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Accessibility of the Lake Tuusulanjärvi's culture destinations

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Abstract

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The research subject in this thesis is the general state of accessibility in the Lake Tuusulanjärvi area and in the culture destinations surrounding it. The main purpose of the study is to give the reader a realistic picture of the accessibility of this culturally rich area. Additionally, the purpose is to point out the possible faults in the service chains of the destinations and, through that, to encourage them to improve their services to better serve disabled customers.

The aging of the buildings combined with the style of construction together result in mobility hindering issues, which makes it crucial to map out the general accessibility of the destinations. The research was conducted by adapting a mindset of a disabled customer as this kind of approach had never been used in studying Lake Tuusulanjärvi area before.

In this thesis five different cultural destinations were examined by using a qualitative research method in the winter of 2013. The research included interviewing representatives of the destinations, taking notes, measuring and photographing. Through this it was made possible to determine the already existing accessibility solutions at the destinations. It was concluded in the research that all the destinations had implemented accessibility improving solutions at least to some extent. However, the general state of accessibility in the area remained relatively low.

Based on the research, it has become clear that the most suitable way to improve and develop the general accessibility in the area is through small solutions. This translates to, for example, increasing the number of ramps and the possibility of adding railings as well as the usage of contrast coloring in guidance. In addition, the education level for the staff could be increased as well so that the customer encounter could be ever more successful despite the lacking of physical accessibility improving solutions.

Key words: Cultural tourism, accessibility, destination, Lake Tuusulanjärvi

Laurea-ammattikorkeakoulu
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Tiivistelmä

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Esteettömyys Tuusulanjärven kulttuurikohteissa

Vuosi 2013 Sivumäärä 46

Tässä opinnäytetyössä tutkimuskohteena on yleinen esteettömyyden taso Tuusulanjärven alueella ja sen kulttuurikohteissa. Opinnäytetyön päätarkoitus on antaa sen lukijalle mahdollisimman realistinen kuvaus tämän kulttuurillisesti rikkaan alueen esteettömyydestä. Lisäksi tavoitteena on osoittaa mahdollisia epäkohtia kohteiden palveluketjuissa ja sen kautta kannustaa yrityksiä kehittämään toimintamallejaan paremmin palvelemaan vammaisia sekä rajoittuneita asiakkaita.

Tuusulanjärven kulttuurikohteiden korkea ikä ja rakennustyyli asettavat suuria haasteita vaipaalle liikkumiselle, jonka vuoksi on tärkeää kartoittaa niiden yleistä esteettömyyttä. Tutkimus toteutettiin vammaisten ja liikuntarajoitteisten ihmisten näkökulmasta, jollaista ei ole aikaisemmin toteutettu Tuusulanjärven alueella.

Työssä tutkittiin viittä erilaista kulttuurikohdetta, ja tutkimus toteutettiin talvella 2013 käyttäen kvalitatiivista tutkimusmenetelmää. Tutkimus sisälsi kulttuurikohteiden edustajien haastattelusta, muistiinpanojen tekemistä, mittamista, valokuvaamista. Näin saatiin selville jo toteutetut esteettömyyttä edistävät ratkaisut. Tutkimuksessa kävi ilmi, että kaikissa kohteissa oli toteutettu jonkinasteisia esteettömyysratkaisuja, yleisen esteettömyyden tason silti jäädessä verrattain alhaiseksi.

Tutkimuksen perusteella tärkeimmäksi kehittämissuositukseksi nousee yleisen esteettömyyden tason nostaminen pienten ratkaisujen avulla. Tällä tarkoitetaan esimerkiksi ramppien määrän lisäämistä ja mahdollisten kaiteiden rakentamista sekä kontrastivärien käyttöä ohjeistamisessa. Lisäksi henkilökunnan koulutusta tulisi lisätä, jotta asiakaskohtaamiset liikuntarajoitteisten yksilöiden kanssa olisivat entistä onnistuneempia myös ilman fyysisten esteettömyysratkaisujen olemassaoloa.

Asiasanat: Kulttuurimatkailu, esteettömyys, matkakohde, Tuusulanjärvi

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1 Introduction

This publication will concentrate on accessibility and cultural tourism, their perception and the future surrounding them. The accessibility will be examined and explained so that it is easier to understand as a concept. Writing this thesis was a great opportunity to learn about the new tourism trends such as the culture tourism and the ageing population. Conducting this research would combine the tourism trends, accessibility and the municipality of Tuusula that was already familiar to the authors.

This thesis offers a closer look into the culture tourism destinations in the area of Lake Tuusulanjärvi. The research will concentrate on different sites and attractions that are culturally important as well as aimed for tourism. In these locations the accessibility will be carefully examined and studied whether the sites themselves or the accessibility solutions built are adequate enough to facilitate and serve people with different kinds of disabilities or various immobility issues. "The ageing population and an increasing concern for health are likely to drive a growth in demand for health tourism products and spa services. There should also be growing interest in cultural tourism and specially designed programmes for the older traveller." (European Travel Commission 2006.) This thesis continues the previous research conducted by the Laurea University of Applied Sciences from the winter 2012.

The Lake Tuusulanjärvi area, which many of Finland's most renowned artists are known for choosing as their site of residence, has been chosen for the area of exploration. Throughout centuries the surroundings of Lake Tuusulanjärvi have been recognized as a haven for artistic souls as it offers privacy and breathtaking scenery, which the well-known lake provides. This setting will serve perfectly the purpose of this thesis as being a deeper look into the cultural offering of a typical Finnish countryside and whether it is suitable for people with mobility issues or hindering disabilities or not. (Tuusula 2012a.)

2 Background and objectives

The background for this thesis is simple: disabled people never receive too much attention. In other words, it is beyond important to conduct research on the state of our nation when it comes to accessibility in general. It is crucial to understand how we can improve our infrastructure so that it will become a standard that also the disabled are being taken into consideration. The ramps and railings as small additions, just to name a few, are not only a welcoming sight for the disabled customers but as well for the elderly part of our population and pregnant women for instance. The disabled deserve to be able to enjoy all the same things as

all the others do every day. One way to make this happen is to broaden the public view on things.

Additionally, this research will try to prove that there lays a great opportunity in accessible tourism, which can be utilized even at a local level. The objective of this thesis is to broaden public perception on accessibility and to open corporate eyes to a whole new target group being the disabled.

2.1 Study unit in Accessibility

A study unit of Service Innovations in Tourism was conducted at Laurea University of Applied Sciences in Kerava year 2012 and was used as a background for this research. In this course the goal was to make an analysis of accessibility in the Lake Tuusulanjärvi area and in its cultural attractions with test users moving by wheelchairs and with a white stick. This course included study visits, creating the criteria for the research, field work as observing and documenting the visits, analyzing the results, creating posters and finally, presenting the outcome. Observing and testing the attractions on site and checking if they met the given criteria enabled to form a good picture of the Lake Tuusulanjärvi area. As a part of this course, presenting the analyzed results that took place on “Human Rights and Accessibility” Fair in the library of Kerava on 24.3.2012 where the outcome was introduced in a form of posters and a Power Point show. (Kuosmanen 2012.) Having actually seen the state of some of these attractions, it raised the interest towards this matter and so being, offered a good basis for a thesis work.

2.2 Project Åre

As a background was also used a similar research that was conducted in 2012. At that time being researched was the accessibility in Holiday Club Åre, which is one of the most popular hotels located in Åre, Sweden. In that research being examined was the facilities’ capabilities of handling disabled people and observing the overall infrastructure in general. With the data gathered during the course of three months at the destination, it became possible to form a rather solid picture of the hotel’s functionality and suitability when it comes to accessibility. ‘Project Åre’, even though in a smaller scale, has given this research a good head start in understanding the Lake Tuusulanjärvi area. The better understanding of the concept of accessibility is also something that gives the authors better capabilities to spot flaws and come up with development ideas.

This research was conducted individually by one of the authors to this thesis as a part of the study unit of Service Innovations in Tourism. The self-orientated data gathering and explora-

tion in the field of accessibility combined with the latter presentation held, based on the findings, led to personal growth and better understanding when it comes to accessibility in general.

