kehittämisessä tärkeintä on alueen ulkoasun selkeyttäminen ja kunnan parantaminen viihtyvyyden ja turvallisuuden lisäämiseksi. Ohjeistuksen ja sääntöjen selkeyttäminen on tärkeää, sillä ilmeni, että suureksi ongelmaksi koetaan muiden ulkoilijoiden käyttäytyminen alueella.</p> <p>Opinnäytetyöstä on hyötyä suunniteltaessa niin Touruvuoren kuin muidenkin Jyväskylän maalaiskunnan ulkoilualueiden hoitoa ja kunnostusta. Kehitysehdotusten toteuttamisessa taloudellisinta olisi, että maalaiskunta käyttäisi alueen oppilaitoksia yhteistyökumppaneina. Jo pienillä korjauksilla ja muutoksilla alueen yleistä käyttömukavuutta saadaan parannettua huomattavasti.</p>		
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1 THE NATURE TRAILS' SIGNIFICANT TASK AS SERVICES

Few people stop to think about all the services they receive in return for paying taxes. The most obvious ones, such as schooling free of charge, medical care benefits and social support are the ones people recognize as valuable services and justly so. However, there are also other services we are entitled to which we should be grateful for, but at the same time also expect a certain level of quality. As part of a consumer society people have been educated not to just accept any kind of services but to demand services of a certain quality level.

Nature trails are part of the services the cities and municipalities offer their residents in return for supporting their economy. The purpose of this bachelor's thesis is to take a closer look at the service the rural municipality of Jyväskylä offers its residents in the form of the outdoor recreational area of Touruvuori in Palokka. Even though the whole area of Touruvuori outdoor recreational area is discussed in this thesis, the authors focus especially on the nature trail.

Some instances might consider the existence of nature trails as beneficial only to its users; however, that is a false assumption. In fact, both parties, the user and the provider of the service benefit from the industrious use of this particular service. The service users, which in this case are mainly residents of Palokka, can walk on the trail while receiving physical exercise, breathing fresh air, relaxing and taking their minds off the stressful issues of their everyday lives. The trails can also be educational, as there are multiple information boards along the route. The service provider, which in this case is the rural municipality of Jyväskylä, receives satisfied, healthy and environmentally conscious residents. Even though the municipality has to invest money in order to maintain the nature trail, the investment will repay itself manifold. The residents maintain good physical and mental health and thus fewer absences from work due to sickness occur and people are able to postpone retirement. In addition, the effect exercise has on the physical state of health diminishes the costs of the public health care system. Having content residents is also a great advertisement for the area and will thus appeal more tax payers.

The idea to research the current state of the Touruvuori outdoor recreational area originated when one of the authors was taking a walk on the Touruvuori nature trail. As both of the authors visited the area, they agreed the area was in dire need for development in order to serve its users in a beneficial manner. The authors approached the chief of outdoor areas of the rural municipality of Jyväskylä, Kari Häkkinen, and discovered a bachelor's thesis dealing the subject would be appreciated. The authors decided to create a development thesis with a focus on the nature trail, while also covering the whole Touruvuori outdoor recreational area in more of a general fashion. The authors recognized the need for development of the whole outdoor recreational area; however, approaching the subject from a practical point of view, they realized that most often beneficial development occurs gradually. The reason the authors decided to concentrate on the nature trail, is that they agreed it was in the most desperate need of attention and they felt the issue closest to their hearts, as they both enjoy taking walks in nature.

Upon discussing with the chief of outdoor areas, Kari Häkkinen, it became apparent that there had been a previous research done on the usage of the Touruvuori outdoor and recreational area conducted by the exercise and forest services of the rural municipality of Jyväskylä in the summer of 2004. The research had been started by sending out a questionnaire to the users of the area. However, apart from reading through the returned forms, the results were never officially analyzed or published. Häkkinen provided the authors with the questionnaires of 2004 to support and ease the creation of the development thesis. The authors decided to conduct a questionnaire of their own in a smaller scale and addressing both new issues and the most important topics already addressed in the unanalyzed questionnaire. The new questionnaire was distributed via mail. The authors decided to take advantage of the both questionnaires in order to discover which areas of the trail need special attention. The authors decided to look at the case from the users' of the service point of view, as they felt this would be the most beneficial approach in determining which aspects would increase the appeal, usage and safety of the trail in the eyes of the residents. The authors are also very familiar with the subject area as they both study consumerism and related subjects.

The subject of the thesis is very current due to many issues, one of which is the retirement of the baby boom generation. When they started to go to school, the

educational system faced some difficulties. Once the generation was able to work, the society thrived. Now in the 21st century one of the biggest problems in society is the upcoming retirement of the baby boom generation. The problem arises from the enormous amount of people in need of health care services for retirees and the number of elderly rising high in comparison to the people in working life and thus to the solvency of society. The retirement bomb, as the problem is commonly addressed, is expected to explode around the year 2010. (Wikipedia 2007.)

By offering outdoor exercise facilities the municipality can help its residents avoid the most common diseases in Finland, such as cardiovascular diseases and mental health problems. The high standard of living is one of the major causes for these diseases. The authors seriously believe the rural municipality of Jyväskylä can cut down the health care costs by encouraging its residents to stay fit and one way to achieve this is to offer appealing sites for exercising, such as the Touruvuori nature trail. The rural municipality of Jyväskylä needs to take this into consideration as being cost-effective is nowadays the key word in managing any successful business, organization or service.

This thesis addresses the recreational use of the nature and the issues related to the subject. Special attention is given to the development of the Touruvuori nature trail as the authors wish to aid the municipality in offering its residents improved services. The thesis is especially useful to the rural municipality of Jyväskylä, but also to others interested in the outdoor recreational areas. If people had a better understanding of the services provided in the form of an outdoor recreational area or a nature trail, the appreciation towards such services would grow and maybe there would even be some actions taken in order to improve the areas in other neighborhoods. Even as the areas consist of renewable resources, thoughtless actions can ruin them forever and also worsen the nature experiences of others.

2 CREATING THE FOUNDATION FOR THE DEVELOPMENT PLAN

2.1 The purpose and goals of the thesis

The purpose of this thesis is to create a functional development plan for the rural municipality of Jyväskylä regarding the Touruvuori outdoor recreational area in Palokka with a particular focus on the nature trail. The authors intend to offer the municipality a sensible, low-cost and easily implemental development plan which will benefit both the municipality and the users. The authors realize that anyone can write a superficial development plan and therefore they regard it as a personal challenge to generate a plan which the municipality will deem worthy of careful consideration and perhaps even implementation. The purpose is to provide a complete development plan for the rural municipality of Jyväskylä; however the plan consists of development suggestions which the municipality can implement depending on the time and resources available. The authors decided to found their improvement proposals on the opinions of the users of the nature trail residing in Palokka, thus the propositions are based on actual demand rather than fabricated needs.

The thesis has several goals, one of them being convincing the rural municipality of Jyväskylä that not only does the municipality need to take measures to improve the condition of the Touruvuori outdoor recreational area and the nature trail, but also that it is in their best interest to do so. Another goal is to improve the safety and condition of the nature trail and even renew the area, as is the increased contentment among the residents of Palokka resulting from the above mentioned actions. The authors would be delighted if even some of the development proposals are implemented, resulting in increased usage of the area, as this might be the measure needed to help people improve and maintain their well-being. If this thesis succeeds in making its readers contemplate and modify their stance towards the importance of nature trails into a more positive direction, the authors have achieved yet another goal they set in the beginning of the creation of this thesis.

2.2 Methods and implementation

The theoretical basis for the thesis was created by reading through a vast amount of literary resources. The amount of information about the subject astounded the authors; however they were able to cite only the most relevant sources. The Internet presented its share of useful sources, which the authors took advantage of in creating a comprehensive foundation for the plan. A common sense also served its purpose in helping the authors to formulate the structure of the thesis. Once the theoretical framework was determined, the authors considered the various options among which they would choose the most appropriate one in order to discover which development measures would serve the users of the Touruvuori outdoor recreational area in the best possible way.

This research was carried out using a quantitative research method, and the data that was used in formulating the results was gathered with a questionnaire. Unlike qualitative research, quantitative research mainly relies on numbers and anything that is measurable. Counting and measuring are the most common activities of quantitative research. Also the result of the research is a number or series of numbers, which are often presented in tables, graphs and other forms of statistics. The analysis is then later on made on the basis of the tables and graphs. Quantitative research is generally used to draw conclusions and test specific hypotheses. Characteristic for quantitative research is that it usually involves a large number of respondents taking part in the data collection. (Wikipedia 2007.)

One of the most popular and important data collection methods in quantitative research is a questionnaire. A good questionnaire must be well planned. The steps in a questionnaire writing process include defining the objectives of the study, choosing a sample group, writing the questionnaire, pre-testing it, distributing it and analyzing the results. (Creative Research Systems 2006.)

For the success of the questionnaire in gathering exactly the information the researcher wants, the correct form of questions is the most important aspect. The respondents answer the exact questions that are in the questionnaire, whether or not they understand what the researcher wants to ask. Especially in a mail questionnaire there is no one to specify or define the content of the question, so if the wording of the

question is misleading, the question is worthless in delivering the information the researcher wanted it to deliver. In addition, the questions should be clear, unambiguous and precise. Keeping the questions short and to the point is usually a rather good method of achieving clear and precise questions. The questions should be worded in a manner that the respondents understand them; in a questionnaire targeted to ordinary people jargon and slang should be avoided, while in a questionnaire written by for example a medicine factory targeted to doctors medical jargon would probably be even more appropriate than the standard language. To obtain as realistic information as possible with a questionnaire, the questions should not be leading or biased in any way. The respondents easily sense bias, and subconsciously let the answers be influenced by it. Using neutral words and sentences is the most efficient way in achieving reliable and credible results. (Brace 2004, 7-8, 114; Janes 1999, 321-324.)

There are many types of questions that can be used in a questionnaire. The most common types of questions are multiple-choice questions, open-ended questions and different types of scales. Multiple-choice questions are the most practical when there are clear and logical choices. Open-ended questions can be used when the respondents are asked to describe something or when there are as many possible answers as there are respondents. Scale questions are efficient in studying opinions and attitudes, the researcher defines the objectives and the respondents choose the closest alternative according to their opinions. Scales usually are numbered from one (1) to three (3) or five (5), and the scale could go for instance from strongly agree down to strongly disagree, or from very much to very little, depending on the question. (Brace 2004, 54-112.)

According to Brace (2004), another important aspect in the questionnaire planning is to consider the order of the questions. The best possible practice especially in a mail questionnaire is to start with the most interesting, easy and simple questions, proceeding to the more detailed or complex questions and ending with personal questions (age, gender, demographics). This way the questionnaire does not strike the respondents as too difficult, and ending with quick and easy personal questions leaves a good feeling about the situation. (Op. cit. p. 49.)

There was only one focus group in the survey thus all respondents received a similar questionnaire. In addition to the data gathered with the help of the questionnaires, the authors had a discussion session with Kari Häkkinen, the chief of outdoor areas of the rural municipality of Jyväskylä, during which they had quite a lot of valuable information about the Touruvuori outdoor recreation area, the connecting routes and other practical issues concerning the area that could not have been found in any books or guides. The questionnaire was later on analyzed using the SPSS-program, with which also the tables in this thesis were made. The conclusion then was made based on the statistics from SPSS.

3 INTRODUCTION OF THE ESSENTIAL ORGANIZATIONS AND AREAS

3.1 The Rural Municipality of Jyväskylä

The rural municipality of Jyväskylä was founded in 1868 and is situated in Central Finland, in the northern and north-eastern side of the city of Jyväskylä. The population is 34, 774 (31.12.2005) and it grows each year roughly by 500 persons. According to Statistics Finland, the population is expected to grow up to 37, 121 by 2010. The majority of the residents live in three population centers, which are Vaajakoski, Tikkakoski and Palokka. The area of the rural municipality is 534 km² of which the land area amounts to 449 km². The residents of the rural municipality are described as people who appreciate their close-to-nature environment and well organized services.

The vision of the rural municipality of Jyväskylä is described on the municipality's website. There it is stated that the rural municipality of Jyväskylä is a competitively and regionally functioning service municipality, which enhances the independence and the lifelong functionality of its residents and prosperity of the communities. In the meeting of the municipal council held in April the council stated that the one of the successes of the year 2006 was the development of physical education in schools and encouraging people to enhance their health by exercising more. In the meeting it was established, that the development continues to be an important issue.

Palokka is one of the population centers which are part of the rural municipality of Jyväskylä. It is situated in the northern part of the municipality and it is divided from north to south by the highway 4 into two sections; the eastern and the western part. The area offers all the municipal services, such as the health centre renovated in 2005, several kindergartens, four comprehensive schools, a high school and library. The distance from Palokka to Jyväskylä is only five kilometers (km). The population of Palokka is 11, 584 and the number is growing. Palokka is divided into 10 residential areas which are Kirri, Haukkämäki, Saarenmaa, Ritopohja, Pappilanvuori, Ollila-Heikkilä, Puuppola, Kuohu and Vesanka, of which Haukkämäki, Ritopohja,

Pappilanvuori and Ollila-Heikkilä have over 2, 300 residents. (The rural municipality of Jyväskylä 2007.)

3.1.1 Physical Exercise Services of the Rural Municipality of Jyväskylä

The Physical Exercise Service department of the rural municipality of Jyväskylä is responsible for maintaining and developing the exercise services, under which category also the Touruvuori outdoor and recreation area belongs. The Physical Exercise Service department is introduced to the public on the rural municipality's website under the title *services*. It is described on the site that the department in question is part of the education board and the department office is situated in Taulumäki (Puistokatu 35) in the office building of the rural municipality of Jyväskylä near the centre of the city of Jyväskylä. The site further clarifies that the exercise administration aims to develop the exercise opportunities for the people living in the municipality and serve them in exercise related issues. It is also stated that it is important to care for the health, welfare and know-how of the staff of the department, as having competent and motivated staff taking care of the exercise areas and services is in the best interest of the inhabitants of the municipality. (The rural municipality of Jyväskylä 2007.)

3.1.2 The Touruvuori outdoor recreational area

One can take advantage of the Touruvuori outdoor recreation area throughout the year. As in most of the other exercise track areas, during the winter the exercise tracks are transformed into ski tracks, which allow one to ski either using the traditional cross-country style or the freestyle. According to the conversation with Kari Häkkinen, the chief of outdoor areas of the rural municipality of Jyväskylä, in the winter part of the ski track is open also for Nordic walking. One can also walk with snowshoes, as long as staying away from the ready-made ski tracks. Häkkinen (2006) also stated that during the winter season walking along the ski tracks is not allowed, since walking softens the snow and ruins the skiing tracks. The nature trail enables walking in the area, even though the trail is not maintained during winter. The trail stays open from snow, however, because many people like to walk there, and also walk their dogs there, since it is not allowed on the skiing tracks. (Op. cit. 2006.)

In the summer walking is of course allowed, as well as jogging. Mountain biking, picking berries and going mushrooming are also possible. The nature trail enables people to learn of the surrounding nature with information boards, which distribute information about the wood species, plants, birds and other animals typical to the area. The surrounding schools go orienteering in the area but also other people besides pupils are allowed to orienteer. According to the signs along the routes, some areas, such as the exercise track are restricted to pets, such as dogs, but on the nature trail it is possible for the nearby residents to walk their pets. As the name Touruvuori implies (vuori = mountain), one has the possibility to go rock climbing and naturally one can also experience abseiling from the rock. In the area there also are playgrounds and small ball courts. For people who need to use their cars to reach the area there is a parking area in the beginning of the track. (Häkkinen 2006.)