2.3 SING-project

This thesis is carried out as a part of the SING-project, which is about sensing rural cultures. The SING-project is aimed to improve the economic life of Keski-Uusimaa which Tuusula is a part of. The project's idea is to gather and file the local experiences and multi-sensory encounters the local entrepreneurs do have. The SING-project also aims to arrange seminars in development and to produce a promotional DVD about the regions cultural and tourism products. In this aspect, accessible tourism, and more precisely the accessibility of the local destinations, will be a significant part of the development of the region in near future. The SING-project is financed by EMO ry, which stands for "Eteläisen maaseudun osaajat" and translates to "Experts of the Southern Countryside". The project has started in 2011 and is set to finish in 2013. (Laurea 2012.)

3 Culture and tourism in Tuusula

The culture in Keski-Uusimaa, and more particularly in Tuusula, where Lake Tuusulanjärvi is located, is quite rich. The region is peaceful as it is located on the countryside, surrounded by fields growing different kinds of crops. The architecture is mostly detached houses as well as row houses. This peaceful scene finishes off with a large golf course, which is the municipality's pride. Combine these with the great Lake Tuusulanjärvi, which the whole culture is concentrated around, and you have an idyllic, open and surprisingly interesting and mystical region where the lake dominates the scenery. (Tuusula 2012b.)

The Lake Tuusulanjärvi's cultural offering is concentrated on a road that goes around the lake. Following the road will yield an amazing experience of typical Finnish nature surrounding you while you enter the nation's history by visiting wartime facilities and museums concerning that particular era. In comparison to agonizing war history, there is always the artistic history. A tourist will be able to visit the cabin, in which writer Aleksis Kivi died in, Halosenniemi on which painter Pekka Halonen built his famous house or Villa Kokkonen, which was designed by world-renowned Finnish design artist and architect, Alvar Aalto.

These are things that attract the curiosity of tourists, but Tuusula is culturally active for locals too. The municipality has its own website which is all about promoting and improving cultural life in Tuusula. The site has its own event calendar from which the residents or any-

body else can check what is going on in Tuusula. For example, every year there are different kinds of festivals that promote different things. Popular examples are the Brass festival, which is all about brass music, and the Night of the artists. Arranged annually around mid-September, the Night of the artists is probably the biggest event in Tuusula as it brings all the residents together as well as masses of people from neighbouring municipalities to celebrate arts in all forms. The “night” starts at around six o’clock and carries out till the wee hours of the night. It is all about, music, dancing, enjoying theatre, poetry, street performances and still savouring the summer as it slowly starts to wind towards winter. (Tuusula 2012c.)

3.1 Cultural tourism

Cultural tourism or culture tourism is concerned with a certain country or regions culture, like art and music. The focus is on tradition through communities with diverse customs; unique arts and social behaviour which makes it stand out from other cultures. Cultural tourism is usually related to tourism in urban areas or historically rich or large cities where the culture can be found in countless different forms such as museums and theatres. Also to be seen as cultural tourism is visiting rural areas that showcase the traditions and lifestyle of indigenous cultural communities. (Squidoo 2013.)

Curiosity and education are motivators of cultural tourists: the urge to learn about other people and their culture. Cultural tourism in a vast sense of interpretation is not only fine arts preserved in museums or performed on stage as it might consider popular folklore, traditional festivals and events, cuisine, handicrafts and even daily work. (Lominé & Edmunds 2007, 39-40)

In their book ‘Cultural Tourism, The partnership between tourism and cultural heritage management’, Bob McKercher and Hilary du Cros define cultural tourism as a simple term that is particularly difficult to explain. According to them, cultural tourism, when defined, falls into four broader categories that are tourism derived, motivational, experiential and operational definitions. (McKercher & du Cros 2002, 3.)

As Singh, Timothy and Dowling will describe in their book, *Tourism in Destination Communities*, cultural tourism can be categorized into three different main categories, which will help one to define the culture behind the tourism (table 1). The three categories are High, institutionalized culture; Folk, popular culture and Ethnic symbols. Under these sections will then lay the sub categories like museums, exhibitions and sport as well as Folkways and even language.

<i>Category</i>	<i>Example</i>
High, institutionalized culture	Museums, exhibitions, visual arts, historic sites, theatre, performing arts, literature, science and technology centres
Folk, popular culture	Film, entertainment, sport, mass media, shopping, events, food, produce, crafts, customs, traditions
Ethnic symbols	Folkways, vernacular architecture, education, transport, religion, dress, language, work patterns

Table 1. Categories of cultural tourism. (Singh, Timothy & Downing 2003, 57.)

3.2 Lake Tuusulanjärvi as a culture destination

All around the world lakes are crucial part of tourism and recreation in the sense of location for leisure activities as well as being an attraction in their own right. In addition to this, lakes are widely used in tourism promotion, whether it is to build a picture of the destination or to strengthen the image around leisure activities. (Hall & Härkönen 2006, 3.)

The Rantatie road around Lake Tuusulanjärvi travels around the beautiful countryside scenery, which provides one with multiple chances to stop and just admire the beauty of the lake. (Visit Lake Tuusula 2012.) This might be one of the reasons why so many of the artists settled to the area some hundred years ago. One of those artists was painter Pekka Halonen (1865 - 1933) who built his studio to the shores of the lake and called it Halosenniemi. Today, Halosenniemi has been renovated and acts as a museum which is just one of the many cultural sites the Rantatie road weaving around the lake has to offer. (Salokannel & Seppovaara 2005, 5.)

In addition to Halosenniemi, along the Rantatie road located are, among others, Syväranta, the death place of Aleksis Kivi and Erkkola. Syväranta is a villa built in 1869, which acted as a convalescent home as well as course center for the Lotta organization. The site burned down to ashes in 1947 but was re-opened to public in 1996 as renovated. Today, Syväranta acts as a museum showcasing the Lotta organization. The death place of Aleksis Kivi, which is an old-fashioned cabin, acts as well as a museum and Erkkola, built in 1901 by famous poet J. H. Erkko is in private ownership. (Salokannel & Seppovaara 2005, 5.)

On the other side of the lake being located are the popular tourism sites of Ilmantorjuntamuseo, which is an old air defence base that belonged to the military, Tuusulan Kirkko, the

church of Tuusula and the Tuusula art gallery. The air defence base has its own unique history with recollections of, not only local air defence, but also national air defence tradition. The church of Tuusula on its behalf is a wooden cross-church built in 1734, with a graveyard accommodating such names as Aleksis Kivi and Pekka Halonen. The Tuusula art gallery on the other hand has its two independent showcasing premises named 'Kasarmi' and 'Aunela' which both are located in Russian reservation buildings built in 1915. (Tuusulanjärven Matkailupalvelu 2012.)

3.3 History of Rantatie

The Rantatie of Tuusula, which translates to shore road of Tuusula, was at first a part of a highway between Helsinki and Heinola. The road would go beside the lake and follow its shoreline all the way to the city of Järvenpää. The artistic community of Rantatie has influenced the cultural history of Finland in a dramatic way. Many of the masters of the golden age of Finnish art settled to live on the eastern shoreline of Lake Tuusulanjärvi between the 19th and 20th centuries. A combining feature for all of these great talents was the common idolization for the national novelist Aleksis Kivi, who had died in the Syvälahti Cabin of Tuusula. His efforts for the Finnish culture had influenced all these artists to migrate to this region as if it were a kind of haven for blooming artistic talents. (Tuusula 2012d.)

3.4 Research destination presentation

The five destinations chosen for this research to showcase the state of accessibility are all located around the Lake Tuusulanjärvi. These destinations were picked for the two main reasons. First off, as this research directly continues the previous research conducted by Laurea UAS in 2012 concentrating in the same area, it was crucial that the destinations would differ from the ones already showcased earlier on. The second reason behind the destination choices is simply the level of interest it arouses. This is crucial as wanting to pick destinations that are most likely to be really popular among all kinds of tourism and therefore extremely important when discussing about accessibility and accessible tourism. The five destinations featured in this research are Lotta Museum, Onnela Inn, Halosenniemi, Gallery of Rantatie and Kallio-Kuninkaala.

3.3.1 Rantatien Galleria - Gallery of Rantatie-road

Rantatien Galleria translates to The Gallery of Rantatie and it is owned by the municipality of Tuusula. The destination is used as a space for art exhibitions and is rented by artists presenting their paintings. The site can also be rented by individuals e.g. for conferences or other events such as parties. (Tuusula 2013e.)

3.3.2 Syvärannan Lottamuseo - Lotta Museum of Syväranta

Lotta Svärd was an organization found when Finnish women volunteered to tasks defending Finland during the war time 1920-1944. A Lotta would take care of the troops by handing out food, medications and accommodation, patch up the wounded, burying the dead and handling the telephone centres and office work, and other duties. During the 1930's the organization built up to be the biggest female organization in Finland. (Pohls & Latva-Äijö 2009, 14.) In the year 1944 when the organization was shut down, there were just about 240 000 members. Shutting down was due to the war ending with the Soviet Union but also partly to the fact that the organization was seen to have gotten traits of Fascism. (Kinnunen 2006, 17).

In the year 1994 was the 50th anniversary of Suomen Naisten Huoltosäätiö (nowadays the Lotta Svärd Foundation). For the anniversary, the foundation built the Lotta Museum to Syväranta, Tuusula to honor of the work and memory of all Lottas. Syväranta villa was first completed in 1869 though the exhibitions have been held since 1996. The museum showcases the Lotta-lifestyle and the accomplishments by this movement through modern technology, photographs and objects the museum has collected during time. (Syvärannan Lottamuseo 2013a.)

The Lotta Museum is located close to the shoreline of Lake Tuusulanjärvi in a place called Syväranta. The nature and scenery at the site is typical for the district in its beauty and peace the surrounding nature provides. Lotta Museum's market value and the recent efforts to improve accessibility in their premises made it simple for the authors to begin their research in. (Syvärannan Lottamuseo 2013b.)

3.3.3 Onnela Inn

Onnela is an inn located on the shore of Lake Tuusulanjärvi. It offers a wide array of services ranging from conference and restaurant services to offering accommodation. (Majatalo Onnela 2013a.)

Onnela Inn belongs to the era of great villas of Rantatie-road. During its time in history it has had its ups and downs and has seen a whole lot of different kind of lifestyles. Under the ownership of Ms. Johanna Björklund, Onnela Inn had clearly had a positive impact on the likes of Eino Leino and Uuno Kailas as well as Paul Sabelski, the adjutant of general governor Bobrikov, who even settled in Rantatie after the revolution in Russia. Sabelski and Björklund then run a boarding house together in the premises. (Kalima & Keppo 2000, 52.) All in all the

historical and cultural value Onnela Inn offers make the premises important choice for the research.

3.3.4 Halosenniemi

Halosenniemi is an atelier-villa built under the course of three years between 1899 and 1902 which, after its construction, served as the Finnish painter Pekka Halonen's home. It is build entirely by the Halonen-family and it is considered to be a whole piece masterpiece by a master of the golden era. Pekka Halonen designed the building while his brother Antti concentrated on actual construction. Halosenniemi can be described as almost castle-like construction with its massive structure, which has given the building a status of a local monument. (Kalima & Keppo 2000, 60.) Today the villa houses an exhibition showcasing Pekka Halonen's art (Halosenniemi 2013) and is popular among tourists therefore making the villa a crucial part of this research.

3.3.5 Kallio-Kuninkaala

Kallio-Kuninkaala as business is based on different course activities related to musical studies as well to housing different kinds of events and festivals. The destination consists of three different buildings that serve different purposes.

Kallio-Kuninkaala acts as premises for the Sibelius Academy - one of the leading music universities in the world. The building where the studies take place cannot be visited otherwise than during summertime when there is a cafeteria on the patio and it is open to all from May to August. The destination also has its own professional studio for producing music and is used by the students as well as artists and individuals recording their own music. Furthermore, Kallio-Kuninkaala offers room for meetings and overnight staying at the destination. There are also events held annually in Kallio-Kuninkaala, including the Kallio-Kuninkaala festivals. (Kuninkaala 2013.)

3.4 The destination marketing

One area that is also being researched is the marketing of the destinations. Marketing is an essential thing for enterprises and based on that people build their perception of, in this case, a destination. The mission of the marketers is to improve the result of the company and add value to its customers. (Pullinen, J. 2012. Markkinoijan näkökulma. In the book *Klikkaa tästä: Internetmarkkinoinnin käsikirja 2.0*. Helsinki: Mainostajien Liitto, 17.) Nowadays marketing has to be customer-oriented; without customers there are no sales (Bergström & Leppänen 2008, 14).

Individualism truly is the word of the day. Customers want to affect on the quality of services and to be able to use them by themselves. The world changes and one characteristic connecting the western countries is the ageing of the population. As the seniors need more services and help, this should be taken into consideration when planning the ways of marketing. This can also be seen as a new possibility and perhaps a new target group for culture destinations. (Bergström & Leppänen 2008, 15).

The internet marketing has become crucial for companies since the Finnish people are on top of the Europe of using internet. The step towards internet marketing is easy to take as the internet is open to everybody and the starting costs are fairly low. In the spring 2011 42 % of Finnish people had a smart phone in use and this, on its behalf, adds the usage of the internet making the marketing through this channel more important. Since the social media Facebook was introduced in Finland, it is estimated there to be almost 2 million active Facebook users in Finland alone. (Pullinen, J. 2012. Markkinoijan näkökulma. In the book *Klikkaa tästä: Internetmarkkinoinnin käsikirja 2.0*. Helsinki: Mainostajien Liitto, 17-27.)

This thesis offers a good opportunity to see how the destinations market themselves and through which channels. The main channels researched are the destinations' web pages and Facebook groups. In addition, it will be seen if the destinations have reached the accessibility to their marketing and if they actually market themselves as being an accessible destination.

4 Accessibility

Accessibility in its simplicity is the ability to access different services, terrains, infrastructure and products. It is the ability to access ones surrounding environment. Accessibility is often mentioned with disability and the two do go hand in hand. As disabilities come in many forms involving mobility, vision, hearing, intellectual/cognitive/learning, mental health, sensitivities - including respiratory, food and chemical related issues (Buhalis & Darcy 2010, 53), it is the accessibility of the desired service product or environment, that is being measured and determined whether accessible for a disabled person or not.

Accessibility is the degree of measurement to which a product, device, service, or environment is available to as many people as possible. Accessibility is something that can be seen as level of ease of access and as a possible benefit from some system or entity. (Wikipedia 2012; ENAT 2007.)

Accessible tourism is a type of tourism which involves processes done in collaboration with tourism package providers and service providers that will enable tourists with access requirements, like mobility, vision, hearing and cognitive dimensions of access, to function without significant aid from aiding personnel which is made possible with equity and dignity through the delivery of universally designed tourism products, services and environments. Accessible tourism as a concept includes providing services to people with permanent and temporary disabilities, seniors, obese, families with young children and those working in safer and more socially sustainably designed environments. (Darcy & Dickson 2009, 34.)

A careful design is the crucial piece of the puzzle for accessibility. When all the different kinds of need and restrictions of people are taken into consideration when environments, buildings or products and services are being planned, the result can be called 'Universal Design' which can be seen as accessibility. (Dicacilita 'In Cifre 2012a.)

4.1 Accessible tourism

According to the United Kingdom Tourism Survey 2009, the market for accessible tourism is significant. In 2009, over 11 million overnight trips were made in England alone by UK residents, who had a health condition or impairment. Tourists having a health condition or impairment and travel with their companions spend well over £2 billion each year in England. This shows just how this quite new niche-market offers a huge growth opportunity. (Visit England 2012).

Accessible tourism can be understood as a combination of services and facilities that are capable of handling persons with specific needs in a way that they can enjoy a holiday and their leisure time with no significant barriers or problems. Individuals with these kinds of needs that require special consideration, include elderly people, the disabled and people with particular diets or problems related to allergies, who need particular comforts and facilitations during their travels. (Disabilita 'In Cifre 2012b.)

4.2 Disabilities

As accessibility tries to act as an answer to the needs of disabled people, one might not understand the vastness of the whole concept of disability. Disabilities come in many forms and every one of them will need more or less aiding and understanding. The disability chart will help one understand just how many forms disability may take and what one should take into consideration when trying to understand accessibility (table 2).