There are three partly concurrent exercise tracks of 2.8 km, 5.0 km and 6.3 km in the area. The tracks are all connected to each other thus one can choose a route that best suits one's abilities and purposes. The area also has a 5-kilometre-long ski track connection to the Central Finland's Shooters' Lodge. There is also a connecting route to Karhujärvi shelter (laavu), which has a fireplace and an outdoor toilet. The area is also connected to other recreation routes, such as a route called Metsoreitti, (metso i.e. wood grouse is the official bird of Central Finland), which runs from the Shooter's Lodge all the way to Laukaa, connecting routes to Laajavuori and Vaajakoski, and skiing tracks made on the ice of nearby lakes in the winter. Thus Touruvuori offers multiple possibilities for long haul skiing and hiking for those who want to go trekking or see more than just the already familiar areas. (The rural municipality of Jyväskylä 2007.)

The Touruvuori nature trail is part of the Touruvuori outdoor recreation area. The trail is described in a guidebook for hikers as follows: the Touruvuori nature trail presents forest, fleabane and marsh wilderness. From the summit of the mountain one can see a magnificent landscape. The length of the trail is 3.4 km and the 16 information boards introduce the surrounding nature to the hikers. The trail is easy except for the climb to the steep Touruvuori. Causeways have been built across the marshy areas thus in the dry weather one can walk the route without watertight shoes. (Keski-Suomen Ympäristökeskus 2005, 21.)

3.1.3 Multifunctional Nature Trail

The Touruvuori nature trail, as well as other nature trails, serves many purposes. The most obvious purpose is to offer people a place where they can walk and exercise while enjoying the surroundings. The visitors can observe the nature in its different stages throughout the seasons. Perhaps one is lucky and careful enough to be able to see the animals in their natural habitat. Berries, mushrooms and flowers are there for the picking. One can even take their dogs out for a walk in the nature trail and allow also their pets enjoy the clean nature.

One should also pay attention to the educational purposes the trail serves. The information boards along the trail offer people useful knowledge they might not come to know if they walked only along the fitness track. The nature trail offers as many opportunities for different activities as the users can think of. These opportunities need to be preserved in order to keep the people mobile, fit and knowledgeable.

3.1.4 Communal Service Centre (Yhteispalvelupiste)

Communal Service Centre is one of the services that the rural municipality of Jyväskylä offers to its residents. There are three Communal Service Centers in the rural municipality, in Taulumäki, Vaajakoski and Palokka. The Communal Service Center offers the following governmental and municipal services and functions: different authority services such as some services of the police, guidance, forms, agendas and the minutes of municipal boards, administration and council and other current announcements, postal service to different units, forms and brochures of the municipality and government, current event brochures and announcements, copying service, handing out meal tickets to veterans, local transportation timetables, a possibility to use the Internet, map sales and selling books describing the rural municipality. (The rural municipality of Jyväskylä 2007.)

In addition to the above mentioned services, the Communal Service Centre in Palokka offers the following services: reservations of the video workshop, information about swimming in the hole in the ice services in the area, returning the forms of the Social Insurance Institution of Finland, information about open work placements and labor training, some social security operations, possibility to return the permit applications of the police (passport, drivers license, I.D) and access to the Internet on the

computers reserved for customer use. The office makes Palokka a full-service town, which means that the residents do not need to travel further to find certain services. (The rural municipality of Jyväskylä 2007.)

Since Touruvuori is situated in Palokka, the authors realize the great potential the Communal Service Centre presented in helping the rural municipality improve its services towards its residents regarding the Touruvuori area.

3.2 Jyväskylä Latuinfo /Jyväskylä Region Ski track Info

Providing multiple outdoor activity opportunities is part of the service cities and rural municipalities offer their inhabitants as well as visitors. The ski track of Touruvuori is a service which the rural municipality of Jyväskylä provides. As is with any type of service, the people using the track expect a certain level of service quality. In the case of ski tracks as a service, people expect to have well maintained, accessible tracks and general information that can be found easily about the ski routes and the surrounding area. Due to the development of technology, people can access the Internet in order to discover these issues with little effort. If people have the alternative to either visit each ski track to see the current condition or to discover the same information in their home computer, the choice seems rather obvious.

Jyväskylä Latuinfo (<http://www.jyvaskylanseutu.fi/kannat/latuinfo/>) is a service which provides people information about the ski tracks in Hankasalmi, Jyväskylä, the rural municipality of Jyväskylä, Korpilahti, Laukaa, Muurame, Petäjävesi, Suolahti, Toivakka and Uurainen. Naturally one can find information also about the Touruvuori ski tracks. The site offers maps, information about the map signs, route lengths, a guide for skiers, information about the latest maintenance of the ski tracks and links to other useful sites, such as a site for weather forecasts. The site can only be viewed in Finnish. (Jyväskylän seudun latuinfo 2007.)

4 NATURE TRAILS AS PART OF THE RECREATIONAL USE OF NATURE

This chapter will discuss the most relevant concepts related to nature travel and nature trails. In addition, the relation between the Touruvuori outdoor recreation area and wellness travel will be covered. The authors felt that compiling some of the most important rules and guidelines concerning the use of fitness tracks and nature trails on a general level would also be essential in understanding the concept of the recreational use of nature. Altogether, this chapter offers a theoretical base and justification for the development plan for the Touruvuori outdoor recreation area.

4.1 Defining the meaning of related concepts

The following concepts are all related to the subject area and since it is quite easy to confuse them all together, the concepts are explained to help the readers distinguish the differences between various themes.

Recreational use of nature includes all activities in the purpose of spending leisure time in the natural environment in the form of stays, traveling on foot, skis, bicycles or motor vehicles with the intention to exercise, admire the scenery, hike, go camping, hunt, fish recreationally, go on a boat, and pick berries and mushrooms for home use or other free time activities. Professional, profit seeking fishing, hunting, picking berries and going mushrooming or other corresponding activities are not recreational uses of the nature. Also vacation habitation and traveling are included in the recreational uses of the nature as long as they include the before mentioned recreational activities. Therefore the recreational use of nature include all outdoor activities in nature which comply with the everyman's rights, as well as recreational hunting and partly recreational fishing which are not included in the everyman's rights. The term recreational use is especially used when speaking of the usage of the natural resources or land. (Neuvonen, Pouta, Sievänen 2003, 31.) The forest related recreational activities can be accessed either from home or from accommodation facilities in the vicinity of the population center or from tourist centers. (Hemmi, part 1, 2005, 256.)

Exercising out-of-doors is used as a general term alongside with the recreational use. Specifically: exercising out-of-doors is being and moving outdoors, beyond the borders of the courtyard, during leisure time for recreational purposes. Exercising out-of-doors is an outdoor activity which refreshes and requires muscles. Work and business related trips are not part of the exercising out-of-doors concept. The concept is especially used when describing people's behavior out-of-doors. *Close range exercising out-of-doors* includes out-of-doors visits, which are performed from home and occur within a day, thus do not require staying overnight. (Neuvonen et al. 2003, 31.)

A *recreation area* is, according to Neuvonen and co-workers (2003) a limited area, which is used for exercising out-of-doors or for other recreational purposes. It is specifically reserved for recreational use. (Op. cit. p. 2003, 31.) Hemmi (2005) specifies that recreation areas are multipurpose areas, mainly commercial forests, in which the recreational and outdoor activities have been developed by indicated routes and with the help of different structures. The protection of the area has also been taken into account. Therefore the recreation areas form a gliding range from effective outdoor activity and commercial forest areas into the actual protected areas. The classification of areas is more or less mixed as there is no classification system based on law. However, different charts, such as building plans, formulas and provincial charts, classify these areas very clearly. In a provincial chart the recreation areas and routes can be categorized as walking out-of-doors parks, routes and areas, camping routes and areas. (Op. cit. p. 256.)

Walking out-of-doors parks are, according to Hemmi (2005) so called close range parks, which are located in the vicinity of the residential and work place area. With the help of these parks one ensures the opportunity for daily exercising out-of-doors for the residents of the population area. *Walking out-of-doors areas* are more expansive and in a more natural state than the before mentioned parks. They are located a few leagues from the population area's center, even on the territory of the neighboring municipality. *Walking out-of-doors routes* are terrain channels reserved for the outdoor usage of the neighborhood population area. They are classified according to the usage and nature as walking, biking, skiing routes, fitness tracks and nature trails. These routes can also exist in the vicinity of tourist centers. (Op. cit. p. 256-257.)

Camping areas are defined by Hemmi (2005) to be relatively far away from population centers, great for a weekend trip and accessible by public transport. They are areas established for hiking, camping, skiing and fishing etc. *Camping routes* can be classified according to the regional purpose as local, regional, national camping routes and international long distance trekking routes. (Op. cit. p. 256-257.)

4.1.1 The recreational use of nature intertwined with tourism

Tourism is defined by the World Tourism Organization as activities when people “travel and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. (Wikipedia 2007). In tourism the financial values are emphasized, while in the recreational use of nature the health factors are accentuated. Nature tourism is a mixture of both. (Keski-Suomen Ympäristökeskus 2005, 7.)

Nature tourism is a trip which includes at least one night away from one’s permanent residence and the trip takes place in the nature for recreational purposes. (Neuvonen et al. 2003, 31.) According to the Environmental Administration Centre of Finland nature tourism combines the recreational use of nature and tourism. In nature tourism the nature or the activity environment is a major appeal factor. Everything that is not daily occurring close range the recreational use of the nature is nature tourism. Therefore tourism related vacation habitation and the recreational use occurring in conjunction with the stay is regarded as nature travel. (Op. cit. p. 2005, 7.)

At this point the readers may ponder what the Touruvuori outdoor recreation area and especially the nature trail has to do with tourism. Even though the Touruvuori area on its own is rather small compared to other recreational areas and national parks, which traditionally attract tourists, the location of Touruvuori offers some quite attractive opportunities. In the authors’ opinion the nature tourism companies and organizations of Jyväskylä could take advantage of the Touruvuori area after it has been renovated.

4.1.2 Wellness travel and the Touruvuori outdoor recreation area

In the past times wellness travel has, in Finland as well as in other European countries, mainly been considered to be travelling to spas and other health institutions to receive various treatments to cure diseases and maintain the prevailing state of health.

Nowadays the emphasis is still on health, but there is more variety in the means of taking care of one's health than just spas. There are gyms, saunas, leisure centres, exercise centres, outdoor recreation areas, organic and raw food restaurants and hotels that specialize in offering services that all promote wellness. The whole concept of wellness is changing into a more global way of thinking that strives for a European leisure time health culture. (Suontausta & Tyni 2005, 7-15.)

The benefits of physical activity have been studied for centuries. According to World Health Organisation, WHO, physical activity offers all people a wide range of physical, social and mental health benefits. In the Move for Health initiative of 2002 WHO lists several facts that provide for the statement that physical activity enhances health: it supports dietary means, discourages the use of tobacco, alcohol and drugs, reduces violence and has also some economic benefits, the most considerable of which being the reduction on health care costs. In most cases the use of nature trails and outdoor recreation areas is motivated by the need for healthier life style, recreation and sensory experiences. (WHO 2002.)

In the 2002 World Health Report on "Risks to Health-Promoting Healthy Living" physical inactivity is highlighted as a significant risk factor for chronic non-communicable diseases (NCDs). In addition it enhances other risks such as obesity, high blood pressure, tobacco use, high cholesterol and low consumption of fruit and vegetables. However, the risk has been defined as preventable thus WHO has initiated the Move for Health day in 2002 to promote physical activity. Initiatives as such are desperately needed, since at least 60% of the whole world population fails to accomplish the recommended daily 30 minutes of physical activity. In Finland at least one third of the whole population do not get enough physical exercise at work and in the free time. In the authors' opinion this is alarming, since the population is ageing, the baby boomers are in or close to the age of retirement, and thus the demands to the social and health care system grow exponentially. If people took care of their health

and physical as well as psychological condition properly, the burden on the public health care system would diminish greatly. (Op. cit. 2002.)

It is not just the elderly who do not exercise sufficiently; WHO is especially concerned about the fact that the amount of physical education is declining in schools worldwide, which leaves the children without skills, knowledge and interest in the various range of sports. Additionally, the increase of sedentary behaviours such as watching television and playing computer and console games are a major cause for physical inactivity. To collectively increase the physical activity, opportunities for being physically active have to be created inside the habitual life of people. The opportunities can be created in the work place, in the types of transport, inside the domestic duties and in leisure time. The actions taken to support the cause need to ensure that all the environments people live in (the physical, social, cultural, economic, political and psychological environments) encourage people to become physically active. The authors see that offering people information and possibilities for wellness travel is a great way of increasing interest in health related issues and encouraging people to find such ways of being active that best suit their needs and preferences. (WHO 2002; Fogelholm 2003.)

Wellness travel is one of the multiple forms of tourism. It can be roughly divided into two categories; a narrow perception of health and a wide perception of health, according to the traveler's motives. While according to a narrow perception of health a traveling from one's origin is motivated by a need to get treatment for an illness or a disease, a motivation according to a wide perception of health includes also other aspects. Both ways of perceiving health have, as their highest priority, the enhancement of and preserving the achieved state of health. In addition to the aspects of narrow perception of health the wide perception of health includes a demand for experiences of pleasure and luxury. Sensory experiences play a great role in experiencing the surroundings, and therefore nature and its beauty often has a leading role in creating the products of wellness travel. (Suontausta & Tyni 2005, 22-24, 41.)

A widely accepted perception of wellness travel usually is a thought of travelling to a destination with a purpose of relaxation, rejuvenation, to regain energy, and to some also to connect with nature. In the authors' opinion the definitions could also include motives such as enhancing the balance between the mental, physical and spiritual

aspects. Thus there are as many motivations and reasons to travel with wellness in mind as there are people. For some the motivation could be to get more exercise, to others pampering oneself can be the main motivation. On the other hand, the motives also overlap each other, since to some people exercising could be pampering themselves. This conclusion can also be drawn from the definition of health by WHO; “Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”. (WHO 1948). Thus, wellness can be thought of not only as an aspect that enhances health, but also as a term that summarizes both health and other means of striving for a better lifestyle as a whole. Assumably, every person determines and discerns the quality of life that is best for them, and thus the concept of wellness varies individually.

The authors think that there is no reason to travel far for wellness; physical and mental possibilities for enhancing wellbeing could also be found right there in the close surroundings. Places such as the Touruvuori outdoor and recreational area offer a great framework for relaxing, exercising and enjoying nature. One of the best aspects of these areas is that the use costs nothing. They are open for all and usually quite effortless to access. Nature trails and other outdoor recreation areas associate closely with the terms wellness, well-being, recreation and physical health. According to Suontausta and Tyni (2005, 258), wellness, wellbeing and health are topical themes and rising trends in the field of tourism and travel and the wellness phenomenon is predicted to become even more remarkable within the field of tourism in the next few years. Although wellness travel can be and usually is determined as “traveling from one’s place of domicile to a location on account of health related issues” (Op. cit. p. 39), in the authors’ opinion it could generally also be understood as using the locations in the surroundings close to an individual for health-related or wellness-inspired purposes. In this thesis the terms wellness travel and nature travel are mainly used to indicate this sort of use of nature locations and areas.