- people who are blind or partially sighted
- people who are deaf or hard of hearing
- people who have heart conditions
- people who have epilepsy
- people who have problems with continence
- people who have insulin dependent diabetes
- people who have Down's syndrome
- people who have dyslexia
- people who have arthritis
- people who are wheelchair users
- people who have experienced mental health problems
- people who have learning disabilities
- people who have multiple sclerosis (MS)
- people who have cancer
- people who have HIV

Table 2. Different possibilities of disablement. (Buhalis & Darcy, 2011, 65.)

5 The research

Information for the theory part was collected during the whole process of writing this thesis but the actual field work was conducted on two days. The Gallery of Rantatie was visited on 2.3.2013 and Lotta Museum, Onnela Inn, Halosenniemi and Kallio-Kuninkaala on 7.3.2013. The destinations were contacted and meetings were scheduled. Luckily, five different destinations agreed to take part in the research and each place also gave permission to interview a representative of the destination. Permission was asked also to record all the interviews as well as for photographing.

When choosing the destinations for this thesis, the offering was first searched from the internet. There were many alternatives that would have offered great parallels but some of the destinations were closed during the winter and would not open up their doors during the research.

5.1 Research questions

The main research question this thesis has is to try and determine just how is the state of accessibility in cultural sites located around the Lake Tuusulanjärvi's historical surroundings.

Also under the microscope is whether the Lake Tuusulanjärvi area is about to develop itself accessibility wise or not.

This thesis tries to help people understand the state of accessible tourism and accessible construction, and to show how regions and counties can improve their services to serve the disabled customers better. Also to be figured out is, if the Lake Tuusulanjärvi area is generally accessible and whether the different destinations it has to offer are located in such a distance apart from each other that it is manageable for people with mobility issues to access various sites rather than only one.

Inside the chosen attractions and sites it will be determined whether they have taken different kinds of different disabilities into consideration or have they restricted themselves to only ramps and railings for example. Also under examination are the services for the blind; How is the Braille incorporated or do they have it at all? Is exclusive guidance for the blind available?

One of the major issues researched through this research is the value of the disabled customers. A widely known fact is that there are a lot of people with different kinds of disabilities, not to mention the senior part of our population, who would love to be culturally active. However, the question remains: Do the companies value disabled customer into extents where they are willing to improve their facilities to fulfill all needs and most importantly, could they consider advertising themselves as being disabled friendly or even “aimed for disabled customers”? Accessible tourism is one of the rapidly growing trends in the industry of tourism and it is crucial for companies to acknowledge that there is a need for developed services and that this trends really is a niche market.

5.2 Research methods

The chosen research method for this research is qualitative research. Unlike quantitative research, qualitative research provides the researcher with more precise information (table 3).

Qualitative	Quantitative
<p>"All research ultimately has a qualitative grounding" - Donald Campbell</p>	<p>"There's no such thing as qualitative data. Everything is either 1 or 0" - Fred Kerlinger</p>
<p>The aim is a complete, detailed description.</p>	<p>The aim is to classify features, count them, and construct statistical models in an attempt to explain what is observed.</p>
<p>Researcher may only know roughly in advance what he/she is looking for.</p>	<p>Researcher knows clearly in advance what he/she is looking for.</p>
<p>Recommended during earlier phases of research projects.</p>	<p>Recommended during latter phases of research projects.</p>
<p>The design emerges as the study unfolds.</p>	<p>All aspects of the study are carefully designed before data is collected.</p>
<p>Researcher is the data gathering instrument.</p>	<p>Researcher uses tools, such as questionnaires or equipment to collect numerical data.</p>
<p>Data is in the form of words, pictures or objects.</p>	<p>Data is in the form of numbers and statistics.</p>
<p>Subjective - individuals ♦ interpretation of events is important ,e.g., uses participant observation, in-depth interviews etc.</p>	<p>Objective ♦ seeks precise measurement & analysis of target concepts, e.g., uses surveys, questionnaires etc.</p>
<p>Qualitative data is more 'rich', time consuming, and less able to be generalized.</p>	<p>Quantitative data is more efficient, able to test hypotheses, but may miss contextual detail.</p>

Researcher tends to become subjectively immersed in the subject matter.	Researcher tends to remain objectively separated from the subject matter.
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Table 3. Features of Qualitative and Quantitative Research. (Miles & Huberman 1994, 40.)

Interviewing, as being a method of qualitative research, is a good way of gathering information of the destinations. It enables the researcher to acquire information around the topic and to get the story behind the answers (Valenzuela & Shrivastava 2012).

This research will include interviews with the personnel at the destinations, gathering of data through taking notes, measuring, photographing and discussing the accessibility solutions. The whole is analyzed later on and will ultimately give results that will answer just how accessible the destinations are. These all most certainly are ways of a qualitative research.

5.2 Research criteria

The criteria used in this research, is the same criteria used in the previous research conducted by students of Laurea UAS in 2012. The criteria are fairly simple as it divides into four main categories while trying to best describe the current state of accessibility in the research destination.

The criteria is displayed by letters A, B, C, and D, where A is the best while D is the worst possible grade being given to the destinations accessibility solutions. The grade 'A', standing for excellence means that the facilities are fully accessible with or without an assisting person. The grade 'B', standing for good means that the destination is partially accessible with or without an assistant. The grading 'C' then descends into category where the accessibility in the destination is having a lot of barriers resulting in a lot of assistance needed. The grade 'D' is simply inadequate meaning that there are too many barriers and the destination simply is not suitable for a person with mobility issues.

Of course, as accessibility is a wide concept and the solutions are not so easy to simply put into a certain category, the criteria also uses pluses and minuses (+/-), which represent minor ups and downs in the accessibility and act as bridges over categories.

6 Results

When having chosen the research method, selecting the destinations, and deciding the interview questions and criteria, started the actual work. As the destinations were informed about the visits in beforehand, they had time to be prepared. The visits to the destinations were a success; the interviews and conversations in all the destinations resulted in handing out a lot of information. In addition, the photos taken on sites acted as proofs based on which the conclusions and improvement suggestions were made.

6.1 Gallery of Rantatie - art gallery and a venue to be rented

The first destination where the research was conducted was the Gallery of Rantatie. Though this art gallery is open for public only from June to August, it can be rented for private events all year around. A representative of the gallery, Janne Kajalo, agreed to open up the doors and give an interview.

When asking about the use of the site, Kajalo states that the gallery is used as an art exhibition venue from June to August. Artists can rent the venue as a place to present their paintings and the doors are open for the public only when the artists or their representatives are present as there are no personnel working on the site. The venue can be rented also by private persons to be used as a venue for private events such as parties. Because of the rental use only and the disabled people not being seen as a possible target group, there haven't been any accessibility solutions made. Coming to the question of accessibility in the venue, Kajalo reveals that disabled people do not really visit the site and that he recalls there to have been only one person with a wheel chair in past ten years.

When arriving to the site, the first thing that draws the attention is a big, clear sign with the destination's name on it. When exploring the interior, one notices that there are no other signs except a text "WC" in the toilet's door. By the criteria the signalization got the grade C.

Though the parking area is really close to the main entrance, there are stairs leading to the main doors making it impossible to enter the site with a wheelchair. Even though a person with a wheel chair would get through the stairs with help, the width of the door is only 80 cm making it impossible to enter with a big wheel chair. Due to this, the parking area got the grade A but the main entrance got a grade D. Once stepping in, one notices that there is also a back door that does not have any steps but as the research was conducted during a time when there was snow in the ground, there was no way to see if that door could have been entered with a wheel chair. This door too is only 80 cm wide and the distance from the parking area to this entrance is much greater.

The space itself is very open and wide but there are a few steps in the inside, too, leading to the exhibition area. There are tables and chairs in the room but they don't prevent moving in the space. Otherwise the service environment would have gotten the grade A- but due to the few stairs and the lack of a ramp, the grade is B. There is one toilet and it is easily found but its door is also just 80 cm wide. The toilet is decent size but it is lacking any kinds of alarm buttons and movement aids such as rails. The door is 80 cm wide and a piece of furniture is slightly in the way if moving with a wheel chair. One has to have their assistant aiding when using the toilet and this makes the grade to be C.

There is no elevator in the destination but as in the upstairs there is only the place to store the paintings and it is used only by the artists, there is no need for an elevator. There are no hearing or visual accessibilities such as induction loop or Braille. As there are no personnel working, there is no accessible service available either.

When asking Kajalo about the future improvements of the venue, he states that there are no plans made concerning the accessibility. Changes are made according to the owners own needs.

6.2 Lotta Museum - a piece of history in modern surroundings

In Lotta Museum there is a cafeteria and a class for lectures in the downstairs and the exhibition itself is located in the upstairs. The museum has gone through a major renovation of the upstairs in 2012 and is now accessible also for a wheelchair. In Lotta Museum an interview was conducted with Susanna Koski who offered the authors lots of information.

Firstly, it emerged that the personnel are very conscious of their visitors and in the near future they do see the disabled customers as a target group. Koski stated that most of the visitors are veterans or come from a nursing home so there are some customers with wheel chairs but only a few blind customers visit annually. The renovation being made, there are now accessibility solutions such as a led light line guiding the way, a bigger elevator and accessible corridors for a wheel chair, induction loop, sound activities, and other aids for disabled customers. The accessibility solutions are being made as the disabled customers are becoming a more important target group for this museum. There is also special guidance offered and it is done according to the needs of the groups and the situation.

The destination is divided into two different venues, the main building and a field museum that is located outside. The signalization rated as a B- as the venues are marked but in some cases with rather small text. Also e.g. the toilets were marked. The parking area for disabled

customers is right next to the main entrance. It is very easy to get inside as the area is very open and it is on a flat surface. The grade for the parking area and path to the main entrance is A. There is a ramp with a 5 degree angle leading to the main entrance. Another ramp, much steeper with 15 degree angle, is located at the entrance of the field museum a bit further. The main door isn't automatic and there are no rails. Also the reception desk is too high for a wheel chair customer. These resulted as the entrance being worth a B-.

The service environment is an open space both in downstairs and upstairs. In the upstairs a wide corridor goes around the exhibition area making it possible and pleasant to move also with a wheel chair. The service environment was rated to B+. The visual accessibility has been taken into consideration as there is a led light guiding on the floor level and there are contrasts with the floor and the walls. On the other hand, there are texts explaining the items displayed but the texts are written very small. There are also sound activities available but no sound guidance. The recordings cannot be turned off during a guided tour and thus the sounds can be mixed. An induction loop has been installed to the conference room downstairs. A grade B- was given as a grade for the visual accessibility and a B for the hearing accessibility.

There is an accessible elevator in this destination and it has clearly marked and big buttons. The location of the elevator is not the best as the area is very narrow. The elevator is quite small so it can be quite tight to squeeze many people in at the same time. The grade for the elevator is B-. There are separate toilets for men and women and they are both alike. Despite a minor threshold when stepping in, the toilets are adequate and customers with wheel chair can manage by themselves. In addition there are some rails in the toilets that offer something to hold on. The toilets are ranked as A-.

There are guided tours offered to visitor groups and they are planned according to the wishes and needs of each group. If one is visiting the destination by oneself, there is a possibility to get a private guided tour if there is no rush at the moment. The accessible service got the grade C-.

In the near future disabled people, including the seniors, are being seen as a target group for this destination. As the population in Finland is getting older, there are more culturally active citizens visiting this kind of destination (Bergström & Leppänen, 2008, 15). The next step in developing the accessibility in Lotta Museum is the productization of the customer service. This means offering services according to the demand e.g. tours and services for the seniors. (Koski 2013.)

6.3 Onnela Inn - a carefully planned and executed complex

Onnela Inn is located by the Lake Tuusulanjärvi, a fifteen minutes' drive from the Helsinki-Vantaa airport. Onnela Inn offers comprehensive meeting, restaurant and accommodation services in beautiful surroundings alongside a museum road. (Majatalo Onnela 2013b.)

Onnela Inn has 37 rooms divided into two different buildings: Tammisto and Viertola. These two complexes will provide the customer with peaceful and relaxing rest in comfortable rooms. The rooms are able to accommodate a total of 92 people in single and double rooms and in a cabin with a bedroom for two people. Some of the rooms even overlook the Lake Tuusulanjärvi. Seven rooms have their own patios and two rooms have a balcony. All rooms have a shower, a toilet, a fridge and an Internet connection. In addition to this, Onnela Inn has got one more venue, Männistö, which also offers a double room for different accommodation needs.

Accessibility is greatly taken into consideration in the construction of Onnela Inn with no limitations to expenses as can be seen in the end of this chapter (table 4). However, there is a good reason behind this kind of investment when lots of disabled customers pick up Onnela Inn as their number one choice for accommodation. As it was found out in the interview with Martti Meronen, the CEO of Onnela Inn, disabled customers alone make up for 20 % of the revenue the business has annually. This is a major statistical fact and no wonder Onnela Inn sees the disabled as a target group for their business.

The accessibility solutions the guest house has invested on are visible from the very beginning of the visit to the site; the parking area is wide and close to the main entrance which has been designed thinking of disabled customers. For instance, the door of the main entrance is automatic and there is no threshold to be noticed. They have signs and information, Braille and sound beacons to guide the blind. The facilities have been illuminated and painted so that it is easier for people with reduced vision to better understand their surroundings. What comes to the ranking of the different fields, the parking area, main entrance and signalization were all rated as A. To top off all that, the accessible service is covered very well as the staff has been trained so that they are able to serve the disabled customers in a correct way - the grade for this field is also A. In addition to this, they have taken into consideration the marketing in which they have their websites rigged with sound guidance.

While digging deeper into the facilities of the site the authors were able to find out that the accessibility truly is taken seriously in this company. Though there are no elevators in the area, there is no need for one either. The two storied accommodation building are fully acces-

sible from both, upper and lower floors, which makes it possible for people with mobility issues to access the desired floor. The environment surrounding the accommodation buildings is accessible and wheelchair suitable since there is no major vertical differences or uneven surfaces. The grade for the service environment is A.

The conference facilities and all the rooms are wheelchair accessible as well as the swimming pool and the sauna. The hearing accessibility has been taken into consideration as there is an induction loop installed under the floor in the 388 square meter conference hall and there are altogether three sound beacons around the venue. By investing to these accessibility solutions, the hearing accessibility rated as A-. Also the visual accessibility is covered as there is Braille all over the site, e.g. in room numbers and the surfaces have been painted so that there are good contrast that help customers with reduces sight. The grade for this field is A. All the rooms are also built in a way that they are open and spacey and all the thresholds are minimal. All the accessible toilets are up to standards and have help buttons and side supports and are bigger in size. The only thing missing was the alarm button so the grade A- was given to the accessible toilets.

The company sees accessibility as a limitless matter, which can always be improved. (Meronen 2013). However, as everything is always connected to the financial side of the business, some compromises are inevitable now and in the future. Despite this, it can be said that the company clearly is aware of the legislations concerning accessibility and is more than willing to do their best to better serve the disabled.

6.4 Halosenniemi - a restored atelier with a beautiful landscape

This destination is open all year around and whether it was summer or winter, the first thing that one probably notices is the beautiful scenery - the destination is right in the Lake Tuusulanjärvi shore. The visit to Halosenniemi started with an interview with three employers and it was conducted in the ticket sale building after which the actual Halosenniemi premises were visited.

The destination is somewhat hard to access but still a small amount of people with all kinds of disabilities visit it. As Onnela Inn is really close to Halosenniemi and the guests often make visits there, the disabled people are also seen as a possible target group. Halosenniemi is a protected area so it should be kept in mind that due to that, not many accessibility solutions can have been made. This and the economic situation have lead to the personnel learning to improvise especially when groups of disabled people visiting. Many tourists are already aware of the destination not being the most accessible one and do already have their own assistants and helpers with them.

The signalization in the destination is limited to the signs of the ticket sale and WC and due to that the grade it got is C-. The parking area is very open and it isn't that far from the ticket sale but the distance to the Halosenniemi cabin itself on top of a hill is rather great and steep. It is very hard to go the distance with a wheel chair but luckily it can also be driven by a car if needed. Due to the distance, the grade is C.

When exploring the entrances, it was found out that when getting in to the ticket sale there are two thresholds. A person moving around with a wheel chair would need some assistance to pass the first one but the second one could be passed without help. There are two doors to the Halosenniemi cabin and both have very high stairs leading to the door. It is possible to get a ramp installed to the other stairway but that is also very steep and can be surpassed only with a helper. The visit being possible only with a helper, it made the entrance to get ranking C-.