4.1.3 The importance of recreation areas

The results of the LVVI (Luonnon virkistyskäytön valtakunnallinen inventointi = The national inventory of the recreational use of nature) research were published in 2001. According to the research Finns are very active out-of-doors exercisers. The busiest out-of-doors exercisers were people living in southern Savo, where 99% of the

population exercised out-of-doors at least once during the year. People living in Central Finland were slightly less active, the equivalent number for them being 94%, which is the lowest in the nation. The average figure for the whole population of Finland was 96.5%. Even though the people in Central Finland were less active than Finns on average, nonetheless the figure 94% demonstrates that people value exercising out-of-doors. On average, the exercising out-of-doors occurred at an interval of three days. (Neuvonen et al. 2002, 13.)

According to the same LVVI research by Neuvonen and co-workers (2002), close range exercising out-of-doors was the most popular in southern Savo, where the average was a little over 200 times/year. Close range exercising out-of-doors were the least popular in northern Ostrobothnia, where the average was 150 times/year. In Central Finland the figure was between 171-195 times / year. The average figures of close range out-of-doors exercising in Finland show that 4.7% take place in government areas, 51.5% on private and water areas and the rest 43.8% take place in municipal areas. (Op. cit. p. 21-22.) The municipalities are responsible for the basic services of recreational use of nature. The government is responsible for the environmental protection areas and also develops the recreational use of the government lands. (Keski-Suomen Ympäristökeskus 2005, 8.)

Nature and the recreational use of nature have, according to the Environmental Administration of Finland (2005) a significant meaning to citizens' well-being, comfort and health. Good exercising and recreational opportunities affect the external image of provinces and municipalities. They also affect the areas' and businesses' competitive capabilities and the values of properties. People are increasingly becoming urbane and they need recreational and nature tourism services in order to be refreshed in natural settings. They are also increasingly more willing to pay for the before mentioned services than they were before. There exists a great infrastructure for recreational use of nature and nature tourism. The recreation areas and outdoor exercise routes with their connected services secure recreational opportunities in places where the extent or character of usage exceed the everyman's rights or where other type of land use prevents or hampers the recreational use. The comprehensive everyman's rights and sparsely populated land offer good settings for recreational use of nature. (Op. cit. p. 7-8.)

4.2 The attraction of nature

Nature has played a significant part in peoples' lives throughout the course of history. Even nowadays, as people are gradually becoming more urbane, the value of nature has not diminished; on the contrary, people tend to be more appreciative towards nature areas close to them. Perhaps that is due to the fact that in urban areas having nature close is no longer a commodity, but a luxury one has to preserve. The experience of nature differs according to each individual's background and phase of life. Hemmi (2005) clarifies how nature can be regarded as a place where one can escape away from work related stress or everyday chores and pressure. To some nature can offer experiences of belonging to a wider entity. Nature can attract people as an appealing and enticing environment compared to a constructed one. It can also be experienced as a mystic, mysterious and exciting place. Some might appreciate the aesthetic aspect of the satisfaction of receiving information and content from the nature. The four levels on which one can examine people's relationship towards nature from the point of view of nature travel and nature exercise are: "nature as an absolute value, nature as an observation and experience environment, nature as an activity environment and nature as a refreshing and renewing environment". (Op. cit. p. 328).

According to Hemmi (2005), *nature as an absolute value* mainly refers to its symbolical value. Nature is respected since it represents life itself. It is a symbol for vitality, growth and development, which also represents continuity and stability. *Nature as an observation and experience environment* mostly alludes to the nature relationship constituted of sensory experiences. The aesthetic and emotional experiences are crucial for the nature exerciser. The experiences carry a positive value and the significance of sensory perceptions is increased by the turns of the seasons in Finland. *Nature as an activity environment* facilitates the nature travel activities as well as exercise within everyday activities, such as fishing, hunting and picking berries. It also offers the opportunity to get to know oneself and the relationship with others. Nature can also present challenges to discover one's limits and to surpass oneself or the opportunity to escape the civilization and daily routines. One might even discover something new and unique. *Nature as a refreshing and renewing environment* is the main motive for exercising in nature. The refreshing and renewing effect of exercise is due to the psychophysical affects of physical activity along with

all the effects due to nature exercise. One does not have to strive to focus on a certain target when exercising in nature, thus it is a refreshing experience. (Op. cit. p. 328-329.)

4.3 Rules and regulations concerning the use of outdoor recreation areas

Recreational areas in nature are most often established for public use hence anyone can use them. Often outdoor recreation areas face the challenge of accommodating a large number of visitors, either during a season or throughout the year. Because the amount of users is so numerous, the functionality, cleanness and favorable condition of the area can only be assured by a set of rules concerning the use and the users of the area.

In Finland the usage of nature trails and other outdoor recreation areas is for obvious reasons divided into two main seasons according to the activities people exercise; summer and winter. The forms of sport and other activities may vary greatly depending on the season. In the winter the main activities include skiing, skating, snowshoe walking, sledging, and other winter sports, and thus many areas support these forms of sport. Even though various users do practice sports according to the season, there still is a need for an area assigned for other activities not dependant on the season, such as walking and hiking, Nordic walking, walking dogs, riding and cycling. The challenge the changing of seasons brings to the administrator of the outdoor recreation area is how to maintain the equality among the users in a manner which pleases most of them and assures a pleasant experience to all. That is, in the authors' opinion, the justification for establishing a set of rules; when there is a guideline that directs the use of an area, all users know what is allowed and what is not. The set of rules assists in maintaining the condition of the area and helps in preventing and solving disagreements among the users.

4.3.1 Dogs

Dogs and their owners seem to be a large and growing user group of nature trails and recreational areas. According to the Kennel Association of Finland (2007) there is approximately one dog per five households in Finland. Based on that, the street and park department, which is part of communal department of Jyväskylä, has counted

that in Jyväskylä there were 8400 dogs in the year 2005. An estimate is that at the end of the year 2015 there would already be 9500 dogs in Jyväskylä. The rural municipality of Jyväskylä is not far behind the city of Jyväskylä in the amount of households and thus also dogs, considering that the area that the municipality consists of and in which the population is spread out is much larger. (Suomen Kennelliitto 2007; Jyväskylän kaupungin tekninen palvelukeskus 2006; Jyväskylän kaupungin yhdyskuntatoimi 2006.)

Finnish cities and municipalities each had their own municipal ordinances until June 2003, when they were replaced by a public order act enforced by the President of Finland, Tarja Halonen. The law discusses issues which concern the keeping of public safety and order. The fourth chapter of the act concerns animals, article fourteen is specifically about dogs. (Finlex 2003.)

According to the above mentioned article, a dog owner must at all times keep the dog in a leash in population centres. In addition to that, the owner must see that the dog cannot enter public beaches, any area reserved as a playground for children, a market place during the market hours, *an exercise track or such other running track unleashed, a maintained skiing track assigned for public use or a sports field, if not specifically allowed*. In other words, a dog can be brought to a jogging track and a nature trail, just as long as the owner keeps the dog in a leash and if the rules of that specific location do not forbid it. Furthermore, a dog owner must collect after the dog in all maintained and population areas. Besides dogs the above mentioned concerns cats, horses and other pets as well. (Finlex 2003.)

4.3.2 Riding

In the fifteenth article of the public order act there is a chapter in which horseback riding and driving a carriage pulled by a horse on public jogging paths, skiing tracks and sports fields is forbidden unless stated otherwise in the venue-specific rules. There are many reasons why horses are not allowed on public places, the most important of which is safety. A horse is a big and strong animal, and is never completely in control of the rider. If a horse is startled by anything, its natural reaction is to run, and a horse running in panic is a serious safety hazard to any other users of the track. (Finlex 2003.)

The Road traffic law is a law that realizes the risk and justifies the injunction of riding on the above mentioned areas. In the 46th article of the road traffic law it is stated that any animal that is freighted along a road must be kept in a leash and under their owner's/holder's supervision and control in a manner that they cannot cause any danger or excessive harm to traffic. This could be applied to the use of any other public areas, such as jogging tracks and nature trails. Breaking the ordinance law is a deed punishable by a petty fine or a fine. (Finlex 1981; Ministry of the Interior 2006.)

4.3.3 Other regulations

The users of outdoor recreation routes have the normal public right of access with some exceptions. Since the areas usually are public and in common use, every action or activity allowed in the public right of access cannot be allowed in them due to the overall safety and comfort of the users of an area. The majority of the restrictions are based on the act of interference with possession in criminal law and the law of compensating damages. It means that if any action of a user causes damage or other harm on the environment, facilities or other aspect of the recreation area, the user can be held liable for compensation. In the criminal law interference with possession is defined as taking over, moving or hiding someone else's movable property, using another person's yard as a road, damaging land in someone else's possession by digging, building on it or, taking over land or a building or a part of it without permission. However, the administrator of the area can only file for compensation if there is clear evidence of the damage. A deed is not perceived as interference with possession if it has caused only minor damages. All of the deeds mentioned in the act of interference with possession may not be considered punishable, after all, because the degree of harmfulness is case-specifically measured against the purpose of use of each area. (Finlex 1990; Suomen latu 2001.)

In general, the users of outdoor recreational areas can do anything that is not specifically forbidden in the venue-specific rules or the law, and does not cause harm to the environment, to the operation or other users of the area. Here it is important that the visitors of an area use their common sense; anything that could be even slightly harmful is best left undone.

4.4 The Sotkamo game and forest trail as an example

Sotkamo is a municipality situated in northern Finland and is part of the province of Kainuu. Tourism and travelling is the municipality's most visible and important source of income and is part of the everyday life in Sotkamo. There are 400 000 registered overnight stays and approximately one million travelers visit the municipality each year, which adds up to roughly 3 000 travelers per day. Those figures truly are significant in the municipality of about 10 700 inhabitants. With the tax revenue generated by tourism the municipality is able to develop and maintain in remarkable amount the municipal service production. (Sotkamon kunta 2007.)

Part of Sotkamo's appeal, according to the official website of the municipality, is its beautiful nature. Travelers and residents alike can visit nature in peace without having to worry about running into a highway every couple of kilometers. The municipality offers three official nature trails with the UKK (Urho Kaleva Kekkonen, a former President of Finland) route being the most famous one. The second nature trail is in the near vicinity of the centre on Hiukanharju. This trail offers a beautiful lake view as it is near a beach. There is also a saw dust track and in the winter an illuminated ski track, like also Touruvuori has. The nature trail that the authors would like to draw the readers' attention to is between Sotkamo and Kuhmo, approximately six kilometres from the Sotkamo village. The trail is divided into a 1.3 km-long game trail and 2.2 km-long forest trail, which introduce the visitors the world of active preservation of game. (Op. cit. 2007.)

The reason the authors introduce this particular kind of game and forest trail is that the trail offers the visitors a refreshing option in the form of their unique information boards. Naturally the trail has the introduction and information boards, however, the visitors grasp the introduced information better since the trail has wooden models of the animals and structures described on the boards. For instance, one of the information boards describes the behavior and appearance of a black grouse. The board also suggests the reader to look into the trees in the near vicinity and to search for the black grouses. After searching for a while the visitor will be able to make out a flock of wooden black grouses in the tree tops. Another information board describes the behavior of a bear and advises the readers how they should behave should they run into a bear. There is a picture of the area on page 56.

4.5 The role of guidance

Suomen Latu conducted an observation project called SULKA in 1998-2000, which evaluated the outdoor activity opportunities in Finland. During the project 40 outdoor exercise consultants of Suomen Latu visited over 400 municipalities. According to the final report, Finland has over 15,000 different outdoor activity areas, which offer great freedom of choice and opportunities to people. However, the development of these areas has failed to keep up with other exercise area construction. The same report states that the worst situation is without a doubt with the guideposts of the outdoor areas. Often the guideposts along with maps are missing altogether in the starting points, the markings do not cover the crossroads and the overall markings along the routes are deficient. Also the directions and road signs to the actual outdoor areas, the starting points of the routes and outdoor shelters are absent. Lately medium size and large cities have been improving the state of guidance. (Hemmi 2005 part 2, 514.)

According to Suomen Latu good and stylish guideposts significantly increase the usage of the outdoor areas and increase the quality of them. Often they also give the nature trails and trekking routes an appealing and personal appearance. Well executed guidance of outdoor areas is sort of a business card of municipalities, at least according to the CEO of Lohjan Liikuntakeskus Oy. The planning of a comprehensive guidance system requires good planning, which can be time-consuming but worth the effort. The purpose of a good guidance system is to guide people; therefore the guideposts should be easily legible. The font does not necessarily have to be black, as the important factor is the contrast between the background and the text. The combination of white and brown is becoming common in guideposts of nature trails. Hemmi (2005) states that very often the routes run quite close to each other, whereupon they can be easily distinguished from each other with the help of color signs. The same color system can be incorporated in maps, sign posts and tree markings. (Op. cit. p. 514-515.)

5 ANALYSIS OF THE SUMMER 2004 QUESTIONNAIRE

Kari Häkkinen, the chief of outdoor areas of the rural municipality of Jyväskylä provided the authors with the questionnaires about the Touruvuori outdoor recreational area from the summer of 2004. The purpose of the questionnaire was to provide the rural municipality of Jyväskylä information about the development needs of the area. The development needs include information on which areas of the Touruvuori outdoor recreational are most used, how often the users visit the area in the winter and in the summer, how they reach the area, what the users consider important in the area, what they do there, what the users think about the quality of the area, what type of forest would please them most, what bothers the users and which aspects they would want improved in the area. The questionnaire consisted of eight multiple-choice and two open-ended questions. The language used was naturally Finnish.

Most of the questionnaires were sent by mail to the respondents' homes, but some of them were filled in as a type of an interview on site the Touruvuori outdoor recreational area. Some of the municipality's summer employees distributed the questionnaires and asked the passers-by to fill them in. The municipality received many completed questionnaires; however, besides from reading them through, the questionnaires were left unanalyzed and thus there were no development actions made based on the questionnaire. Since the authors felt up for a challenge and thought since the questionnaire results were two years old, they decided also to create a questionnaire of their own in order to make sure the results would be current.

5.1 Respondent profile

The authors received 172 questionnaires from the rural municipality of Jyväskylä, which they wanted to use for comparative purposes in writing their thesis. They analyzed the questionnaires in the same way that they analyzed the new questionnaire, so that the results would be as comparable as possible. Out of 172 respondents, 89 were male and 82 were female. One respondent left the gender undetermined. The graph below illustrates the age distribution of the respondents. As can be seen from figure 1 on the next page, people between 55-65 years old were the most active in responding. It pleases the authors to discover that the elderly take care of their health,

as this issue was one factor that inspired the authors to create this thesis. Later on in the thesis the purpose of physical exercise to people, especially the elderly is discussed in more depth.