The whole cabin acts as an exhibition area and it has been conserved as the way it has been originally. For this reason and it being a protected area it hasn't got any modern accessibility solutions such as an elevator as they are not allowed to be made. There are both small and large rooms in the cabin but the accessibility is greatly reduced as there is no way of getting through all the narrow doors or being able to visit the upstairs. The rating for the service environment is C-. The toilet is located in the same building as the ticket sale but it really is not accessible one. The toilet is regular and even though there would be room for a wheel chair the toilet seat is really close to the walls and does not have any movement aids such as rails. Entering the toilet with a wheel chair would be impossible as the door is very narrow and there are some steps to the door. Rating for the toilet is D.

As there are not that many accessibility solutions made, it is quite surprising that as a visual accessibility there are brochures concerning the destination available in Braille (C+) and the hearing accessibility has been covered by having a sound tour possibility on cassette (C). It is mentioned in the web site and it came up at the interview that it is possible to get a guided tour if booked in advance and help is available according to the situation if not booked. As there are special groups visiting the destination, there have been visits where the tourists have been able to touch and feel items. The grade for accessible service is C.

6.5 Kallio-Kuninkaala - a music academy alongside the Rantatie-road

Kallio-Kuninkaala, or more familiarly Sibelius Academy, was the last destination for this research and it concluded the mapping of the overall accessibility in Lake Tuusulanjärvi regions' cultural destinations. The building of Sibelius Academy itself acts as a private academy for

talented young musicians and is not open for public for any visitations whatsoever. Despite the status of a closed academy the venue does house a summer cafeteria which is open for everybody during the summer months. Though this venue might first seem like a distant choice for this research, the authors found it important and interesting to also include a destination that is an institution. A known fact is that accessibility issues do consider students too, not only tourists. This being said, the interview with a representative of Kallio-Kuninkaala, Merja Suominen, revealed that the destination had had some disabled students in the past.

The destination consists of three different venues. The first one is the main building of Sibelius Academy. The music lectures are held there and during summertime, a cafeteria is set on the patio. The second one is the Leonor-ballroom that also acts as a concert hall. The third building is called Metsä-Kuninkaala and it is located on the other side of the bay and it acts as a large private estate housing students and guests staying overnight at the destination. The distances between all of the buildings are long but luckily one can get rather close to all of them by car making the rating to be B. The names of the buildings are marked on signs but they are written very small and can be hard to read. This resulted as a grade C-.

When speaking about the accessibility in the destination it must be said that it is not crucial for the owners to make excessive improvements to the actual accessibility in the destination since there is virtually no disabled visitors to the site. However, Suominen states that in case there has been a disabled student for a visitation for instance, the personnel have taken care of handling any issues related to mobility to ensure the easy usage of all of the facilities for the guest. So this kind of mentality of assisting when needed, definitely will improve the accessibility picture given out by the destination and resulted as the grade C in the field of accessible services.

In addition to this, Kallio-Kuninkaala has invested in ramps that can be found in the main building serving the possible disabled customers visiting the summertime cafeteria. The other main building, in which the studio and concert hall is located, also has a ramp in the bottom floor leading from the lobby to the cafeteria. This ramp, with the 15 degree vertical tilt, allows a wheelchair user to use the accessible toilet, which is pretty standard in size and form. This toilet also has side handles for support but does not house an alarm button and the threshold is somewhat high. The toilet is worth the grade B-. The building does not have an elevator so the upstairs and downstairs are not connected for a disabled customer. However, the upstairs are made accessible for people with mobility issues through a different entrance with a bridge that has been built to provide a large entrance to the concert hall.

The last building to be analysed was the private estate of Metsä-Kuninkaala, which, in a nutshell, is a standard house with a built in ramp of 12 degrees to help wheelchair visitors gain

access to the building. Also it can be added that the thresholds inside the house are low and therefore accessible without a helper. When comparing the entrances and service environments of all the buildings to the criteria used, a B was given as the rating for entrances and a B- for the service environments.

It can be said that the destination of Kallio-Kuninkaala is made quite accessible through some necessary ramping and helpful staff. It might not be the most accessible destination along the road but still has a vibe to it that states that they care about the customers and their needs.

6.6 Marketing of the destinations

Nowadays the internet is an important channel of marketing. The easiness to use, low price, variety and independence of time and location are remarkable factors of using internet. For marketing purposes, the aims of the internet are arising interest, increasing traffic and promoting sales. (Iltanen, K. 2000, 219.)

The areas researched within marketing were the web pages and Facebook profiles of the destinations. Attention was paid to the contents, structure, language options and layout of the web sites. Today Facebook is a great way of getting the attention of people and this is one reason why the Facebook profiles or groups of the destinations were studied.

All the destinations chosen are advertised through the internet and all besides the Gallery of Rantatie have their own web pages. Both Halosenniemi and Gallery of Rantatie are owned by the municipality of Tuusula so one can find details also concerning Gallery of Rantatie from Tuusula's own web sites.

Gallery of Rantatie does not have its own web site but information can be found from Tuusula's web pages. The layout is slightly dull due to the page being very brief, very small text and having only two small pictures. The information can be found only in Finnish. Basically, there is a short introduction of the destination, opening hours and contact information. The web page is not that informative and there is no mention of accessibility what so ever. In Facebook one can find the place called 'Rantatien Galleria' but there is no actual Facebook group for this destination.

Lotta Museum has its own web site. The layout is somewhat blunt since the background is white and the text is focused in the middle but, despite this, the site is very clear and it is easy to navigate on these pages. There are also some pictures presenting Syväranta and the Lotta organization bringing some life to the site. The web pages are very comprehensive and they can be found in Finnish, English and Swedish. There is information about the museum

itself, Syväranta, Lotta organization, conference services and collections. The contact information, opening hours and the museum's price list are easily found. There is also a map pointing out where the museum is located. Right on the front page there is a mention stating that the museum is now accessible. All the texts are written with a small text font and this mentioning does not really do its work along with the other text. Otherwise the web site is very informative and clear. The destination has its own Facebook group, Syvärannan Lottamuseo, with lots of information and pictures of both the destination and events held there.

Onnela Inn's web sites are very appealing and nice to browse as they look very professional. The appearance is clear and explicit. Navigating on the pages is easy and the contents include for example the meeting services, restaurant and accommodation, history and contact information. The text is somewhat small but the information is on Finnish, Swedish and English. The visually disabled have been taken into consideration as there is sound guidance concerning the arrival to the destination and the multiple buildings. There is also a map showcasing the location of the destination. On Guest House Onnela Inn's Facebook group there are pictures full of feeling. The premises are introduced through pictures and there is information of the services offered and contact information. All in all, the Facebook group looks very inspiring.

Halosenniemi's web sites are clear but written with very small font. The background is white, text is black and there are some sections of the text highlighted in orange giving contrast to the web site. There are some nice pictures of the destination bringing life to the pages. The web pages are written in Finnish and English but the English version of the pages is briefer than Finnish one. On the Finnish pages there is information about the destination itself, the opening hours, contact information, the exhibition, events and current information. The web sites are very informative and there is also a map of the location. There still is no mention of accessibility. There is a Facebook group for Halosenniemi and it seems to be an active one. There are lots of pictures and updates giving information of the destination and its events.

The web pages of Kallio-Kuninkaala are on a light brown background and have text written in black. The layout is nice and it looks consistent and clear. The text, however, is rather small and the font isn't the easiest one to read. There is a lot of information in Kallio-Kuninkaala's web sites and it can be found in Finnish and English. The contents include history, events, information about Sibelius Academy, the summertime cafeteria, contact information and images of the destination. These pages do not have a mention of accessibility either. Kallio-Kuninkaala doesn't have its own Facebook group but one can find a place in Facebook under that name. There is only the address to this destination and pictures added by other Facebook users.

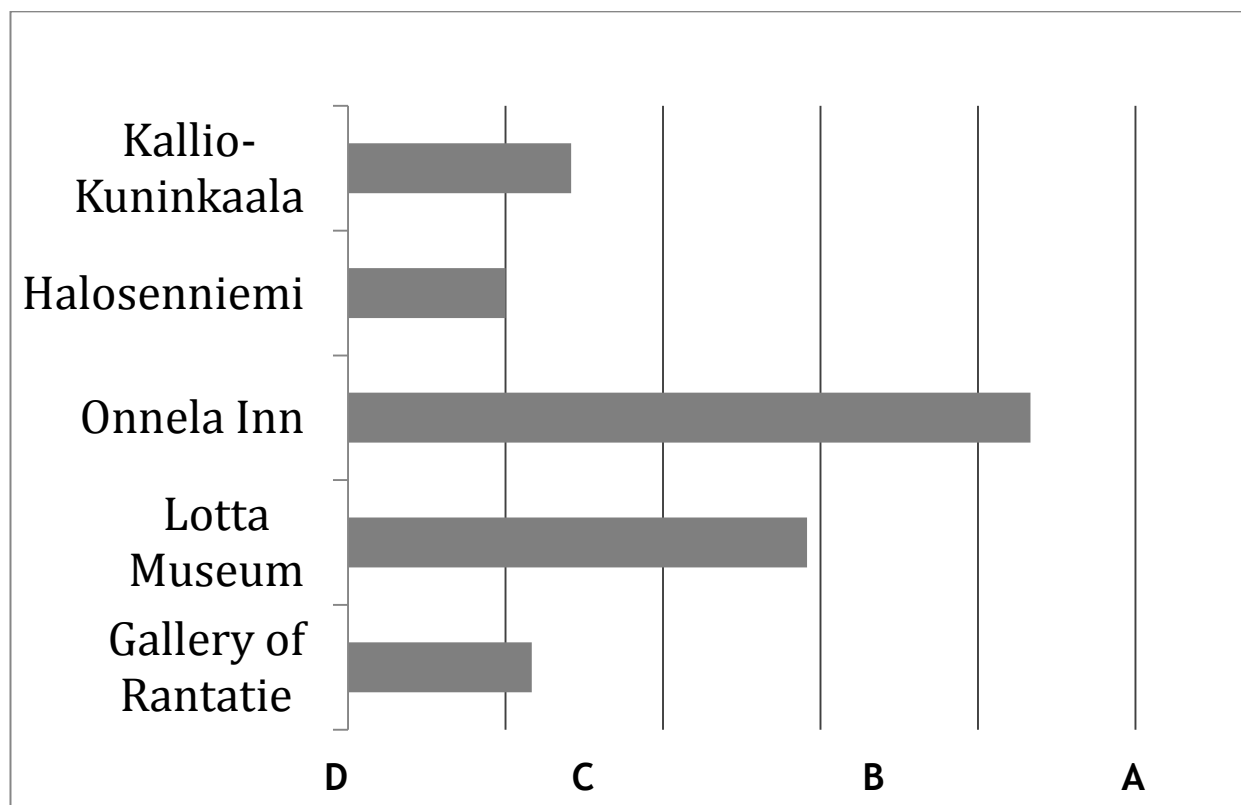


Table 4. The results in accessibility by destinations. (Käppi & Timoskainen 2013.)

As can be seen in the chart displayed below (table 5), it is eminent that the accessibility distribution is quite extensive in the area of Lake Tuusulanjärvi. The fact that the accessibility criteria are being divided among ten different nominators it was possible for the authors to map the realistic state of general accessibility.

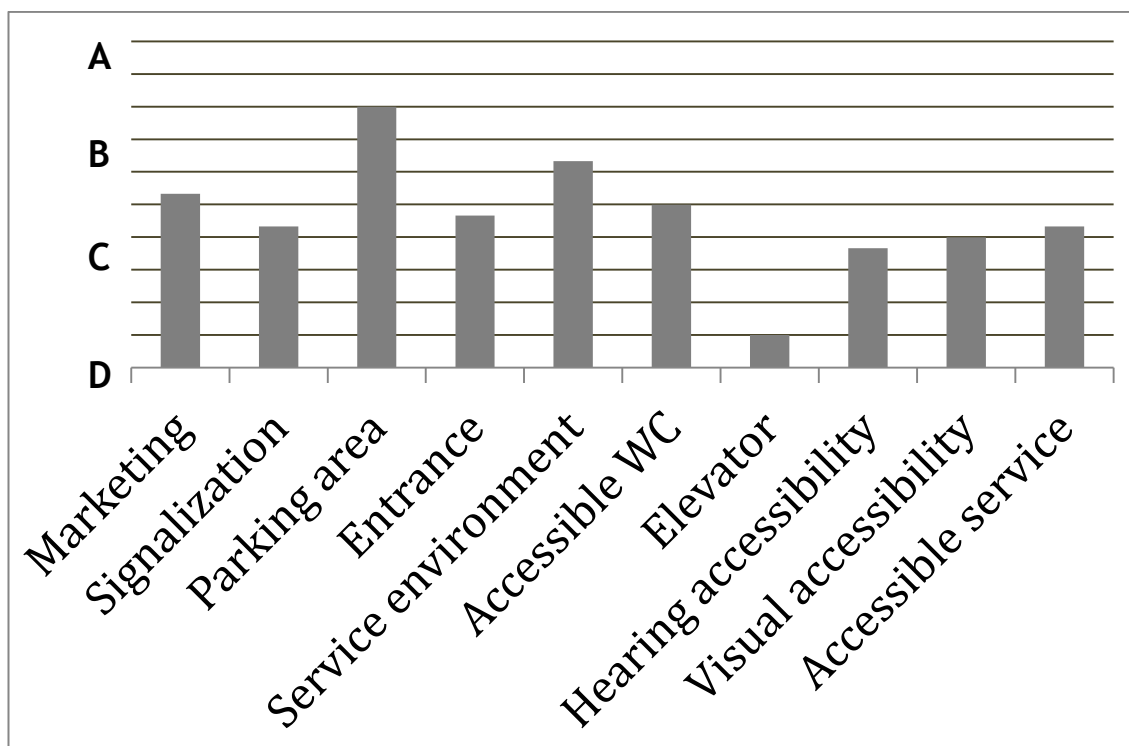


Table 5. Accessibility distribution in Lake Tuusulanjärvi's culture destinations. (Käppi & Timoskainen 2013.)

7 Improvement suggestions

During the research conducted, the authors found out that there are a lot of possible improvements that could be applied to various destinations with rather small efforts. Even with the slightest of improvements, the destinations are able to significantly update the state of the accessibility. This will on its behalf improve the experience of the disabled customers resulting in positive feedback and publicity for the destination. Also not to be forgotten is the power of marketing in which even the small accessibility solutions added can improve the picture of the destination given out to the public.

Some of the concrete and collective improvement suggestions the authors found crucial were for example the ramping. Through adding at least one or two ramps with an appropriate vertical angle, it can be made significantly and even vitally easier for people with mobility issues to enter the destination and to further enjoy the services the destination has to offer.

In addition, the authors found that adding a few rails on site would make a huge difference in getting around accessibility for example elderly people and people with not so severe mobili-

ty issues. The rails would provide the customers with these kinds of needs with a comfort and safety and on its behalf, again, improve the service environment.

Also, if accessible toilets are out of limits for the destination construction, whether it is due to restrictions to construction or financing, it would compensate the lacking of those if there would be regular toilets with bigger space. This would make a lot easier for a person with mobility issues to access the toilet and maneuver the aid in use. Also if there would be an aiding person assisting the customer it would be significantly more convenient for the toilet to be larger even without the other standards of accessible toilet.

Additionally, it can be said that excessive usage of Braille and induction loops accompanied with possible sound guidance and trained staff would make a huge difference in any destinations accessibility. Also to be considered can be the contrasts in facilities' paintwork as it is in many cases crucial in guiding the vision impaired customers.

Lastly, the destinations could improve their internet marketing by having all the texts written in big and clear font, having a good and clear layout and excessive contents. The functionality should be taken into consideration as it plays an important role in the destinations' web sites. Sound guidance would also be crucial to be applied in order to better serve the vision impaired customers. Pictures and a mentioning of the state of accessibility would give the customers a head start when planning a visit.

It was also found out that certain improvement actions simply cannot be done due the fact that some of the destinations are cultural destinations with restrictions to reconstruction. However, within the limits, the small steps taken to improve the accessibility could, and most likely will, result in customer satisfaction and in larger target group which will end up in destinations prospering.