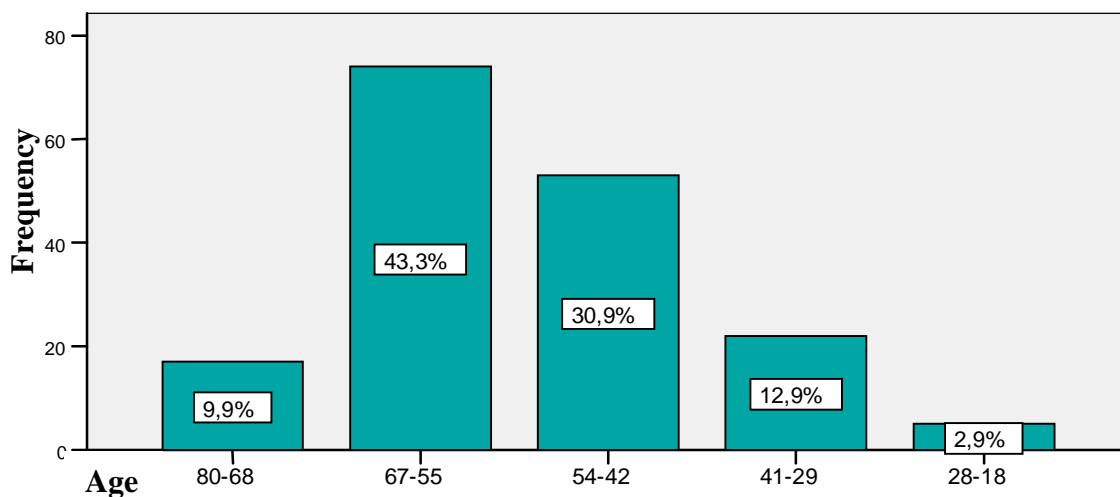


FIGURE 1. Age distribution in the summer 2004 survey

5.2 The use of Touruvuori

In the questionnaire there was a question inquiring the frequency in which the respondents visit the area. The participants of the survey are evidently frequent users of the area, as figures 2 and 3 on the next page illustrate. 67.5 % visit the area at least once a week or even more often in the winter, the corresponding figure in the summer being 70.3 %. This clearly indicates the significance of the area to the people living in the surroundings; in the middle of the busy town of Palokka the area offers a peaceful and a close to nature place to exercise and relax. People do not have to use the paved streets to run or walk along, and they do not have to worry about cars or bikers.

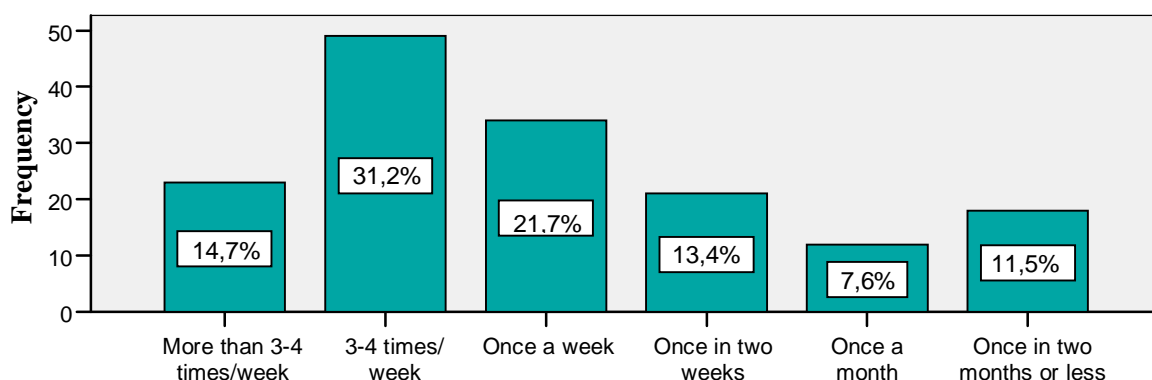


FIGURE 2. Frequency of area visitation in the winter (2004)

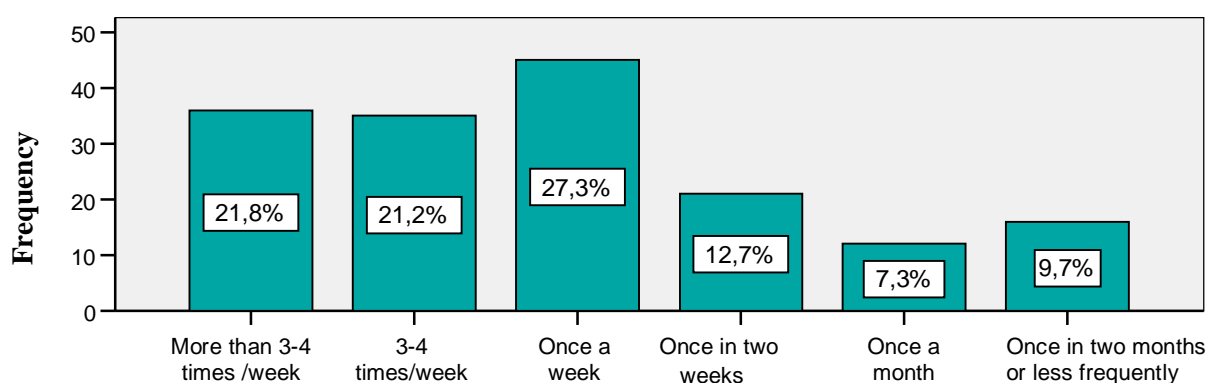


FIGURE 3. Frequency of area visitation in the summer (2004)

Table 1 on the next page represents the users' preference of track or trail in the Touruvuori outdoor recreation area. In the questionnaire the respondents were asked to indicate the places they use in Touruvuori, and they were allowed to choose more than one alternative. Naturally the fitness track and ski tracks proved to be the most popular since they are maintained the most and could be described as the primary products the area offers. However, out of 172 respondents 76 individuals volunteered to use the nature trail, which is a significant number. The authors believe in an increase in the usage of the nature trail once the route has been updated.

TABLE 1. Usage of Touruvuori in the summer 2004 questionnaire

	Responses	
	Usage	Percent %
Use of fitness track	161	37.6
Use of nature trail	76	17.8
Use of ski tracks	125	29.2
Visit the forest	66	15.4
Total	428	100.0

A major factor which decreases the usage of the nature trail is the fact that the trail is not maintained in the winter. As one also has the opportunity to walk on the ski tracks, even though it is not allowed, wading through the snow might not strike people as very tempting. The fact that the nature trail is difficult to access could also explain why people walk on the ski tracks in the first place. One matter is certain: people do not act thus merely out of spite (well some might, however, most would not).

Table 2 on the next page concretizes the various activities that can be engaged in the area. The question presented a list of activities, among which the respondents were asked to circle every activity they practice in the area. Riding was left out of the table as none of the participants admitted riding in the area and because riding on a running track and on a maintained nature trail is forbidden by law. As quite many respondents complained about holes made by horse hooves and horse manure, this would suggest the people riding on the route are outsiders who do not use the track for other purposes than riding.

While sports activities such as walking, Nordic walking, running and skiing are the most popular activities, however, it is worth noting the popularity of nature related activities. People who prefer to observe nature and get to know the nature trails and the information boards along it form a significant part of the users. This fact should not be overlooked whenever the area is being developed and maintained. The best possible approach in this kind of a service is to concentrate on the preserving of the natural beauty of the area, which gives all the aspects and sport activities their

characteristic features. The area is developed for exercising in and enjoying nature and that is the most important matter to consider when developing the quality of the services or implementing new aspects for the area.

TABLE 2. Activities practiced in Touruvuori (2004)

	Responses	
	Practice N	Percent %
Walking or jogging	163	19.8
Nordic walking	100	12.2
Orienteering	7	0.9
Mountain biking	6	0.7
Cross-country skiing on the ski tracks	126	15.3
Snowshoe walking	5	0.6
Rock climbing	1	0.1
Walking the dog	42	5.1
Hiking	28	3.4
Camping	2	0.2
Study visits	8	1.0
Getting to know the nature trails	71	8.6
Photographing the nature	6	0.7
Bird-watching	13	1.6
Observing the nature	71	8.6
Picking mushrooms	56	6.8
Picking berries	85	10.3
Picnicing	32	3.9
School camp	1	0.1
Total	823	100.0

5.3 The visitation experience

In the questionnaire there was a question which inquired the aspects or features the respondents considered important when visiting the Touruvuori area. The options were: 5 = very important, 4 = rather important, 3 = do not know, 2 = slightly important, 1 = not important. Table 3 illustrates the number of responses for each item and their mean. Experiencing nature is considered to be the most important factor with maintaining one's health and fitness coming as a close second. This did not come to the authors as a surprise, since the area is mainly developed for those purposes.

TABLE 3. The importance of different factors for users (2004)

	N	Mean
Experience nature	169	4.46
Scenery	167	3.95
Chance to be alone	166	3.66
Being away from the noise and pollution	169	4.36
Relaxation	169	4.53
Getting to know new people	165	1.73
Being together with friends	162	2.57
Being together with family	164	3.37
Earlier experiences in nature	162	3.57
Getting to know the area	163	2.99
Learning from nature	164	3.19
Improving one's own skills	165	2.94
Maintaining one's health and fitness	171	4.65
Experiencing excitement	166	1.88
Valid N (listwise)	154	

The quality and condition of the area also affects the visitation experience of Touruvuori. Imagine going to an outdoor recreation area with the intention to enjoy the beauty and peace of nature; if the first thing to be seen is an information board ready to fall apart, it surely does not bode well to the rest of the area. However, the

rural municipality of Jyväskylä can rest assured that most of the respondents are pleased in general with the quality of the area. Table 4 shows the amount of respondents for each item and the mean of each answer. In this item the respondents were given the following options: 5 = very good, 4 = rather good, 3 = do not know, 2 = rather poor, 1 = poor.

TABLE 4. The level of quality of different aspects (2004)

	N	Mean
Parking place	168	3.87
Area's road network	167	3.75
Nature trail's information boards	163	3.91
Track and ski trail network	168	4.14
Track and ski trail signposts	167	3.97
Safety	168	3.91
Diversity of the scenery	169	4.08
Wilderness and areas in their natural state	167	3.72
Recreation area's environmental pleasantness	167	4.02
Maintained forest areas	168	3.70
General level of cleanliness	169	4.07
Valid N (listwise)	157	

The part addressing the level of quality of the fitness and ski tracks somewhat baffles the authors as quite a few respondents complained about the condition of the tracks. The issues which the respondents mentioned most often were the inadequate amount of saw dust and dangerous rocks and holes on the track. The authors agree; having visited the area in the past and now also very recently, when writing the thesis, it can be said that in places the condition of the track is considerably poor. However, there seems to be a slight conflict in responses here; even though the respondents wrote in the comments section of the question that there is too little saw dust and dangerous rocks and holes on the track, they gave a rather high degree to the quality of the track as a whole. The sign posts of the track and ski trails also got a relatively high grade on

average, even though, in the authors' opinion they are seemingly deteriorating and in obvious need of maintenance.

Table 5 clarifies whether some factors bothered the respondents in the area. The options in this item were: 5 = disturbs very little, 4 = disturbs little, 3 = do not know, 2 = somewhat disturbs, 1 = disturbs very much. Once again it appears that very little disturbed the respondents. One should bear in mind that while most were very little annoyed there were some issues which caused great annoyance. Dogs running loose and people walking on the ski tracks were issues mentioned most. Also the scarceness of saw dust on the track bothered a considerable amount of people. Many respondents wrote down a wish that the ski tracks would be maintained more often.

TABLE 5. Disturbing issues in the area (2004)

	N	Mean
Erosion of the terrain	164	4.04
Littering of the area	165	3.93
Treatment of the forest	162	3.72
Excessive amount of visitors	164	4.09
Behavior of the other visitors	165	4.03
Poor condition of the routes	164	3.95
Valid N (listwise)	159	

5.4 Respondent comments

Here is a list of some of the most common comments.

- More saw dust is needed on the tracks.
- A separate route for walking in the winter is needed.
- A shelter or a fire place for camping and resting should be built.
- Exercise equipment should be built along the route or near the parking place.
- Dogs must be kept in a leash at all times and in all areas.
- A dog park should be established in the area.
- Clear and consistent distance figures on the signposts.

- Observation tower should be built on the top of the hill.
- There should be more benches along the routes.
- There should be more track guides/maps, also along the route.

6 ANALYSIS OF THE WINTER 2006 QUESTIONNAIRE

6.1 Winter 2006 Questionnaire

As it had been two years since the previous questionnaire had been distributed, the authors decided to create a second questionnaire in order to study a few issues that they considered crucial for the success of the thesis. They also wanted to examine whether the general attitude towards the Touruvuori area had changed in two years. The new questionnaire consisted of a combination of questions that already were in the questionnaire of 2004 and new questions created by the authors. The new questions were created to better suit the aims of this thesis; they covered both completely new issues and also aspects of the questionnaire 2004 the authors wanted to study in more depth. Similar to the previous questionnaire, the new questionnaire was also written in Finnish which is the respondents' native language. Thus the respondents would comprehend the questions correctly which would result in accurate responses. The authors endeavored to make the new questionnaire as short as possible, as they believed that it would ensure a higher reply percentage since the respondents would realize it would not require too much of their time to fill in the form. Many questionnaires fail to meet their purpose only because they are too long and complex; when people open the questionnaire envelopes and see a many paged booklet, they may think it takes too much time and effort to complete it and will not fill it in.

The authors had some previous experience in designing and analyzing questionnaires, since they have in their educational program had some courses that cover those issues and use questionnaires as one of the educational tools. One of the authors had also worked in a marketing research company that did telephone interviews, and familiarized herself with questionnaires there, too. However, to be able to construct the best possible questionnaire for their purposes, the authors wanted to familiarize themselves with some literature that discusses the subject.

The new questionnaire the authors made was first evaluated in the thesis seminar meeting by the authors' fellow students and the thesis instructor. The questionnaire was modified according to the ideas and advice which arose during the meeting, after

which the authors felt that they also needed some outside evaluation and opinions. The questionnaire was given to be filled in by four people who were unfamiliar with the subject. The questionnaires were printed out in two different fonts, since the font can also affect the response rate of a study. After filling in the questionnaires the respondents were asked to give their opinions on whether the questionnaire was understandable, if there were vague sections and which font they considered most legible. The questionnaire was again modified according to feedback given, after which the authors were confident that the questionnaire was in its final form. The questionnaire consisted of questions regarding the following aspects: which area the users visit the most, how often they visit the area both in the winter and in the summer, where they would search for information about the Touruvuori outdoor recreation area, whether they feel that they need additional info about the area, whether they think the area is safe, what they do in the area, whether they would want something new to the area, what the users consider important in the area, whether there are aspects which bother them in the area and whether they have any ideas of their own. The questionnaire consisted of seven multiple-choice and scale questions and three open-ended questions. The questionnaire can be viewed as a whole in the appendices section (Appendix 3).

Before distributing the questionnaires the authors contacted various sports stores via e-mail and inquired after some form of sponsorship for financing a larger amount of questionnaires in exchange for visibility on the questionnaire and in the thesis. However, the inquiries did not result in anything, hence the financing of the thesis relied mostly on the authors funds. Fortunately the authors received some material assistance from the rural municipality of Jyväskylä in the form of 55 envelopes with ready paid postage. The authors were delighted by this donation, for it significantly reduced the monetary weight they bore.

The authors decided to deliver the questionnaires to the mail boxes of the residents of Palokka as this would ensure the anonymity of the respondents. It would also have been quite a large amount of work to find out the recipients' addresses in the exactly right area. It took remarkably less effort to look for a suitable area on a map near Touruvuori and distribute the questionnaires on foot. The safe and relaxed surroundings of the respondents' homes would also allow the people take all the time they needed to fill up the questionnaire thus ensuring the responses would be precise.

The questionnaire was delivered to 150 households along with a reply envelope and a lottery ticket. The lottery tickets were distributed in order to invoke a greater reply percentage. The lottery prizes were two gift certificates to Top Sport sports store worth 20 € each and three outdoor recreational area maps of Jyväskylä worth 12 € each. The prizes were sent to people chosen randomly among the returned lottery tickets. The lottery tickets were apart from the questionnaire and the tickets were separated from the questionnaires upon arrival to ensure the respondents' anonymity. If the personal information would have been asked on the questionnaire, it may have prevented some otherwise willing respondents from filling in and sending the questionnaire. Either the lottery ticket enticed people to answer the questionnaire or the respondents were seriously interested in the development of the Touruvuori area, but the reply percentage was surprisingly high, 58.6 %, as out of 150 questionnaires, 88 were returned. In order to get the most reliable and credible results, the authors requested in their cover letter (Appendix 2) that the questionnaire would be filled in by the member of the household who uses the Touruvuori outdoor recreation area the most.

The authors intended to distribute more questionnaires, however, unfortunately monetary factors prevented that. For finding the most economic solution for distributing and returning the questionnaires various options were considered, such as delivering the questionnaires to households and advising the respondents to return the filled in questionnaires either to the Communal Service Centre (Yhteispalvelupiste) or to a supermarket in the centre of Palokka. Eventually, the authors decided against that option and reasoned their choice by the assumption that people would be less likely to respond if they themselves had to go through the trouble to deliver the questionnaire to a certain place rather than merely taking it to the nearest mailbox. After the questionnaires were already distributed the authors had an idea that there also would have been a possibility of taking the questionnaire to the schools of Palokka and asking the students to take the questionnaires home and asking their parents to fill them in, however, unfortunately at that point it was too late to implement that idea. If the authors were to conduct this research again, the authors would consider taking advantage of this method due to its cost effectiveness.

6.1.1 Respondent profile

As mentioned above, the authors received 88 completed questionnaires, which is 58.7% of the distributed questionnaires. Among the respondents both genders are equally represented, as 44 respondents are male and 43 female. One respondent had decided not to volunteer information about his/hers gender. Upon analyzing the data the authors discovered that both men and women seem to be interested in the development of the Touruvuori area. This ensures that the opinions and development ideas of both genders are equally represented. The authors consider this important as they believe men and women tend to pay attention to different issues and thus the development ideas will be as versatile as possible.

The age distribution is illustrated in detail in figure 4. Most of the respondents are aged 42 and above. A conclusion can be made from the age distribution that most of the users of the area are adults, and a significant percentage of users are already elderly. This lays a considerable emphasis on the overall condition and thereby also safety issues of the area, since the elderly are not as agile as younger people. The authors feel this figure also proves how important it is to develop the area in order to maintain its appeal. Exercise throughout one's lifespan is important but it is especially important as one becomes 40 and older. This ensures one stays mobile and healthy thus the overall health care costs are reduced and the work force remains in a good enough condition to work.

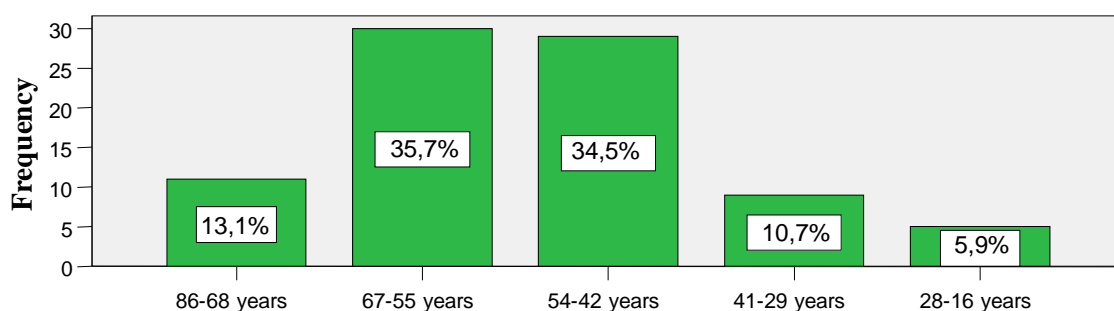


FIGURE 4. Age distribution (2006)

6.1.2 The use of Touruvuori

According to the results, the respondents are ardent users of the Touruvuori area. Figures 5 and 6 illustrate how often the respondents visit the area. As can be deduced from the two above mentioned figures, the majority of people use the area at least once a week. During the summer people tend to visit the area more often than in the winter, possibly due to the influence of the weather. There is also a wider range of activities and sports to choose from in the summer than in the winter. However, no matter the season, it is important to maintain the area in a good condition as the area clearly is valuable to the users.

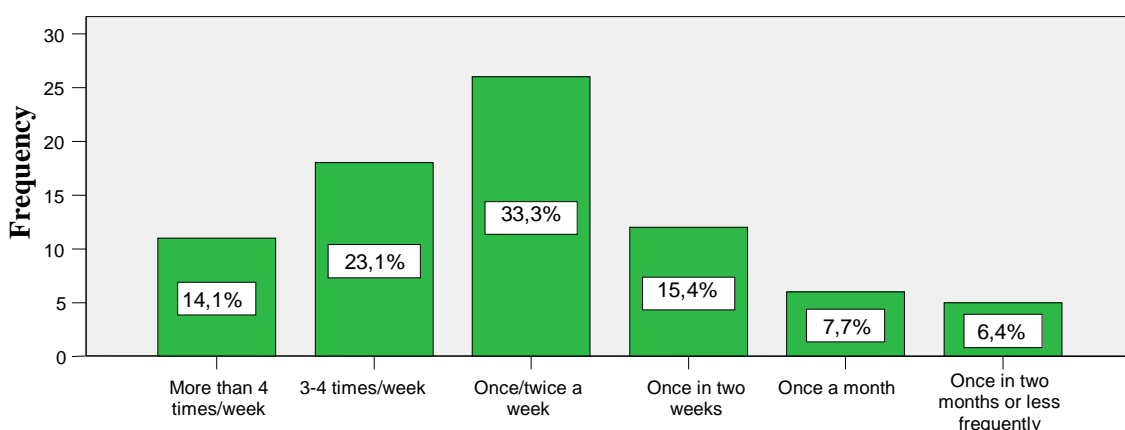


FIGURE 5. Frequency of area visitation in the winter (2006)

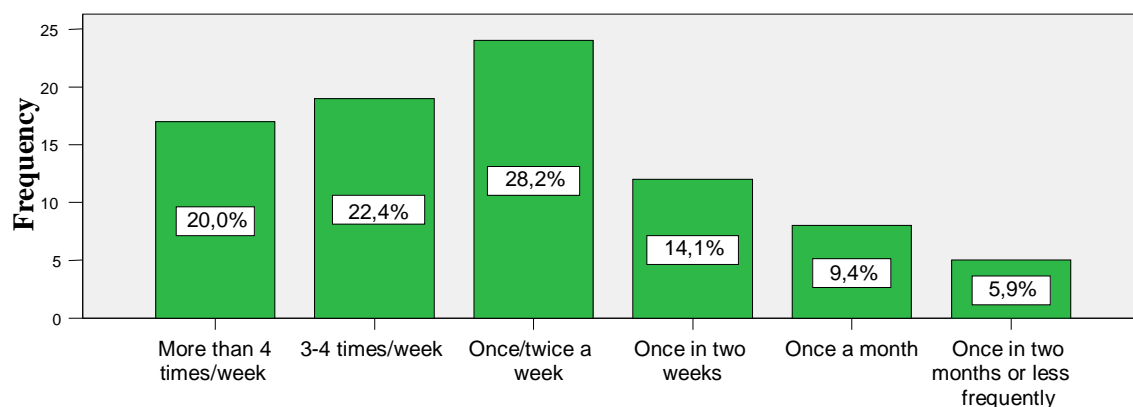


FIGURE 6. Frequency of area visitation in the summer (2006)

One of the questions inquired which areas the users visit in Touruvuori and the outcome was surprising. The authors decided to focus on the nature trail in this research; however, they had underestimated the usage level of the trail. Table 6 illustrates different areas and their usage in the Touruvuori area. In the question regarding the usage of Touruvuori, the respondents could choose more than one option; therefore the total number of responses is 217. The percent represents the percentage of all the responses. The percent of cases represent the percentage of the respondents that chose each area.

TABLE 6. Usage of Touruvuori (2006)

	Responses	
	Usage N	Percent %
Use of fitness track	86	39.6
Visit the forest	33	15.2
Use of nature trail	41	18.9
Use of ski tracks	57	26.3
Total	217	100.0

As can be expected, the usage of the fitness track is the highest. Nearly half of the respondents claim to use the nature trail, which is very positive. The authors also strongly believe that the figure can be increased by adding to the appeal of the trail by some simple changes.

The Touruvuori area is a versatile place where many activities can be practiced. Table 7 on the next page illustrates the popularity of different activities among the visitors. Once again, the respondents could choose more than one activity. Walking and jogging, skiing and Nordic walking were the most popular activities. Nature related activities, such as picking berries and mushrooms and getting to know the nature trails constitute a significant user group. One should also pay attention to the group of dog owners, as they form a relatively large group of users and also seem to be the cause the most controversy in the area.

TABLE 7. Activities practiced in Touruvuori (2006)

	Responses	
	Practice N	Percent %
Walking or jogging	80	21.7
Mountain biking	8	2.2
Snowshoe walking	1	0.3
Hiking	8	2.2
Photographing the nature	2	0.5
Observing the nature	22	6.0
Picnicking	12	3.3
Nordic walking	57	15.4
Bird-watching	4	1.1
Picking mushrooms	27	7.3
Orienteering	3	0.8
Cross-country skiing	63	17.1
Walking the dog	23	6.2
Study visits	2	0.5
Getting to know the nature trails	27	7.3
Picking berries	30	8.1
Total	369	100.0

6.1.3 Safety and sources of information

The authors were curious to find out whether the respondents regarded the area a safe place to visit, and according to the results nearly 85% of the respondents considered the area to be safe. The rest 15% perceive the area an unsafe place due to topography, loose dogs, moose and the behavior of other users. The topography is difficult to improve as it would require enormous exertion to make the hills lower and less steep. The other issues can be fairly easily addressed. The authors feel the situation can be significantly improved by informing the visitors of the standing rules and regulations in the area. Even the insecurity caused by wild moose can be handled by educating

people how to act when encountering wild animals. This line of thinking invoked the authors to question whether the respondents need more information about the area and where they would search for the information. 22% of the respondents stated that they need more information about the area while the rest claimed to know enough.

Regardless of the relatively small amount of people who need more information of the area, the authors believe it is important to offer more information to the people visiting the area. This issue will be covered more in-depth in chapter 7.

Table 8 shows the different information sources people take advantage of when in need of information of the area. The majority considers the information boards along the routes as the one of the most significant information sources. Also the Internet is comprehended a noteworthy information source. These are the most popular information sources most likely due to the ease of access. One does not have to go through extra trouble to find the information boards if one can read them while passing them on the weekly run or when taking the dog out for walk. The Internet is even easier to access; the prerequisites are only a computer and an Internet access.

TABLE 8. Sources in which the users look for information (2006)

	Responses	
	Information source	Percent %
The rural municipality city hall	3	1.8
The tourist info	4	2.4
The Internet/search engine e.g. Google	31	18.2
The library	12	7.1
Acquaintances	17	10.0
The information boards along the routes	66	38.8
The Communal Service Centre in Palokka	9	5.3
The Internet/ Ski track info	25	14.7
Somewhere else	3	1.8
Total	170	100.0

The information boards and the Internet are sources through which the users can be most easily addressed. However, the authors believe also other information outlets can be used in order to address people. The above mentioned figure only displays the places where people would look for information when they actually need it. The question did not specify in which information outlets people have received information in the past. Information about Touruvuori could involuntarily be received when reading the newspaper or visiting the library. Even though that information is unintentionally absorbed, it does not imply the information is less worthy.

6.1.4 The nature experience

The respondents were asked what they considered important when visiting the area. In the questionnaire the respondents were asked to choose the most suitable option for each point. The options were 4 = very important, 3 = rather important, 2 = slightly important and 1 = not important at all. Table 9 on the next page shows what motivates people to visit Touruvuori and which aspects they consider important. The factor N signifies the amount of people that chose an option; the mean of those responses is also presented. In general all factors besides “experiencing excitement” and “getting to know new people” are considered to be at least of some significance. “Experiencing nature”, “maintaining one’s fitness” and “safety of the area” are the top three of the most important factors when visiting the area. The importance of scenery and relaxation are not far behind.

The table proves that the development of the area should take into consideration not only the exercise aspects but also nature. The nature trail is an excellent example of a place where people can enjoy the surrounding nature whilst receiving fresh air and exercise. Naturally also the fitness track is surrounded by forest; however, the authors believe people pay more attention to the surroundings on the nature trail than on the fitness track.

One of the questions inquired whether some factors annoy the respondents while visiting the area. Some people were annoyed very strongly by some factors; however the general opinion was that the factors annoyed them only slightly. The factor causing the most annoyance appeared to be the current condition of the sign posts.

This can also be explained by the fact that people pay most attention to the sign posts since they are the main source of information for the users, as was established before. The behavior of other visitors also seemed to cause some annoyance. This was mentioned in various sections.

TABLE 9. The importance of different factors for users (2006)

	N	Mean
Experience nature	84	3.71
Scenery	82	3.38
Chance to be alone	83	2.76
No noise or pollution	86	3.66
To be able to relax	83	3.65
Getting to know new people	80	1.65
Being together with friends	79	2.39
Being together with family	79	2.92
Getting to know the area	80	2.56
Learning from nature	82	2.72
Developing one's own skills	80	2.44
Maintaining one's fitness	88	3.78
Experiencing excitement	79	1.48
Safety of the area	86	3.69

6.1.5 New activities and facilities to Touruvuori

The respondents were asked whether they would like something new established or built in the area. They were allowed to choose as many alternatives as they pleased in the list of suggested items, and were also given an opportunity to suggest their own ideas that were not on the list. Table 10 on the next page shows what new options the respondents wanted for the area. The majority would like to have a separate walking route for the winter which would serve all parties. The walkers would have their own walking route and would not have to walk on the ski tracks. This would please the skiers and the maintenance of the tracks would become easier. The second most popular option is a fire place or a shelter. The idea of a fire place is attractive; however the rural municipality of Jyväskylä cannot risk the fire safety by building

one. In addition to the fire safety issues the chief of outdoor areas of the rural municipality of Jyväskylä expressed a concern that if a fireplace or a shelter was built, there is a risk that it would also present a location for underage drinking which is not desirable. It would presumably also increase the littering of the area. The people who want to use a shelter and a fireplace could be instructed to go to the Shooters' Lodge (Ampujien maja) or to the shelter located in a nearby Karhujärvi. One could combine the two ideas by creating a walking route to these places in the winter so that also other visitors than skiers, for instance snowshoe trekkers could enjoy the locations.

TABLE 10. New activities/facilities the users would like to have in Touruvuori

	Responses	
	Request N	Percent %
Separate route for walking dogs in the winter	35	16.8
Possibility to use wheel chair	1	0.5
Instructed Nordic walking/other activity	11	5.3
Shelter/ fire place	40	19.2
Frisbee golf	1	0.5
Hill sledding/ short ski track for children	24	11.5
Separate walking route in the winter	52	25.0
Observation tower	15	7.2
Dog park	11	5.3
Dressing cabin/ outhouse	12	5.8
Other outdoor games/ game courts	1	0.5
More communal events/ competitions	5	2.4
Total	208	100.0

A separate route for dogs in the winter is also a common request among the respondents. This route could be the same route as the normal walking route. The only concern here would be to ensure that the dogs are kept on a leash at all times and the owners take care of the excrement of their dogs so that the other walkers do not have to be intimidated by the loose dogs or watch their step while walking. A dog park could also be a good solution not only for the winter use but also for the summer. There the dog owners could let the dogs run loose instead of having them loose on the fitness tracks. The observation tower received only a little support; nevertheless the authors would like to see one on top of Touruvuori. The scenery is, after all, quite remarkable from the top of the hill.

6.1.6 Respondent ideas

Here is a list of some of the most common comments that the respondents wrote on the questionnaires.

- There should be more signposts/ban boards, and they should be clearly visible and alike.
- A separate route for walking in the winter where there are no skiers is needed.
- More saw dust is needed on the track, the layer is not even.
- A dog park would be a nice idea.
- A shelter/fire place for camping and resting should be built.
- Benches should be renewed and there should be more of them along the route. Trash bins should be placed in the vicinity of each bench.
- The lights should be maintained better, there often are lamps that are out of order.
- After the forestry machines left, the track was left in a poor condition. The cut down forest should be cleaned up and the track evened out.
- A walking and a skiing route suitable for children should be created.

When comparing this list to the one collected from the questionnaires of the summer 2004, there are seemingly a great amount of similarities. In the authors' opinion this indicates that the situation has not changed much; the condition of the area is the same if not even worse than it was in 2004. Dogs and their owners are still causing the most controversy and many people wish there would be a fireplace, a separate walking route in the winter and more saw dust on the fitness track. The authors believe that it

would be a good time to act and start bringing the area up to the level it should be on. This thesis could function as a starting point; with the small and affordable changes the overall condition could be enhanced greatly.

7 COMPARISON OF THE RESULTS OF BOTH SURVEYS

The general atmosphere of both questionnaires was that the respondents are pleased to have the opportunity to use an outdoor recreation area such as Touruvuori. Some respondents answered only to the multiple-choice questions, leaving the open-ended questions blank. This is understandable as most people have very busy schedules and do not have the time to sit down and really concentrate on filling in the questionnaires. According to the questionnaires which had also the open-ended questions filled in, the respondents were full of ideas and opinions. It proves that they are interested in developing the area.

As could be seen in the age distribution graphs in chapters 5 and 6, a significant part of the respondents are either approaching middle age or already in it. One possible reason for the large response rate among the more mature people is the fact that they have more time during the day to both use the exercise facilities in Touruvuori and concentrate on the questionnaires. Another reason could be that the elderly are concerned in maintaining their physical condition and thus would like to see the Touruvuori area in a good condition since the area offers them a great opportunity for outdoor exercising.

According to the results of both the questionnaires, most respondents visit the Touruvuori outdoor recreation area at least once a week. In the summer of 2004 questionnaire the respondents opted to visit the area more in the winter while the among the winter 2006 respondents the case was the opposite. Upon analyzing the percentages of the usage of different areas of Touruvuori, the authors discovered the results in both questionnaires are similar. In the 2004 questionnaire 37.6% claimed to use the fitness track, while the corresponding figure in the 2006 questionnaire was 39.6%. In 2004 29.2% used the ski tracks, while in 2006 the figure was 26.3%. The nature trail was used in 2004 by 17.8% while in 2006 18.9% of the respondents visited the area. Finally, the forest was visited in 2004 by 15.4% while in 2006 the corresponding percentage was 15.2%. Upon comparing the percentages of the activities practiced in the area, one can see that there are no significant changes. The most popular activities practiced in the area are walking, jogging and skiing. The authors believe these types of results are to be expected in any survey done in any

outdoor recreation area as basically anyone can participate in these activities. These activities require little expertise and the amount of equipment needed to practice them is little. Sneakers or skis for non-professional use can be purchased at a relatively low price, unless one wants the absolute best on the market.

In both the summer 2004 and winter 2006 questionnaires the most important factors for using the area were maintaining one's fitness and experiencing nature. The residents of Palokka are fortunate that they have a place in which they are able to engage in these activities. It was intriguing to discover that the responses of the questionnaires were so similar, even though two years had passed after the implementation of the first questionnaire. The authors are convinced that this proves that the results are accurate and genuine.

8 DEVELOPMENT IDEAS

In the beginning the authors speculated that the Touruvuori outdoor recreational area would be in need of development and updating. With the help of the questionnaires that hypothesis has proved to be correct. Even though the area is in need of development, the authors realize that the rural municipality of Jyväskylä is not overwhelmed with extra funds lying around waiting for a good investment target, such as Touruvuori. Therefore the authors have endeavored to think of the most low-cost solutions for the rural municipality to take into account whilst considering whether to invest in Touruvuori or not.

In the authors' opinion the rural municipality of Jyväskylä is in a very fortunate position considering its location, as Jyväskylä is considered as a student city. This in turn would imply the city having many versatile educational institutions filled with students waiting for projects to complete, from which they would earn study points in return. Some students may even be in need of a subject for a bachelor's thesis, just as the authors were. Making a detailed development plan (or a plan of implementing the development ideas suggested in this thesis) in co-operation with the rural municipality of Jyväskylä would make a great subject for a thesis. As the students' work is most often free of charge, this option presents a very low-cost work force that the municipality should take into account.

The idea of using students as a help in completing projects may seem an obvious solution for some instances, however, the authors discovered upon a meeting with Kari Häkkinen that the rural municipality of Jyväskylä had had some difficulties in analyzing the questionnaires in the year 2004 due to the lack of time and volunteer analyzers. Upon that meeting the authors wondered why the municipality had not contacted for instance the Jyväskylä University of Applied Sciences or some other educational institute for some volunteer students to do the work in return for study points. The authors believe that students are a work force that would not only help complete projects but also contribute innovative suggestions combining their enthusiasm with the most recent information on their own field.

The following development ideas are suggestions of how to improve the Touruvuori area; the rural municipality of Jyväskylä could take these into account whilst reading this bachelor's thesis.

8.1 Improvement of the guidance

Upon analyzing the research results it became apparent that various issues annoy people. Some find the poor condition or the lack of the already existing guidance annoying; however, the major cause of annoyance surprisingly proved to be the other users of the area. The skiers are annoyed by people walking on the ski tracks, walkers are annoyed by people taking dogs out for a walk and people taking dogs out for a walk are annoyed by people who do not tolerate dogs. The authors contemplated whether having clear rules and regulations would improve the overall harmony which in turn would improve the image of the area. It needs to be made clear that people cannot walk on the ski tracks and that the dogs really do need to be kept on a leash in the area, no matter what time of year it is. For this, information boards on every starting point of the track (places where the track can be accessed) need to be established, with maps, distances, and general rules and guidelines on how to behave when using the track.

Improving guidance would also address another issue which surfaced while reading through the responses. The users of the area do not know which activities can be practiced in the area, in which areas and when they are allowed. By informing the users of even the most trivial issues will prove to be worth the effort as the uncertainty will decrease and they will know how to function in the area.

8.2 Information boards

The guidance can be improved on many levels. The first step to take is to update and increase the number of information boards in the places where most people access the area, such as on the parking area at the end of Raivaajantie, at the vicinity of the exercise equipment near the water tower (according to the authors' experiences this area is accessed mostly from the end of Soidinpolku and Pyynpolku) and at the

junction of the fitness track and the trail to Heikkilä. The information board near the water tower is in a very poor condition as can be seen in picture 1.



PICTURE 1. Touruvuori information board cover ready to fall down.

The plastic cover on the board is broken, partly loose and ready to tear loose all together, after which the map is in the mercy of the weather. It is true that the fact that the information boards are outside and unguarded presents a challenge to consider finding a solution which could withstand the elements of weather and also vandalism. Perhaps a perfect solution does not exist or it would be too expensive to put into effect. The authors thought of the following possible courses of action:

1. The current information board has served its purpose well enough; the only problem is the poor condition of the board. Replace the maps and informative papers and cover them with a similar plastic cover (if possible, made of thicker plastic) and attach it properly. The information board is checked upon regularly in order to ensure it stays in good condition.
2. The Jyväskylä Adult Education Institute (Jyväskylän aikuisopisto = JAO) is contacted and inquired whether it would be possible for the students to earn study points by building and finishing the information boards for the Touruvuori area. For example, in Viitasaari and Petäjävesi JAO educates people to be professional carpenters, i.e. people processing wood for a living.

Perhaps JAO has students who would be interested in designing and creating interesting and functional information boards for the area in return for study points. The authors sincerely believe that the students will create noteworthy alternatives to the existing information boards. Naturally there would be some material costs the project workers would be reluctant to pay for themselves; however, even then it would be cheaper to employ students rather than professionals, who would charge for the planning and work as well as materials. In the Sotkamo game trail they have used wood for the information board. Picture 2 shows how wood has been used for the board. Wood has many benefits: it looks good and natural; it is durable and environmentally friendly.



PICTURE 2. Sotkamo game trail outdoor map.

The authors believe the most essential rules and regulations should be displayed on the big information boards. If option number 1 is deemed best of the before mentioned choices, then the rules can be printed on a paper, which in turn could be laminated in order to protect it from the weather. Lamination is a cheap and fairly durable solution, which also the authors have personally witnessed. If option number 2 is chosen, the

most important rules could be either painted or carved on the information boards, in case wood is considered the best material. The options could also be combined; the students of the Adult Education Institute surely have (especially with the help of their teachers) the skills and the know-how on how to attach the plastic screen into the wooden frame. That would, in fact, be the most functional option, since whenever there is information to be passed on, of some information on the already existing information leaflets or maps has to be changed, the change can be easily done only by removing the screen and replacing the outdated information with the new.

One should also pay attention to the condition of the smaller information boards as quite a few of them are in a very poor condition. In the authors' opinion it is important to maintain the condition of the information boards as they are the main source of information for the visitors. Currently some of them have fallen down or are ready to do so, as can be seen in pictures 3 and 4.



PICTURE 3. An information board along the nature trail.



PICTURE 4. One of the regulation signs hanging from a tree.

There are several factors which affect the condition of the information boards. The most obvious ones are the weather and people. The affect of the weather is shown in picture 5 on the next page. The best way to avoid the deterioration of the boards is to check their condition regularly and conduct any necessary reparatory measures.



PICTURE 5. An information board in need for maintenance.



PICTURE 6. An information board shot with a shotgun or an air rifle.

The authors also saw a board which had probably been shot by a shotgun from afar or several times with a smaller gun, possibly an air rifle. The damage done to the information board can be seen in picture 6.

The authors believe that the vandalism occurring in the Touruvuori outdoor recreation area can be minimized by keeping the area in a good condition. People tend to treat

areas which are clean better than areas that are dirty. The common mentality is that if others do not take care of the surroundings, why should anyone else bother?

8.3 Sign posts

The next step is to pay attention to the sign posts scattered along the Touruvuori routes. They are very important as they show directions and distances. This information is important also to regular users, not to mention the new ones. The information on the signs helps people decide which route would be the one that best meets their abilities and needs. It should also be ensured that the sign posts are uniform. As picture 7 shows, at the moment there are many kinds of signs with different fonts and layouts.



PICTURE 7. Three different types of signs along the nature trail.

Many signs along the route are rather deteriorated or gone missing altogether. According to the responses on the questionnaires, some respondents feel that there are not enough sign posts, especially in crossroads. One respondent stated that he is questioned too often after which way people should go. He was slightly annoyed by

that fact and the authors feel it can be easily corrected by increasing the amount of sign posts or relocating the existing ones to more relevant locations.

In addition to the distances, the sign posts could indicate the right direction to the exercise equipment (near the water tower), the exit to Heikkilä, the exit to the Shooter's Lodge (currently there is only one sign indicating the exit, and it is at the junction of the track and the trail to the lodge) and many more directions, with the help of which it would be easier for the user's to perceive directions. The signs of the nature trail should very much be improved, at some points it is hard to find where the trail continues, especially if the trail is crossed by the fitness track. At those locations it would be useful if there was a sign indicating which way to go in order to find the trail again. At the beginning of each part of the trail there should also be signs indicating the start of the trail. On these signs it would be practical to find the numbers of information boards, so it would be easy to walk the route in the right order, starting from information board number one and ending at the last one. At the current state of the trail it is hard to find some of the information boards, especially for someone who has not walked the trail before.

8.4 A contact person/account

Upon analyzing the questionnaires and especially the respondent feedback, it became apparent that people are bothered with the lack of maintenance in some areas. The biggest issues were the condition of the tracks, lack of saw dust on the track, tree branches on the routes and the lighting. The maintenance of the area can be understandably bothersome as the area is widespread and screening every detail can be time-consuming. Having the users serve as eyes for the maintenance could be a functioning solution for that problem. The users care about the good condition of the area and thus most likely would be very eager to report any shortcomings. The authors believe that at the current moment the users are confused about who to contact, for instance in the case of a broken light. An ample solution for this would be to establish a phone number people could call in such cases. The number could be printed on the information leaflets along with a mention what the number is for. There is a downside to the idea of establishing a phone number. It would need staff to answer the calls, which again would create a problem with funding. In case the phone number is considered as not the best option perhaps an e-mail account (and a postal address for

those who do not want to or do not have the opportunity to use the Internet) would serve the purpose.

8.5 Safety

According to the research, the safety of the area is an important factor for the users. Currently the area is a safe place to visit and there are some measures that need to be taken to keep it so. There are some aspects that are in an excellent condition, for example the stairs leading on top of Touruvuori deserve praise as they are in a good condition and ease the rise to the top. Nevertheless, there are some issues which concern the users; quite a few of the respondents were concerned with the fact that the tracks and trails have some holes and big rocks, stepping on which establishes a risk for injuries. The natural solution for this is to fill and even out those holes. The respondents also reported that lighting that works increases the safety of the area. Therefore it is important to make sure that also the lights function properly. Checking the numerous lights can prove to be quite laborious, therefore taking advantage of the before mentioned contact person will certainly prove to be most useful. When starting the planning of the renovation of the area, some time should be taken to go through the fitness track, the nature trail and other areas in Touruvuori, and making notes of everything that is in need of repairing or replacing. Thereby a comprehensive picture of the whole area can be constructed, and the renovation can be started from the area that needs it the most.

8.5.1 Clearing the fallen trees and bushes

Along the nature trail there are some trees which need to be cleared away. Some of the trees are lying fallen over the trail and some look as if they are ready to fall any minute. The chances of a tree actually falling on someone walking under it are rather remote; nevertheless, the authors feel that the trees leaning over the trail on other trees should be cleared away. Strong winds or heavy snow could be the factors that make the trees break and fall on the trail, or even worse, on people. The best way to prevent any possible accidents is to remove the trees that look like ready to fall.

The trees that have already fallen on the trails should be removed as well. They can make the access difficult, especially for the elderly. Also the bushes growing in the

middle of and over the paths need to be cleared away. One could argue that the bushes are growing on the trails due to lack of use; however, it needs to be mentioned that keeping them there will not attract new walkers. By keeping the growth on the trails in control the overall appearance of the trail is significantly improved.



PICTURE 8. Exercise equipment among overgrown bushes.

The bushes and fallen trees are not a problem only on the nature trail. One should take notice also of the bushes growing elsewhere and hindering the visibility of signs or equipment usage. Picture 8 demonstrates how the bushes can grow and hinder the use of the equipment. This particular bush has been removed after taking the picture; however, it is good to remember that bushes like this do not grow overnight.



PICTURE 9. A tree trunk lying over the nature trail.

Picture 9 on the previous page shows how the trees have fallen on the nature trail. An interesting exercise course, though it can be quite difficult for the elderly.

Another issue that was addressed in many of the answers from the users of the area was that the forestry that has been performed in the area has also left its traces on the area. Many respondents wished that the branches and tree trunks left behind would be cleared away, since they blemish the view and the loose braches are easily carried on the fitness track and the nature trail, hindering the exercising practiced there.

The old structures which have no use anymore should be removed from the area. They not only blemish the area's appearance, they can also cause safety problems. The structure in picture 10 has collapsed a long time since and it has not been cleared away. Small children and domestic animals can go play in the debris and get easily hurt.



PICTURE 10. A collapsed structure near the top of the hill.

8.5.2 Securing the small bridges

There are some small bridges to help cross ditches along the nature trail. The bridges are otherwise in a good condition, the only issue here is the support of the bridges. At the moment the bridges are stilted and the supporting poles look as if ready to fall, as picture 11 on the next page demonstrates. In the authors opinion the solution is to either replace or repair the supporting poles. Since the bridges are quite narrow and have railings only on one side, straightening the bridges is important as wood can be

slippery when wet. This presents a risk of falling down from the bridges, which could lead to even more serious injuries.



PICTURE 11. Two unsecure bridges, the supporting poles of which are decomposing and nearly fallen down.

In addition to the bridges, the causeways along the nature trail need to be updated, too. The trail and the muddiest areas have moved at places along the years, so the causeways are not always situated where they are needed the most. Some of the causeways are also in quite a bad condition, which also presents a target of improvement.

8.5.3 Securing the ladder

On the top of Touruvuori there is a gigantic rock which serves as an observation platform. The rock is so large that one cannot climb on top of it with ease without any help. Therefore a ladder has been built to help the ascending on the top of the rock.

The idea is brilliant, and the ladder serves its purpose very well, but with a minor flaw. The ladder has been at some point been attached to the rock, but the fastening has become loose as picture 12 on the next page demonstrates. The ladder being unfastened is again a risk; it can fall over quite easily when someone is using it and

cause injuries. A simple solution would be to reattach the ladder to the rock by bolts as the ladder as a fastening system already exists. Fastening the ladder would also prevent the possible hazard of someone stealing it.



PICTURE 12. The unfastened ladder at the sightseeing rock.

8.6 New structures

According to the questionnaire results, the respondents wish that some new structures would be constructed to the area. As was already established before, a fire place in the area would be too unsafe to be built in the area. An observation tower would be

another matter. It would encourage more people to climb on top of Touruvuori to see the magnificent view. Building the observation tower could again be a project in which co-operation with educational institutes could (and should) be used. An estimate of the material costs, the planning of the tower and implementing the plans could all be assigned as either individual projects or as one bigger project to students who need study points. For example, a student who studies carpentry and wants to set up a company after graduation would gain valuable experience in taking in an order from a customer, making an offer of the whole work process taking into account the costs of the materials, planning the ordered item with the customer and finally building and delivering the item. The above mentioned process could even function as a diploma work for such a student. Whenever there is a project in which the students could contribute their skills, the municipality should at least inquire whether there are students interested in earning study points.

8.7 Updating the nature trail

Some of the respondents stated the information signs along the nature trail are outdated. The authors agree and think the texts and signs should be renewed. As was already discussed in chapter 4, the ideas implemented on other nature trails could be taken advantage of in Touruvuori. Earlier the readers were introduced to the game and forest trail of Sotkamo. The nature trail visitors would certainly receive more from the walk if the route included more than just basic information signs. As has been done in Sotkamo, the nature trail could entail some wooden models of the animals introduced in the signs. For example the province bird of Central Finland, the wood grouse, could be presented in a similar fashion. There could be an information board offering general info about the wood grouse and in the near vicinity there could be a wooden model of the bird. It would enhance the experience and help make the learning experience more versatile. The province fish, lake trout, province animal, Arctic hare, province flower, daisy, could be presented in a similar fashion.

The trail offers a great amount of possibilities for the subjects of the information boards, and the boards could be built so that it would be easy to change the subjects seasonally. In the summer the subject could for instance be a daisy, and in the winter the same information board could present some hibernating animal or such other winter related theme. Such models of real live animals and plants would also increase

the appeal of the route, and attract people who normally would not walk the trail. The models could also act as a pull-factor for tourists from somewhat further away, since there are not many other nature trails with such specialties.

9 CONCLUSION

The bachelor's thesis subject idea originated from the authors' personal interest in nature, nature trails and willingness to create a development plan. The Touruvuori outdoor recreation area was chosen to be the target as the area was already familiar to one of the authors. The condition of the area has been the same for many years now, which further functioned as an inspiration in creating a development plan for the area. Upon contacting the physical exercise service department of the rural municipality of Jyväskylä, it became apparent that the bachelor's thesis was welcome. The first step was to walk the Touruvuori nature trail and photograph the possible development targets to ensure that development of the area is truly necessary.

After the subject had been confirmed, the arduous work of compiling the theoretical framework began. As the next step the authors analyzed the 172 filled in questionnaires from the summer 2004 provided by the rural municipality of Jyväskylä. At the same time a second questionnaire was created and distributed to 150 households. Surprisingly a total of 88 questionnaires out of the 150 were returned, the response rate was higher than the authors could ever have imagined. All the data in the questionnaires were input into SPSS program and analyzed. During reviewing and comparing the responses from both the questionnaires, it became apparent that the users' opinions had not undergone significant changes in two years. This proved that the results were accurate and reliable. In both questionnaires it became apparent that even though people generally are satisfied and grateful that the Touruvuori outdoor recreation area exists, there are some issues which bother the users. The behavior of others in the area proved to be one of the biggest issues that cause controversy. People also complained about the overall condition of the area, such as the lack of saw dust on the track, the poor condition of the signs, fallen trees and branches lying over the trails. A shelter or a place for a campfire was the most requested new structure, which unfortunately compromises the fire safety of the area to such a degree that it cannot be realized.

After the questionnaire results had been analyzed, a development plan was created. Improving the Touruvuori outdoor recreation area will hopefully persuade people to exercise more as it is increasingly important to encourage people to take interest in

maintaining their physical health. Staying healthy ensures that people are happy and satisfied which results in better quality of life. There is also a concrete benefit in maintaining the good quality of outdoor exercise facilities; having healthy and satisfied residents results in lower health care costs and fewer absences from work for the municipality.

The purpose of the thesis was to come up with development ideas which are affordable, easily implemented and benefit the users of the area. This is due to the fact that expensive development ideas are very unlikely to be realized as these days the budgets of cities and municipalities are rather tight. The need for development has to be concrete; otherwise it is easily considered as a waste of funds. The development ideas are a combination of the authors' own ideas and the conclusions made on the basis of the responses of the users of the area. This ensures that the development ideas serve the users in the best possible way.

The authors believe that the most urgent and important targets of development should be the improvement of guidance in general and renewing the nature trails. The appeal of the nature trail should be increased as it is the area which has the most potential and also the greatest need for updating. The nature trail is very versatile as it can function as an educational tool as well as a refreshing option for the exercise track and also a place for relaxing and enjoying nature. The changing of seasons is always an interesting phenomenon to witness, as well as is the observing of the flora and fauna in the area. In order to increase the appeal of the nature trail the following suggestions should be realized:

1. Improving guidance

- ensuring current information boards are in proper condition, renovating or renewing them
- adding information boards and direction/distance signs everywhere in the area
- updating current info; rules of the area should be stated on the information boards as well as maps and other essential information
- ensuring consistent info and signage; all the signs should be similar with each other, and the distances should be correct (they should also be consistent with the distances in the maps!).

- clear rules and instructions, no inconsistencies.
2. Ensuring safety
 - filling the gaping holes in the trails and tracks
 - clearing the fallen and the ready-to-fall trees and branches
 - securing and fixing the small bridges along the nature trail
 - securing the ladder on the top of Touruvuori
 - clearing bushes obstructing passage
 - replacing broken lights
 - updating and checking the positioning of the causeways
 3. Contact account/person
 - a person or an account people can address in order to report possible faults
 - informing people of this possibility on the information boards
 4. Updating the nature trail
 - new information on the information boards
 - exemplifying wooden models
 - guidebook or an information leaflet about the nature and its inhabitants
 5. New structures and facilities
 - a dog park (THIS SHOULD BE ONE OF THE FIRST DEVELOPMENT TARGETS)
 - benches and tables along the nature trail and the exercise track
 - possibly an observation tower
 - a shelter or a place for a campfire if a safe place is found

The above mentioned development suggestions are not absolute, but rather guidelines for the rural municipality of Jyväskylä to be taken under consideration. The municipality should consider realizing these projects in cooperation with various educational institutions in Jyväskylä. This would remarkably lower the costs of the projects. The ones benefiting the most from the development of the area are naturally the users of the area.

Before the development of the area can begin, the following aspects need to be taken into consideration:

1. Decide whether the rural municipality of Jyväskylä will invest in the development of the Touruvuori outdoor recreation area.
2. Spend a day in the area and study which are the most urgent issues.
3. Could the development projects be implemented as student projects?
4. Which establishment or educational institution would be the most suitable one or should it be a joint operation of various such establishments?
5. The amount of funds available for investing in the projects?
6. Which would be definite the investment targets?
7. Contact various companies and inquire cost estimates.
8. Create a plan and schedule.
9. Search for possible volunteers.

The authors strongly recommend taking the suggested steps in order to find the most cost-effective option in increasing the appeal of the Touruvuori outdoor recreation area and especially of the nature trail. Acquiring project planners outside the rural municipality of Jyväskylä ensures that the staff does not get an overload of tasks and that the ideas and their implementations are fresh and innovative. If educational institutions are perceived as an option for cooperation partners it would also benefit the students. Using their skills and ideas offers them a chance to be creative and learn the process of realizing actual projects. The need for volunteers and co-operation partners could be announced in the Kumppanit-newspaper, the rural municipality's website, or on the information boards around the municipality. People can be contacted through many channels. One has to keep in mind that in case volunteers are recruited, it would be beneficial if they were somehow rewarded for their work effort, perhaps by offering a meal on site.

9.1 The authors' self-reflection

The creation of this thesis has been an interesting combination of success and despair. Compiling the theoretical framework proved to be the most bothersome part of the whole process. One of the greatest difficulties was to determine the suitable material and information for the theoretical framework as the amount of sources is

overwhelming. There is an ample supply of information regarding nature and the recreational use of nature but the authors had some difficulty in finding sources specifically discussing the use of nature trails. Therefore the application of various sources was necessary in order to compile a sensible theory section. In retrospect the authors should have taken greater advantage of various newspaper sources. Not a single interesting or applicable newspaper clip caught the authors' attention, probably because they were not able to scan the most suitable newspapers. Another aspect that the authors should have paid attention to was financing the questionnaire. The authors did not invest quite enough time in trying to attract sponsors for the questionnaire, as this would have allowed a more extensive questionnaire delivery.

The rest of the creation of this bachelor's thesis has been an interesting task. Being able to devise a development plan has been the most rewarding aspect. The creation of the development suggestions has required the authors to actually consider and try out various ideas before determining the best option. This made the authors feel more involved and therefore extremely motivated. In the beginning the authors were perhaps even too enthusiastic as they devised plans which were great in theory but too difficult and expensive to realize. The adequate amount of time in the creation of the thesis gave way to more realistic and cost-effective solutions. In the end, the authors are fairly proud of their work.

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APPENDICES

Appendix 1. English-Finnish vocabulary

Arctic hare.....	Metsäjänis
Baby boom generation.....	Suuret ikäluokat
Black grouse.....	Teeri
Biased.....	Puolueellinen
Campfire.....	Nuotiopaikka
Cardiovascular diseases.....	Sydän- ja verisuonisairaudet
Chronic non-communicable diseases.....	Krooniset, tarttumattomat sairaudet
Communal Service Centre.....	Yhteispalvelupiste
Contact account.....	Yhteystili/-taho
Contact person.....	Yhteyshenkilö
Criminal law.....	Rikoslaki
Daisy.....	Päivänkakkara
Development plan.....	Kehityssuunnitelma
Economic forest.....	Taloustmetsä
Fire place.....	Nuotiopaikka
Fitness track.....	Kuntorata
Guidance.....	Opastus
Interference with possession.....	Hallinnan loukkaus
Information board.....	Opastaulu
Junction.....	Risteys
Legislation.....	Lainsäädäntö
Nature trail.....	Luontopolku
Nordic walking.....	Sauvakävely
Observation tower.....	Näköalatorni
Outdoor recreation area.....	Ulkoilu- ja virkistysalue
Province.....	Maakunta
Public Order Act.....	Järjestyslaki
Public right of access.....	Jokamiehen oikeus
Questionnaire.....	Kyselylomake
Recreational use of nature.....	Luonnon virkistyskäyttö
Research.....	Tutkimus

Resident.....	Asukas
Rules and Regulations.....	Säännöt ja säädökset
Rural municipality.....	Maalaiskunta
Sedentary.....	Istuma-, istuva
Shelter.....	Laavu
Sign post.....	Opaskyltti
Ski track.....	Latu
Walking out-of-doors area.....	Ulkoilualue
Walking out-of-doors park.....	Ulkoilupuisto
Walking out-of-doors route.....	Ulkoilureitti
Wellness.....	Hyvinvointi
Willow grouse.....	Riekko
Wood grouse.....	Metso

Appendix 2. Cover letter for the questionnaire



JYVÄSKYLÄN AMMATTIKORKEAKOULU
Matkailu-, ravitsemis- ja talousala



Hyvä kyselyn vastaanottaja

Olemme Jyväskylän ammattikorkeakoulun matkailu- ja ravitsemusalan opiskelijoita. Teemme opinnäytetyötä Touruvuoren ulkoilu- ja virkistysalueen kehittämisestä yhteistyössä Jyväskylän maalaiskunnan liikuntapalvelujen kanssa.

Olellaisena osana opinnäytetyötä on oheinen kysely, joka perustuu osittain Jyväskylän maalaiskunnan vuonna 2004 tekemään kävijätutkimukseen. Kysely on jaettu Touruvuoren välittömässä läheisyydessä sijaitseviin kotitalouksiin. Tutkimuksen onnistumisen edellytyksenä on riittävä vastausprosentti, siksi olisi tärkeää että kaikki kyselyn vastaanottajat palauttaisivat sen. Kyselyn lisäksi vastaajille on postitettu arvontalipuke, sekä vastauskuori, jonka postimaksu on maksettu, joten kyselyyn vastaaminen on maksutonta.

Kysely käsittelee Touruvuoren ulkoilu- ja virkistysalueen käyttäjien kokemuksia ja mielipiteitä alueen toimivuudesta ja ominaisuuksista. Toivomme että kotitaloudessanne kyselyn täyttää henkilö, joka eniten käyttää Touruvuoren ulkoilu- ja virkistysalueen palveluja. Kyselyyn vastatessanne lukekaa jokainen kysymys tarkasti, ja vastatkaa ohjeen mukaan. Jokaisen kysymyksen kohdalla on määritelty, vastataanko vain yhteen vai useampaan kohtaan.

Kyselyn viimeinen palautuspäivä on 31.12.2006. Kaikkien vastanneiden kesken arvotaan kaksi 20 euron arvoista Top Sportin lahjakorttia, sekä kolme kappaletta Jyvässeudun ulkoilukarttoja (arvo 12€/kpl). Kuoressa on kyselylomakkeen lisäksi erillinen osoitelomake, johon vastaaja voi täyttää osoitetietonsa halutessaan osallistua arvontaan. Osoitelomakkeet palautetaan vastauskuoressa kyselyn mukana. Lomakkeet käsitellään erillisinä, joten kyselyvastaukset pysyvät nimettöminä. Arvonta suoritetaan tammikuussa 2007, voittajille ilmoitetaan henkilökohtaisesti.

Suuret kiitokset vastauksestanne!

Jouluisin terveisin,

Opiskelija
Marianne Ekman
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Opiskelija
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Opinnäytetyön ohjaaja
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Toimeksiantajan edustaja
Kari Häkkinen
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Appendix 3. Questionnaire



JYVÄSKYLÄN AMMATTIKORKEAKOULU
Matkailu-, ravitsemis- ja talousala



1. Vastaajan perustiedot

mies nainen syntymävuosi: _____

2. Missä päin Touruvuoren ulkoilu- ja virkistysaluetta yleensä liikut käydessäsi kyseisellä alueella? Halutessasi voit valita myös useampia vaihtoehtoja.

kuntopoluilla luontopoluilla en ole käynyt alueella
 metsässä hiihtoladuilla muualla, missä? _____

3. Kuinka usein vieraillet Touruvuoren ulkoilu- ja virkistysalueella?

	Talvi	Kesä
1. useammin kuin 4 kertaa viikossa	<input type="checkbox"/>	<input type="checkbox"/>
2. 3–4 kertaa viikossa	<input type="checkbox"/>	<input type="checkbox"/>
3. 1–2 kertaa viikossa	<input type="checkbox"/>	<input type="checkbox"/>
4. kerran kahdessa viikossa	<input type="checkbox"/>	<input type="checkbox"/>
5. kerran kuukaudessa	<input type="checkbox"/>	<input type="checkbox"/>
6. kerran kahdessa kuukaudessa tai harvemmin	<input type="checkbox"/>	<input type="checkbox"/>

4. Mikäli tarvitsisit lisätietoa Touruvuoren ulkoilu- ja virkistysalueesta, mistä hakisit tarvitsemaasi tietoa? Halutessasi voit valita myös useampia vaihtoehtoja.

Kunnantalolta kirjastosta reitin varrelta infotauluista
 matkailuinfosta tuttavilta Yhteispalvelupisteestä
 Internetistä/hakukoneella(esim. Google) Internetistä/Latuinfosta
 muualta,
mistä? _____

5. Kaipaisitko lisätietoa Touruvuoren ulkoilu- ja virkistysalueen toimintamahdollisuuksista?

Kyllä En

6. Mikäli vastasit edelliseen kysymykseen kyllä, minkälaista tietoa kaipaisit?

7. Onko Touruvuoren ulkoilu- ja virkistysalue mielestäsi turvallinen? Mikäli vastasit ei, ole hyvä ja perustele mielipiteesi.

Kyllä Ei, koska: _____

8. Mitä seuraavista asioista harrastat Touruvuoren ulkoilu- ja virkistysalueella?

Voit rastittaa useamman vaihtoehdon.

- | | | |
|---|--|---|
| <input type="checkbox"/> kävely tai lenkkeily | <input type="checkbox"/> sauvakävely | <input type="checkbox"/> suunnistus |
| <input type="checkbox"/> maastopyöräily | <input type="checkbox"/> maastoratsastus | <input type="checkbox"/> maastohiihto laduilla |
| <input type="checkbox"/> lumikenkäkävely | <input type="checkbox"/> kalliokiipeily | <input type="checkbox"/> koiran ulkoiluttaminen |
| <input type="checkbox"/> retkeily | <input type="checkbox"/> leiriytyminen | <input type="checkbox"/> opetukseen liittyvät käynnit |
| <input type="checkbox"/> luontokuvaus | <input type="checkbox"/> lintuharrastus | <input type="checkbox"/> luontopolkuihin tutustuminen |
| <input type="checkbox"/> luonnon tarkkailu | <input type="checkbox"/> sienestys | <input type="checkbox"/> marjastus |
| <input type="checkbox"/> eväsretki | <input type="checkbox"/> leirikoulu | <input type="checkbox"/> muu, mikä? _____ |
-
-

9. Toivoisitko, että alueella olisi mahdollisuus myös johonkin seuraavassa listassa mainituista asioista? Voit rastittaa useamman vaihtoehdon.

- | | |
|--|--|
| <input type="checkbox"/> erillinen koiranulkoilutusreitti talvella | <input type="checkbox"/> erillinen kävelyreitti talvella |
| <input type="checkbox"/> mahdollisuus liikkua pyörätuolilla | <input type="checkbox"/> näkötorni |
| <input type="checkbox"/> ohjattu sauvakävely/muu liikunta | <input type="checkbox"/> koirapuisto |
| <input type="checkbox"/> laavu/nuotiopaikka | <input type="checkbox"/> pukukoppi/ulko-wc |
| <input type="checkbox"/> frisbeegolf | <input type="checkbox"/> muut ulkopelit/pelikentät |
| <input type="checkbox"/> pulkkamäki/lyhyt hiihtolatu lapsille | <input type="checkbox"/> lisää yhteisiä |
| <input type="checkbox"/> tapahtumia/kilpailuja | |
| <input type="checkbox"/> muu, mikä? _____ | |
-
-

10. Mitä asioita pidät tärkeänä vieraillessasi Touruvuoren ulkoilu- ja virkistysalueella?

Vastaa jokaiseen vaihtoehtoon seuraavan asteikon mukaisesti: 4=erittäin tärkeä, 3=melko tärkeä, 2=vähän tärkeä, 1=ei lainkaan tärkeä.

	erittäin tärkeä		ei lainkaan tärkeä	
1. luonnon kokeminen	4	3	2	1
2. maisemat	4	3	2	1
3. mahdollisuus olla yksikseen	4	3	2	1
4. meluttomuus ja saasteettomuus	4	3	2	1
5. rentoutuminen	4	3	2	1
6. tutustuminen uusiin ihmisiin	4	3	2	1
7. yhdessäolo ystävien kanssa	4	3	2	1
8. yhdessäolo perheen kanssa	4	3	2	1
9. alueeseen tutustuminen	4	3	2	1
10. luonnosta oppiminen	4	3	2	1
11. omien taitojen kehittäminen	4	3	2	1
12. kunnan ylläpito	4	3	2	1
13. jännityksen kokeminen	4	3	2	1
14. alueen turvallisuus	4	3	2	1

11. Onko jokin seuraavista asioista häirinnyt sinua vieraillessasi Touruvuoren ulkoilu- ja virkistysalueella? Vastaa jokaiseen kohtaan seuraavaan asteikon mukaisesti: 4=erittäin paljon, 3=melko paljon, 2=melko vähän, 1=erittäin vähän.

	erittäin paljon		erittäin vähän	
1. maaston kuluneisuus	4	3	2	1
2. maaston roskaantuminen	4	3	2	1
3. metsien käsittely	4	3	2	1
4. liiallinen kävijämäärä	4	3	2	1
5. muiden kävijöiden käyttäytyminen	4	3	2	1
6. heikko reitistöjen kunto	4	3	2	1
7. opasteiden nykytila	4	3	2	1
8. muu, mikä? _____				

12. Aiheeseen liittyviä ehdotuksia/ajatuksia: _____

Kiitos vastauksestasi! Palautathan kyselyn 31.12.06 mennessä! Mikäli haluat osallistua lahjakortin arvontaan, täytä osoitetietosi saatekirjeessä olevalle arvontalipukkeeseen.

Appendix 4. Questions from the summer of 2004 questionnaire used in the survey

Touruvuoren ulkoilu- ja virkistysalue kävijätutkimus 2004

1. Missä päin ulkoilu- ja virkistysaluetta yleensä liikut käydessäsi kyseisellä alueella? Voit valita myös useampia vaihtoehtoja.

- | | | |
|-------------------|-------------------|---------------------------|
| 1. kuntopoluilla | 3. hiihtoladuilla | 5. en ole käynyt alueella |
| 2. luontopoluilla | 4. metsässä | 6. muualla, missä? |

2. Kuinka usein vieraillet Touruvuoren ulkoilu- ja virkistysalueella? Merkitse rasti sopivimpaan kohtaan niin talven kuin kesänkin osalta.

Talvi Kesä

1. useammin kuin 3-4 kertaa viikossa
2. 3-4 kertaa viikossa
3. kerran viikossa
4. kerran kahdessa viikossa
5. kerran kuukaudessa
6. kerran kahdessa kuukaudessa tai harvemmin

4. Mitä asioita pidät tärkeinä vieraillessasi Touruvuoren ulkoilu- ja virkistysalueella? Vastaa jokaiseen vaihtoehtoon seuraavan asteikon mukaisesti: 5=erittäin tärkeä, 4=melko tärkeä, 3=en osaa sanoa, 2=vähän tärkeä, 1=ei lainkaan tärkeä.

1. luonnon kokeminen
2. maisemat
3. mahdollisuus olla itsekseen
4. poissa melusta ja saasteista
5. rentoutuminen
6. tutustuminen uusiin ihmisiin
7. yhdessäolo ystävien kanssa
8. yhdessäolo perheen kanssa
9. aiemmat kokemukset luonnosta
10. alueeseen tutustuminen
11. luonnosta oppiminen
12. omien taitojen kehittäminen
13. kunnan ylläpito
14. jännityksen kokeminen

5. Mitä seuraavassa listassa mainittavia asioita harrastat Touruvuoren ulkoilu- ja virkistysalueella? Rastita kaikki harrastamasi asiat.

- | | |
|-------------------------|----------------------------------|
| 1. kävely tai lenkkeily | 11. opetukseen liittyvät käynnit |
| 2. sauvakävely | 12. luontopolkuun tutustuminen |
| 3. suunnistus | 13. luontokuvaus |
| 4. maastopyöräily | 14. lintuharrastus |

- | | |
|---------------------------|-----------------------|
| 5. maastohiihto laduilla | 15. luonnon tarkkailu |
| 6. lumikenkäkävely | 16. sienestys |
| 7. maastoratsastus | 17. marjastus |
| 8. kalliokiipeily | 18. eväsretki |
| 9. koiran ulkoiluttaminen | 19. leirikoulu |
| 10. retkeily | 20. muu, mikä? |
| 11. leiriytyminen | |

6. Mitä mieltä olet käyttämiesi palveluiden sekä ympäristön laadusta

Touruvuoren ulkoilu- ja virkistysalueella? Vastaa jokaiseen kohtaan ja arvioi palveluiden sekä ympäristön laatua seuraavan asteikon avulla: 5=hyvä, 4=melko hyvä, 3=en osaa sanoa, 2=melko huono, 1=huono.

1. pysäköintipaikat
2. alueen tiestö
3. opastetaulut luontopoluilla
4. polku- ja latuverkosto
5. polku- ja latuopasteet
6. turvallisuus
7. yleinen siisteys
8. virkistysympäristön viihtyvyys
9. maiseman vaihtelevuus
10. luonnontilaiset ja erämaa-alueet
11. hoidetut metsäalueet

8. Onko jokin seuraavista asioista häirinnyt sinua käydessäsi Touruvuoren

ulkoilu- ja virkistysalueella? Vastaa jokaiseen kohtaan seuraavan asteikon mukaisesti: 5=erittäin vähän, 4=melko vähän, 3=en osaa sanoa, 2=melko paljon, 1=erittäin paljon.

1. maaston kuluneisuus
2. maaston roskaantuminen
3. metsien käsittely
4. liiallinen kävijämäärä
5. muiden kävijöiden käyttäytyminen
6. heikko reitistöjen kunto
7. muu, mikä?

9. Vapaamuotoisia kommentteja/ajatuksia Touruvuoren ulkoilu- ja virkistysalueen kehittämiseksi:

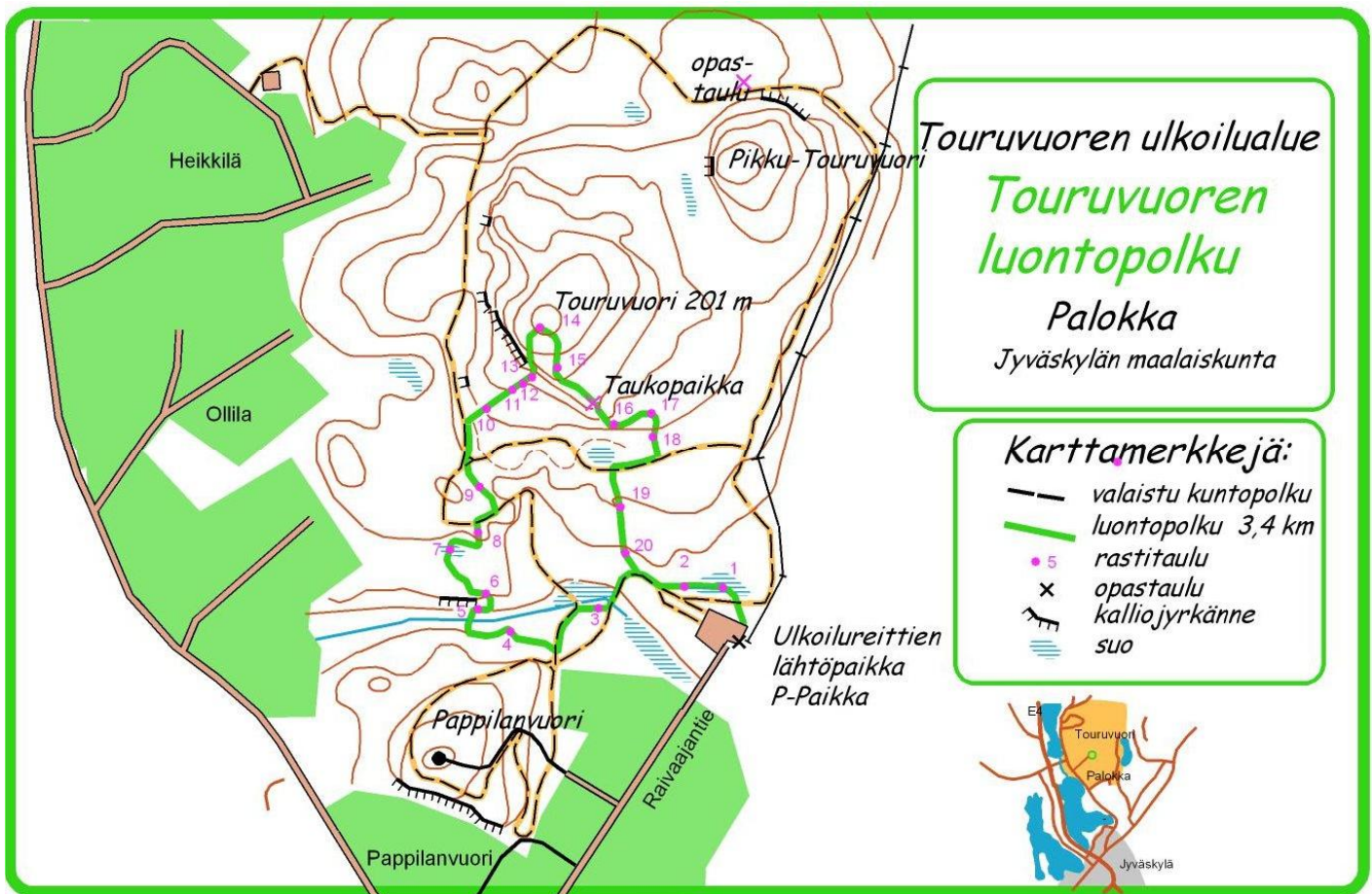
10. Merkitse viivalle syntymävuotesi ja rastita sukupuoltasi vastaava ruutu.

Syntymävuosi

Sukupuoli: mies

nainen

Appendix 5. Map of the Touruvuori area



Appendix 6. Map of Metsoreitti