8 Conclusions

The research resulted in various observations concerning the accessibility. The results were surveyed and put into a table form showcasing the actual state of accessibility in the culture destinations around Lake Tuusulanjärvi. During the process, the authors put effort in conducting this research and it led to professional development that has also been assessed in the very end of this thesis.

8.1 Research conclusions

In a nutshell it can be said that at the moment, accessibility in Lake Tuusulanjärvi's culture destinations is fairly low with some exceptions. All the destinations have applied at least some accessibility solutions and some see the disabled customer as a target group more than others. However, as it was found out during the research it was more than clear that almost all destinations are more or less willing to improve their accessibility on site and therefore to be able to offer their services to as many individuals as possible.

In conclusion it is clear that collective effort has been taken in destinations to improve the accessibility yet a lot is to be done to meet the needs of the disabled customers. Minor changes and improvement actions would make a world of difference in all of these destinations, Onnela Inn being the exception with outstanding efforts in improving their accessibility.

However, the authors see the area as potential ground for accessibility to land its foot on. Accessibility is a trend ascending all the time with no end in sight. This will, without a doubt, be a trend that is worth keeping an eye on and even for Lake Tuusulanjärvi and the culture destinations surrounding it, it is time to look for the possibilities the accessibility driven construction and marketing have to offer.

8.2 Professional development

Despite the struggles both of the authors had in the beginning of this thesis work, it was both satisfying and educational to write this piece of work. The both authors had been trying to find a suitable theme for their individual thesis to come but experienced some difficulties with deciding over the right one. This would ultimately lead to the point where both authors were dead-locked and could not proceed due to lack of motivation and ideas. Fortunately the authors then found accessibility to be a connecting factor between own interests and the importance in general. This being the base of the thesis it was fun and self-developing to research this interesting theme together and analyze and theorize in order to produce this important and most possibly profitable opus.

The personal development the authors have experienced during the conduction of this research has been huge in proportion. The difficulty experienced in finding the vital material related to accessibility theory as well as cultural tourism was a challenge for the authors that built our character and made us stronger and more willing to try our best in the future. In addition, the arrangement of visitations was another challenge due to the nature of the destinations being summer orientated and the timeframe of the research being during the winter. This resulted in not being able to visit all the desired destinations.

The academic writing skills the authors had possessed prior to the research were significantly improved during the writing of this thesis and will most probably be of a great asset in the future. Also to be mentioned are the challenges related to scheduling as the authors live in different cities and were working in shifts simultaneously during the writing process. This resulted in dividing the tasks related to the research and writing which on its part, without a doubt, taught the authors a lot of team work as well as working individually with a time frame.

Lastly, the lack of guidance resulted in figuring things out mostly by ourselves and learning from our own mistakes and to regroup and do it better after. This also resulted in us extracting all the skills learned throughout our education in Degree Programme in Tourism.

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Illustrations



Picture 1. The main entrance to Gallery of Rantatie (Timoskainen 2013).



Picture 2. The main entrance to Lotta Museum (Timoskainen 2013).



Picture 3. The entrance to the field museum in Lotta Museum (Timoskainen 2013).



Picture 4. The main entrance to Onnela Inn (Timoskainen 2013).



Picture 5. The entrance to the ticket sale building in Halosenniemi (Timoskainen 2013).



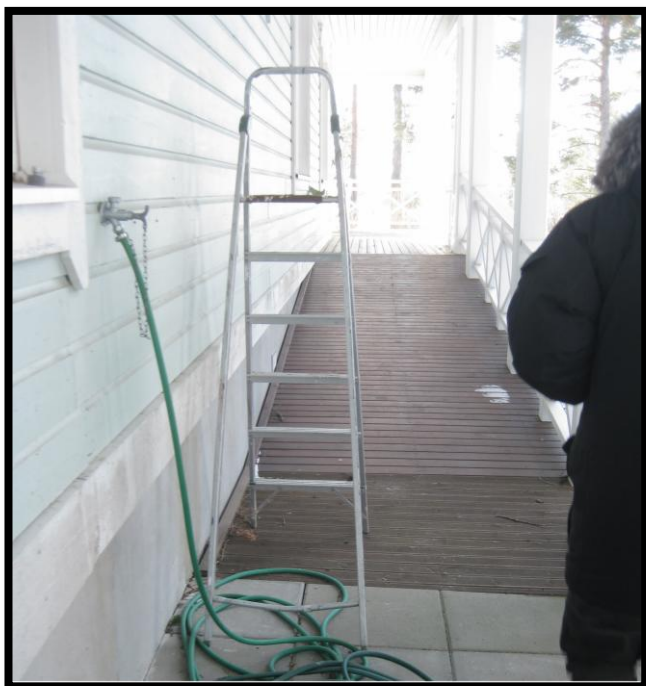
Picture 6. The entrance to Halosenniemi cabin (Timoskainen 2013).



Picture 7. The main entrance to Kallio-Kuninkaala (Timoskainen 2013).



Picture 8. The entrance to the Leonor-ballroom in Kallio-Kuninkaala (Timoskainen 2013).



Picture 9. The entrance to Metsä-Kuninkaala in the premises of Kallio-Kuninkaala (Timoskainen 2013).

Tables

Research questions:

- How is the accessibility in Lake Tuusulanjärvi's cultural sites?
- Is the Lake Tuusulanjärvi region about to develop itself accessibility wise?
- Value of a disabled customer to the destination?

Interview questions to be asked the personnel at the destinations:

-Do disabled customers visit the destination? / Vierailleeko kohteessanne esim. näkö- tai kuulovammaisia tai liikuntarajoitteisia asiakkaita?

-Do you see the disabled as a possible target group? / Näettekö vammaiset/asiakkaat, joilla on jokin rajoite, mahdollisena kohderyhmänä?

-What has been done to make it possible for the disabled customers to visit the destination? (Ramps, rails, and so on.) / Minkälaisia ratkaisuja on tehty, jotta vammaiset/asiakkaat, joilla on jokin rajoite, voivat vieraillla kohteessanne (rampit, tukikahvat, pistekirjoitus, yms.)?

-Do you offer any special guidance/help for disabled customers? / Onko vammaisten/henkilöiden, joilla on jokin rajoite, mahdollista saada opastusta tai apua vieraillessaan kohteessanne?

-Do you take accessibility into consideration in your marketing (websites, ads etc.)? / Oletteko ottaneet esteettömyyden huomioon markkinoinnissanne (nettisivut, mainokset, yms.)?

-What would you improve in the accessibility in the destination and are you going to take actions? / Mitä parannuksia tekisitte esteettömyyden suhteen kohteessanne, ja aiotteko tehdä niin?

-If yes, what motivates you to do so? / Mikäli kyllä, mikä motivoi siihen?

-Are you aware of the legislation concerning accessibility? / Oletteko perillä esteettömyyttä koskevasta lainsäädännöstä?

-Do you know how is the state in other destinations in Lake Tuusulanjärvi area? / Tiedätkö kuinka esteettömiä muut kulttuurikohteet Tuusulanjärven alueella ovat?

-Is there any plans concerning future improvements in accessibility? / Onko teillä tulevaisuudensuunnitelmia koskien esteettömyyttä?

Research destination criteria

A = Excellent (fully accessible independently or with a helper)

B = Good (partially accessible independently or with a helper)

C = Poor (lots of barriers, a customer needs lots of help)

D = Impossible (lots of barriers, the place does not suit for a disabled customer)

	Gallery of Rantatie	Lotta Museum	Onnela Inn	Halosenniemi	Kallio-Kuninkaala
Marketing: Web, Other Clear websites, sound					
Signalization: Clearly marked Height, audio					
Parking area and path to main entrance: Closeness					

Surface					
Entrance: Ramp, rails Automatic doors, cloak room ser- vices, reception					
Service environ- ment: Exhibition area / hotel room / res- taurant					

Accessible WC: Location Size Buttons + alarm					
Elevator: Location Size Buttons + alarm					
Hearing accessibility: Induction loop Flashing alarms					

Visual accessibility: Clearly marked Braille Miniatures Magnifying glasses					
Accessible service: Special guided tours & customer service Touch and feel Sign language					

NOTES: