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THE DEVELOPMENT OF ANIMAL
WELFARE IN FINLAND AND HOW
PEOPLE PERCEIVE ANIMAL WELFARE

Case study: Animals in tourism: zoos

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TIIVISTELMÄ

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Opinnäytetyön tavoite on tutkia miten suomalaiset kokevat eläinsuojelun Suomessa yleisellä tasolla ja mitä mieltä he ovat eläimistä matkailullisessa mielessä, keskittyen eläintarhoihin. Opinnäytetyö sisältää myös katsauksen Suomen eläinsuojelulaista sekä tietoa siitä, miten ihmisten suhde eläimiin on muuttunut.

Teoreettinen osio koostuu ihmisten suhteesta eläimiin, Suomen eläinsuojelulain historiasta ja nykytilasta, eläinten hyvinvoinnista matkailussa sekä eläintarhoista ja miten eläimet niissä voivat sekä eläintarhojen hyvistä ja huonoista puolista. Tutkimus suoritettiin käyttämällä kvalitatiivista menetelmää, haastatteleamalla eläintarhoissa käyneitä ihmisiä eri ikäluokista.

Tulokset osoittavat, että eläinsuojelu Suomessa on meneillään oleva prosessi, siihen pitäisi kiinnittää enemmän huomiota, tarkkailua ja rangaistuksia pitäisi lisätä. Eläintarha-osiossa kävi selvästi ilmi, että haastatellut pitävät eläintarhojen tarkoituksena viihteellisyyden, vaikka eläintarhat itse pitävät tarkoituksenaan uhanalaisten lajien suojelun, luonnon monimuotoisuuden ja opetuksen.

ABSTRACT

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The aim of the thesis was to study how Finnish people perceive animal welfare in general and how they feel about animals in tourism purposes, more specifically in zoos. The thesis also contains information about Finnish animal legislation and how animal welfare has developed over time. The target group for the research was people who have visited zoos recently. The interviewed people were from different age groups.

The theoretical framework consists of the following topics: people's relationships to animals, the history and current condition on animal protection law in Finland, animal welfare in tourism and zoos; how animal welfare is in zoos and the benefits and downsides of zoos. The research was carried out by using a qualitative research method; interviewing people from different age groups who had recently visited zoos.

The results pinpoint that animal protection in Finland is an ongoing process; more attention should be paid to it and monitoring and punishment should be increased. As a result of the study it became evident that respondents thought the purpose of zoos is entertainment when in fact zoos promote their main goal as being species conservation, research and educational aspect.

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1 INTRODUCTION

The aim of the thesis is to find out how Finnish people perceive animal welfare in general and how they feel about animals in tourism purposes, more specifically in zoos. The thesis also contains information about Finnish animal legislation and how animal welfare has developed over time.

Animals have always been closely related to humans, from the early times as food and livestock animals to today's entertainment and companionship animals. In today's society people tend to forget the animal's natural needs and perceive them more as pets. (Turunen 2011, 130-132)

In Finland SEY, Finnish Federation for Animal Welfare Associations is the leading organization concerned in animal welfare. SEY began its operation over 100 years ago, achieving many goals, for example the approval of Finland's first Animal Protection Law in 1934. The law clearly stated what animal cruelty was and established certain procedures. In the 1990s SEY campaigned for new and improved Animal Protection Law, the new law came to force in 1996. The meaning of the law was now not only to protect animals but to improve animal welfare and good treatment. The law also stated that municipalities now had to take care of stray animals and provide a temporary shelter for them. The same law approved in 1996 is still valid. The purpose of the Finnish Animal Protection law 4.4.1996/247 is to protect animals the best way possible from pain and suffering. The law also executes the directive of wild animals kept in zoos. (Nieminen 2001, 216 – 218)

The example case of this thesis is zoos and animal welfare in zoos. Finland has rather few zoos compared to for example Sweden but still the same ethical questions arise. Are zoos created for the protection of animal species or just a field of entertainment? The main goal for zoos is to protect endangered species. Zoos also educate the public and functions as recreation centers, providing much needed nature contact with for example urban children. On the downside, zoos are revenue gaining institutions that benefit from captive animals. If zoos' main goal is to conserve and educate, why are there numerous of non-endangered species in zoos, e.g. elks, sheep and goats.

1.1 Research problem

The aim of the research was to study how Finnish people perceive animal welfare in general and in tourism in Finland and how they see Finnish zoos; are they educational, how the welfare of animals is in zoos and what they see as the future of zoos. The research also focuses on what visitors get when they leave zoos, what the experience provided. The aim is also to research if people perceive zoos as facilities that protect endangered species or as tourist sites.

1.2 Research method

The research is conducted by qualitative interviews of selected people. The target group is people who have visited zoos recently. The interviews are face to face interviews with a possibility to expand the topic in order to get the most information.

1.3 The structure of the thesis

Chapter 1 is the introduction of the thesis. Chapter 2 explains people's relationship to animals through time and how people's perceptions have changed. Chapter 3 is the history of animal welfare in Finland. Different stages of animal welfare in Finland are explained and important milestones presented. Chapter 4 discusses animal protection law and act in Finland today. Chapter 5 briefly explains animal welfare in tourism industry. Chapter 6 focuses on the study case: Zoos and animal welfare in zoos. Zoos and their purpose is explained along with positive and negative aspects of zoos. Chapter 7 defines the research method used and why it was chosen. Chapter 8 summaries the results of the interviews. Chapter 9 analyzes the results and discusses the possible improvements and changes along with the writer's own thoughts. Chapter 10 is the conclusion part of the thesis.

2 PEOPLE'S RELATIONSHIPS TO ANIMALS THROUGH TIME

Animals have always been closely related to humans throughout time. For aborigines animals were a central part of their daily life; they lived in symbiosis with the animals. Animals were food, objects and friends.

People also adapted animals in the past and domestication of animals started more than 12 000 years ago. The reason for animals being domesticated was simply that it was beneficial to humans. It was only during the last 200 years where this pinpointed to a phenomenon. The main reason why people domesticated animals is naturally related to survival; people needed food. Calf animals, along with sheep and goats, were mainly domesticated for food but they also served as draught animals. Their manure was used as fertilizer, their skin and wool served as clothing, bones were formed into arrowheads and their fat was used to make candles. (Turunen 2011, 17-33)

More permanent accommodations, agriculture and rituals brought by different cultures attracted to gain more and more nutritional, working and necessity animals. People also domesticated useful animals to destroy harmful animals; for example cats were domesticated to get rid of rats. Still in today's society animals are much needed in homesteads where they help in hunting and shepherding. (Turunen 2011, 17-33)

The change in people's relationship to animals is also visible in Finland and how people perceive the greatest former working animal – horse. People living in husbandry culture learned at an early age how important horses were and they took care of them so they would serve better and for longer. Today horses are mainly used in entertainment and they are being overly pampered. People tend to forget horses' natural needs regarding exercise, nutrition and companionship. The same goes for dressed dogs and cats. People perceive animal wellbeing as clothes, rubber toys, animal salons and massage. It is taken for granted that animals love being pets. (Turunen 2011, 130-132)

3 THE HISTORY OF ANIMAL WELFARE IN FINLAND

The history of animal welfare in Finland is closely related to SEY, Finnish Federation for Animal Welfare Associations. In Finland, SEY is the leading organization concerned in animal welfare. SEY began its operation over 100 years ago, back then to stop animal cruelty related to medical researches. Over the years the leading goal of SEY has been to improve animal welfare in daily life. (Nieminen 2001, 5)

The concern of animal welfare landed in Finland in the early 19th century. The new ideology focused first on to the maladies in animal markets, hunting and slaughtering. Finland was also undergoing industrialism and therefore major changes were happening in the agriculture. Agriculture focused more on livestock. People also paid attention to problems related to animal welfare since they realized that poorly treated animals were not as profitable. The first animal protection association was born in 1871 in Turku, shortly followed by other cities. During 1871 to 1907 Finland had 90 animal protection organizations running. (Nieminen 2001, 9-12)

During the early 20th century the association started to function nationwide. The goal was to educate farmers about the maladies in livestock handling. The association also cooperated with agriculture associations and with educational establishments. Other goals of the association were to stop animal cruelty and the neglecting of animals, change the painful transportation methods to transport animals and to stop the use of animals in medical research. Despite the constant education people still thought, like old times, that their animals are their business, nobody else's. (Nieminen 2001, 99-105)

One milestone for animal welfare in Finland was the approval of Finland's first Animal Protection Law in 1934. The law clearly stated what was animal cruelty, how slaughtering should be conducted and when animals could be taken away if

treated poorly. Korkeasaari zoo also received a lot of attention. SEY demanded, for example, that animals should not be held in cages but rather they should live in bigger areas and that the zoo should not have any dangerous animals. SEY also demanded many times to completely stop Korkeasaari's actions. (Nieminen 2001, 99-105)

During the 1970s SEY took new actions since the old animal protection law was clearly outdated when compared to the new technology development. During the years new forms of animal cruelty had emerged, such as new manufacturing plants. New Animal Protection Law was executed in 1971. SEY's president Eero Corell also worried about intensive livestock farming. He stated that people had returned to the state where they treated animals as their movable property. (Nieminen 2001, 140-155)

Another milestone in Finland happened in 1973 when the use of wild animals in shows was prohibited. The question of zoos was related to the protection of wild animals. The president of Korkeasaari, Ilkka Koivisto, stated in 1978 that "No domesticated animal has as natural environment and space as zoo animals". According to Koivisto advanced zoos were cultural institutions that provided knowledge of the exhibited animals to the public. The leading goal was to create natural environment to each exhibited animal, which proved to be hard in some cases and was expensive. (Nieminen 2001, 157-158)

In the 1990s SEY campaigned for new and improved Animal Protection Law. The Parliament approved the new law in 1996. The new law enhanced an important change in attitudes. The meaning of the law was now not only to protect animals but to improve animal welfare and good treatment. The law also stated that municipalities now had to take care of stray animals and provide a temporary shelter for them. The same law approved in 1996 is still valid. (Nieminen 2001, 216 – 218)

One major improvement also took place on April this year when the Finnish parliament was handed the first citizens' initiative in Finland, Turkistarhaton Suomi, Fur farm free Finland. The initiative requires banning commercial fur farming.

Fur farming is banned in many European countries due to its ethical problems.
(Animalia, 2013)

4 TODAY: ANIMAL PROTECTION LAW AND ACT IN FINLAND

The purpose of the Finnish Animal Protection law 4.4.1996/247 is to protect animals the best way possible from pain and suffering. The law also enhances the animal welfare in general and the adequate treatment of animals. The law also executes the directive 1999/22/EY of wild animals kept in zoos. The common principle in the law is the good treatment of animals so that the animals are free from unnecessary pain. Also when having animals people should contribute to the maintenance of their health while taking into consideration the animals' physiological and behavioral needs. (Finlex 4.4.1996, 2011)

In the Animal Protection law, a zoo is defined as a facility that mainly manages wild animals on display for people. Zoos should contribute to the protection of wild animals and biodiversity. Zoos must provide information for the public about the animals and their natural habitat. Also zoos should contribute to ancillary research about animal protection, the training of protection skills of the animals, the interchanging of the knowledge about animal protection or when appropriate, raising animal species in captive, replanting the animal population or returning the animals to the nature. (Finlex 4.4.1996, 2011)

Also the Animal Protection Act 7.6.1996/396 needs to be followed when keeping and having animals in Finland. The first chapter in the Animal Protection Act considers the shelter. The animals' shelters should be designed and maintained so, that they are safe to the animals. Also the shelter's fire risk should be kept at minimum and the risks of animals escaping should be low. It is also essential that the shelter is hygienic and the animals kept in the shelter can be checked easily. The shelter should not harm the animal nor risk its health in any way. The shelter should provide needed protection against unfavorable weather conditions, coldness, warmth and humidity. The shelter has to be spacious enough for each individual animal species so that the animals can stand and rest in their natural posi-

tions and move around. Also animals kept in the same shelter should rest lying down at the same time. (Finlex 7.6.1996, 2011)

The shelter should provide needed air conditioning and make sure that no harmful gases, draft or excess humidity can harm the animals. The shelter area should be free from continuous disturbing noise. The lighting in the shelter should be suitable for the animal's physiological and behavioral needs. The materials used for the flooring and ceiling should be appropriate and they should be material that can be easily kept dry. The shelter and such equipment that are essential for the animals' health and wellbeing should be checked at least once a day. (Finlex 7.6.1996, 2011)

Chapter two in the Animal Protection Act considers the outdoor enclosure for the animals. The outdoor enclosure needs to be safe for the animals. The materials used for the enclosure should be suitable to the animal species in question and designed so that the animals cannot escape. Animals kept in the outdoor enclosure have to have enough shelter from unfavorable weather conditions. The weather shelter has to contain bed sites to all animals kept in the shelter. (Finlex 7.6.1996, 2011)

Chapter three in the Act describes the care of the animals. Animals should be provided quality food and drink what corresponds to their natural needs. When feeding animals, each animals needs should be taken into consideration and to make sure that all animals get enough nutrition. When caring animals, and keeping animals in zoos, the animals' wellbeing should be checked at least once a day and more if needed. If animals get sick or injure they have to receive immediate proper care. (Finlex 7.6.1996, 2011)

According to the Nature conservation Act, specie can become endangered when its natural survival is threatened. Such reasons that cause animals to become endangered are for example, especially in Finland, disappearance and the changing of animals' natural habitat, hunting and global warming. There are 1410 endangered species in Finland, for example flying squirrel, Saimaa ringed seal and

Norway lemming. Since old forests are disappearing from Finland so are some species of insects and butterflies along them. (Wwf, 2011, Ymparisto, 2011)

When looking from biological perspective, animal welfare consists of the adaptation between the animal and the living environment. Animal welfare is at risk if the natural environment cannot fulfill the animal's strong needs, if it has any. The unfulfillment of needs can lead to physiological stress reactions and abnormal behavior. (Mononen, J, 2010)

5 ANIMAL WELFARE IN TOURISM INDUSTRY

Animal welfare in tourism is a broad concept. It concerns the health and well-being of animals used for tourism purposes. All animals have distinctive needs and if they are kept in captivity all of those needs must be accomplished in order for the animals to be as close to their natural habitat and way of life as possible. The environment created must be stimulating enough and replicate the natural habitat. Providing such circumstances for the animals has been proven to be difficult and that is why knowledge of animal behavior, their social, physical, ecological and psychological needs is important. Also in the wilderness, every time when an animal or animals are in question, the same knowledge is important. Care must be taken when travelling and spending time in the animals' living environment. (Animal attraction handbook, 2010)

Animal welfare in tourism covers the most common animal attractions such as zoos and animal shows but also any other activity that includes animals used to attract tourists. Many popular tourism places in the world are offering the tourists the chance to pose with wildlife animals, this animal photographing is a cruel industry and solely based on tourism. Other issues in animal welfare in tourism is for example wildlife viewing which concentrates on the most endangered species on earth, such as whales and tigers. This activity ruins the animals' natural environment and increases unwanted human contact with the animals. Animals used for touristic purposes also include working animal, for example donkey taxis, cockfights, bullfights and animal markets. (Responsible Travel, 2011)

Animals experience same feelings as humans, such as pain, suffering and boredom and it is extremely important to avoid such circumstances. As a minimum standard, all animals must always have water and food available, their environment must be suitable to their needs, animals should have the freedom from pain, disease, fear and distress and they must be able to express their natural patterns of behavior. The use of animals in tourism related attractions is common and often animal exploitation is a by-product of tourism services. Hence animal welfare

should require high standards whenever the public interacts with animals, directly or indirectly. (Animal attraction handbook, 2010)

6 EXAMPLE CASE: ZOOS AND ANIMAL WELFARE IN ZOOS

In Finland only a few zoos that are open to public exist, four major ones and a couple of others that hold wild animals. On the contrary, Sweden has 40 zoos and the United Kingdom more than 300. The head organization of zoos and aquariums, WAZA (World Association of Zoos and Aquariums) monitors 1200 large aquariums and zoos. In Europe, the responsibility of monitoring zoos is placed on EAZA (European Association of Zoos and Aquaria). Still associations that are under WAZA cover only ten percent of all zoos globally. WAZA has created strict standards for the monitored zoos but all zoos left outside the organization are only governed by local laws. Such cases where laws concerning zoos are rather poor occur also in Europe. However, here in Finland and Scandinavia the rules are one of the strictest. (SEY, 2011)

In Europe, the European Union controls the zoos with directives that outline minimum demands for the operating of zoos. However, the directive is rather short and does not, for example, have specifications of the size of cages or species being held captive. (SEY, 2011)

When people have visited zoos what is the main thing that they are left with? Is it knowledge about the species or is it just a fun memory of a day that included seeing wild exotic animals? Do zoos really provide people with more knowledge or are they just a means of people to alienate more from nature? Zoos provide to people and especially children living in urban environment, the easiest connection to nature and therefore the actual “going to nature” becomes forgotten. One point in the existence of zoos is the need for people to control everything around them; it is best to interact with animals when they are being held in captive.

Recently a study was conducted of the impacts of a visit to a zoo or aquarium (Why Zoos and Aquariums Matter: Assessing the Impact of a Visit to a Zoo or Aquarium). The study was formed by AZA (Association of Zoos and Aquariums) and it lasted three years. More than 5500 visitors and 12 AZA-accredited institu-

tions participated in the study. The results showed that when visiting AZA-accredited zoos and aquariums in North America the visit had deep impacts on the conservation attitudes and understanding. Individuals who visited zoos and aquariums reconsidered their role in environmental issues. Visitors (52% of all the visitors) also felt their connection to nature enhanced after visiting a zoo. The study also showed that visitors arrive to zoo with specific motivations which impact how they perceive the meaning of the visit. 42% of all visitors thought that zoos and aquariums play a significant role in animal conservation and education. The study also did follow-up work in order to figure out long term learning and attitudes. Almost a year after their visit people could still remember almost all of their visit to the zoo or aquarium and 42 % mentioned that the highlight of their visit was one animal and that they could remember the encounter very well. According to the study, people's attitudes and understanding towards nature changes dramatically after visiting a zoo; people feel they are part of the environmental solution and therefore may rethink their everyday actions in their ordinary life. (AZA, 2011)

6.1 Zoos: Positive view

The value of zoos is solely dependent on the zoo in question; some zoos can contribute tremendously to the protection of animal species and education whereas some function only to gain revenue.

The biggest goal of zoos is to protect endangered species and ecosystems. Zoos therefore take global conservation actions to achieve these goals. Zoos started their conservation work around a century ago and in the 1960's wildlife conservation was actively done in most of the zoological institutions. Today major efforts are done in various zoos regarding species conservation but often the public is not aware of it. (WAZA 1, 2011)

Zoos are also educational institutes; they inform the public about the threats the endangered species encounter and how to protect them. Zoos should also educate about the conservation of biodiversity and environmental sustainability. Zoos also explain visitors how they can adopt sustainable life styles. Zoo staff also needs to

be properly educated and all employees should have a clear overview of the goals of their own organization. (WAZA 1, 2011)

Zoos also focus on optimizing animal husbandry, wildlife health and breeding programs. Zoos also have many training programs and they offer financial aid to research studies. Zoos also train wildlife veterinarians that are equipped with newest information and techniques to best help the wildlife. With the help of the wildlife veterinarians zoos can better reintroduce animal species to nature. (WAZA 1, 2011)

Zoos have different conservation priorities depending on the region and location. Examples of the priorities are educational and research value, species that are native to the region in question and flagship species. (WAZA 1, 2011)

Zoos play a vital role in species conservation. Zoos have also started recently to add another role as breeders to breed the endangered species they have in their facilities. There are 34 animal species that are currently classified as Extinct in the Wild and 29 of them are constantly being bred in zoos and animal facilities. There are many species that are on the verge of extinction due to illegal poaching, habitat loss, climate change and many more that are now being bred in zoo facilities to avoid extinction. Through these maintained and coordinated breeding programs zoos one day may be able to reintroduce endangered species back to nature. A recent evaluation of the impact of conservation, published in the journal Science, proved that 19 of 68 species that were on the red list of endangered animals recovered due to conservation breeding. Animals that were on the red list, but have now improved their status because of reintroduction of captive-bred animals include California condor and the Przewalski horse. (WAZA 2, 2011)

One of zoos' purpose is still to be recreational. Visitors can have fun while learning and exploring. Visiting a zoo can also change visitors' attitudes and behaviors. Since many children of today live in urban environments zoos can be their only touch to wildlife and nature.

According to WAZA (World Association of Zoos and Aquariums) zoos follow ethical principles in their wildlife management and breeding. It is crucial that breeding actions should not affect the common animal welfare. Zoos are aware that breeding may cost surplus animals since animals kept in zoo environments are free from predators and hunger and therefore zoos transfer their surplus animals to other institutions. Surplus animals can also be reintroduced to the nature. (WAZA 1, 2011)

Zoos also try to meet the needs of the individual animals they have, not just solely pursue the goal of conservation. According to WAZA animals should only be removed from their natural habitat if it is essential to the survival of the species. (WAZA 1, 2011)

According to Korkeasaari, a leading Finnish zoo, the goal of their functioning is to focus on preserving the diversity of nature. Korkeasaari offers information of why animal species are diminishing and what can be done to preserve what is left. Korkeasaari breeds rare and endangered animals in the wild and takes part in different nature conservation projects. For some endangered animals zoos are the last chance for their survival. The biggest challenge for zoos is to achieve such living conditions for endangered species that breeding becomes successful. (Korkeasaari, 2011)

The functioning of zoos is based on international cooperation. For example Korkeasaari is a part of the zoo network that has common conservation goals, education aspects and ethical norms. Zoos also have global campaigns each year that focus on certain animal species. Since conservation programs require a huge amount of space the networking of zoos is crucial. In order to properly maintain an endangered species it sometimes requires hundreds of individuals and that is where zoos cooperate and the population of the species is monitored. Korkeasaari itself has 21 animal species that are on the European Endangered Species Programme and when acquiring new species Korkeasaari aims to prefer species on the Endangered Programme. (Korkeasaari, 2011)

In conservation programs the first step is to breed the endangered species. When the population is being bred it is important to preserve the animals' genetic heritage and try to keep their behavior as natural as possible. In addition to breeding captive animals zoos support animal protection in their natural habitats. (Korkeasaari, 2011)

6.2 Zoos: Anti-zoo view

Some studies acknowledge the fact that since zoos are a concept from the Victorian age where they were used as an entertainment form, what is the purpose of zoos today when people have enough entertainment from other fields. Zoos do claim that the reason they exist is not solely entertainment, it is conservation, research and education. If the main reasons for the existence of zoos were the above mentioned three aspects, why the main animals kept in zoos are not even endangered. Some studies also claim that zoos do not educate, they mislead people and use their funds for wrong purposes, such as breeding popular animals that attract more visitors. (Captive Animals, 2011)

Anyone that has visited zoos does realize that animals do not behave as they would in in the wild. According to the captiveanimal.org article the animals kept in zoos are frustrated and bored which in turn could lead to unnatural and obsessive behavior. Animals can walk in circles, stare or even mutilate themselves or others. This behavior is also diagnosed in people suffering from mental illnesses. Studies conducted in zoos have proven that lions spent 40 % of their time pacing in captive environment, a thing they would not certainly do in the wild. (Captive Animals, 2011)

Another aspect is the captive animals' diet. One example of the matter is zebras that become overweight due to the high calories grass they are given, grass that is completely different than they would naturally eat. This in turn could lead to several illnesses and cause fertility problems. Also many captive animals receive daily medication to keep their behavioral problems in control, medication such as tranquillizers. (Captive Animals, 2011)

One major concern for the animals kept in zoos is the space. Animals that would normally walk around tens of kilometers a day can only circle around in the zoos. Animals that are one of the fastest species on earth do not have the space to exercise properly nor run in their full speed. According to the study published by CAPS the enclosures in United Kingdom's zoos are around 100 times smaller than the animals' natural home range in the wild. The most extreme example of the lack of space is with captive polar bears. The captive polar bears have one million times less space in captivity than they would have in their natural habitat. Also the spaces in zoos are misleading in a way that animals can be kept elsewhere for the time the zoo is not open, for example in their night enclosures where they have even less space to move around. Some enclosures also deprive the animals their natural behavior, good example would be birds. Birds often do not have cages suitable for their flying needs, the most natural behavior birds have. This lack of flying exercise causes arthritis and osteoporosis to birds. (Captive Animals, 2011)

A problem as major as space is the quality of the space the animals have. Chimpanzees and monkeys are intellectual animals but yet they have only a few tree branches available, branches that should keep them occupied for years. Also reptiles and other animals need very specific temperatures and variations in humidity and lighting that zoo can rarely offer. Social interaction with other animals is also crucial especially to herd animals. Often they are deprived this right and if they do get companionship that bond is broken when animals are sold around between zoos. (Captive Animals, 2011)

One reason for the existence of zoos is the conservation of rare species, yet most of the animals kept in zoos are not endangered. In the United Kingdom a quarter of zoos do not keep any threatened species and those that have endangered species have them in very small numbers. Mostly zoos gather big animals that draw in the most tourists. The con in conservation is also the fact that when zoos breed endangered animals they seldom go to their natural habitat, they are just transferred from zoo to another. If animals are returned to nature they often undergo serious problems and obstacles. Animals kept in captivity do not have the natural instincts

needed in the wild, they lack the abilities to find food and avoid predators. Also if animals are released into the wild it creates a significant health risk to the native population. The captive animals might have bacteria and viruses that are unknown in the wild and therefore releasing them could harm the native population dramatically since they do not have the immune systems to fight the bacteria. Zoos not only relocate the animals to the wild, they also capture the animals from the wild. According to the CAPS 70 % of elephants in European zoos today are captured from the wilderness. The number is even higher for aquariums; studies showed that 79 % of all animals in the UK public aquaria were caught from the wild. This practice of capturing the animals from the wild is totally opposite of the zoos' conservation view and relocation of animals back to their natural habitat. (Captive Animals, 2011)

In today's world where money talks it is strange why animals are taken from the wild to protect when in fact it would be 50 times cheaper to protect the natural habitat of the animals.

6.2.1 Surplus animals

In order for the zoos to gain more revenue they breed their animals uncontrollably since baby animals draws more tourists to visit the zoo, therefore more money is generated. This all leads to overcrowding and some zoos are filled with unwanted adult animals which, in turn leads to even more appalling living conditions for the animals. These surplus animals put a huge pressure on the living conditions and therefore, to fit the new-comers, some animals will be disposed. Some zoos also sell their unwanted animals to laboratories or exotic meat farms. (Captive Animals, 2011)

6.2.2 Education misleads

Zoos claim that by seeing a wild animal it creates understanding and appreciation towards nature. CAPS, however, believe that children visiting zoos are left with a distorted view of the wildlife. A study conducted about the zoo visitor attitudes and the results were that after people saw animals in artificial zoo enclosures they had "a significantly greater negativistic and dominionistic attitude to animals".

Even though the zoos have signs about each animal species they often give very little information and sometimes it is misleading. Also a CAPS study of public aquaria in the United Kingdom showed that 41 % of the animals on display did not have any signs to identify their species. This lack of signs leaves the education aspect to minimum. (Captive Animals, 2011)

Zoos also claim that the animals on display offer the people to see the wildlife close to their homes. That aspect is true, but since people spend only a few minutes with each animal species in the zoo, does it justify the pain and suffering it causes to the animals in question?

6.2.3 Health risks

Not only does the zoo environment cause health problems to the captive animals, it also causes disease risks to the staff and to the visitors. A growing concern globally is zoonoses, which means the transmission of diseases between animals and humans. Animals' immune system can be damaged by stress that occurs during the handling and captivity and this in turns makes the animals very vulnerable to many diseases. Dangerous zoonotic diseases are for example e-coli intestinal infection, West Nile fever, tuberculosis, salmonellosis and BSE. Many bacteria can also be airborne, meaning that they can be carried around on people's clothes and hair. (Captive Animals, 2011)

According to two studies of animal welfare in South East Asia, the enclosures and environments visitors see can be misleading. The first study, conducted in 2000 (Ethics and Animal Welfare Evaluations in South East Asian Zoos: A Case Study of Thailand) pointed out many details about the environment animals are kept in in Thailand. First of all some animals were clearly underfed (e.g. elephants) and animals were living in appalling environments. Some animals that should have been with a companion were kept alone and were provided with little or no enrichments. Also exhibited animals were clearly suffering from illnesses and diseases and they should have received immediate veterinary care. The study was conducted in three different zoos or zoological parks and in one of the studied zoo the living conditions were very poor; floors were dirty, water was undrinkable and

animals were kept in a tiny dark space. Although the exhibits may seem real to the visiting people they are far from real for the inhabitants, the animals. Animals lack the most basic needs they have; social interactions and survival features. Those features are often replaced with physical and psychological suffering and reliance on humans. (Society and Animals Forum, 2011)

The other study (Welfare Evaluations of Nonhuman Animals in Selected Zoos in the Philippines) measured and compared the animals' cage sizes to the international minimum standards. This study also focused on three zoos. The results were that even though most of the cages met the minimum cage size standards the animals still suffered from various welfare problems such as hygiene, husbandry and management. The objectives for this study in addition to the cage sizes were to identify the problems related to animal welfare and also to provide recommendations to zoos how to enhance the animal welfare. For the first studied zoo the biggest problem was overcrowding, which also happens in many other zoos. Animals in that zoo were also imprinting on human staff therefore losing their natural instincts. For the second zoo that underwent the study, the major problem was the lack of environmental enrichments. The enclosures looked unnatural and animals were kept individually not in a herd where they would get much needed social interaction. Also several cages were overcrowded putting a major stress on the animals. In the third zoo the animals did not have enough protection from the visitors which in turn creates a huge amount of stress to the animals. (Animals and Society, 2011)

The results of this welfare evaluation study showed that special attention should be paid at the designing stage of the enclosures so that the cages would best fit to the animals. The study also pointed out how stressful overcrowding is to the animals and that it should be avoided in every way possible. The study also suggested that zoos should further promote the conservation aspect by releasing healthy animals and by strictly following the international guidelines. Finally the study pointed out that even today's society where zoos are largely accepted, some questions still arise of the ethics, dignity and humane treatment of animals. (Animals and Society, 2011)

It cannot be said that all zoos treat their animals poorly and do not provide the care the animals need. Some zoos are poorly managed and the welfare of their animals is not the number one priority. Mostly the exhibited do not have the space they need and they often undergo stress being in small enclosures and sometimes even their basic needs are denied. Zoos do have, however, good purposes regarding the animals such as education, conservation and science but they are only ethical if the conditions for the animals are acceptable.

According to PETA (People for the Ethical Treatment of Animals) zoos are not where the animals should be, being caged in small enclosures deprives them their natural basic needs. Zoos also often trade animals and sell them to other zoos, often without any regulations. In order for the zoos to gain more revenue they breed their animals uncontrollably since baby animals draw more tourists to visit the zoo, therefore more money is generated. This all leads to overcrowding and some zoos are filled with unwanted adult animals which, in turn leads to even more appalling living conditions for the animals. In general, zoos deprive the animals almost all their basic patterns of functioning and living; animals cannot hunt, swim, fly, climb or do what is natural for them. Animals also suffer tremendous mental frustration and it may lead to abnormal behavior for the animal in question which can cause danger for the animals itself or zoo workers and visitors. (Peta, 2011)

Some zoos also capture animals from the wild by using poachers or illegal trade. Even though zoos claim to protect the endangered species, most of the animals kept in zoos are not even endangered; zoos favor animals that draw in tourists and visitors and forget the less known species that actually would need conservation and protection. Being captured in zoos for years it is almost impossible to return the animals to their wild environment and therefore they spend all of their lives living in zoos. Zoos also spend their money on other buildings and shops for touristic purposes, such as gift shops and restaurants; money that would better serve in making the animals living conditions better. (Peta, 2011)

7 RESEARCH

Since the goal of the research is to get people's opinions about animal welfare and zoos the most suitable research method was qualitative interview allowing deeper understanding of the subject than numeric quantitative interview.

7.1 Qualitative method

Qualitative research method is an inductive approach to the subject; it explores issues and understands the phenomena in question. The qualitative method creates a subjective relationship between the researcher and the respondents with the goal to gather in-depth understanding of the subject. In qualitative research the design is unstructured leaving more room for further questions and discussion. The researched data is presented in text rather than numeric representations. Data analysis is focused on achieving the main key points from the studied subject. (Jennings 2001, 129-130)

7.2 Reliability and validity

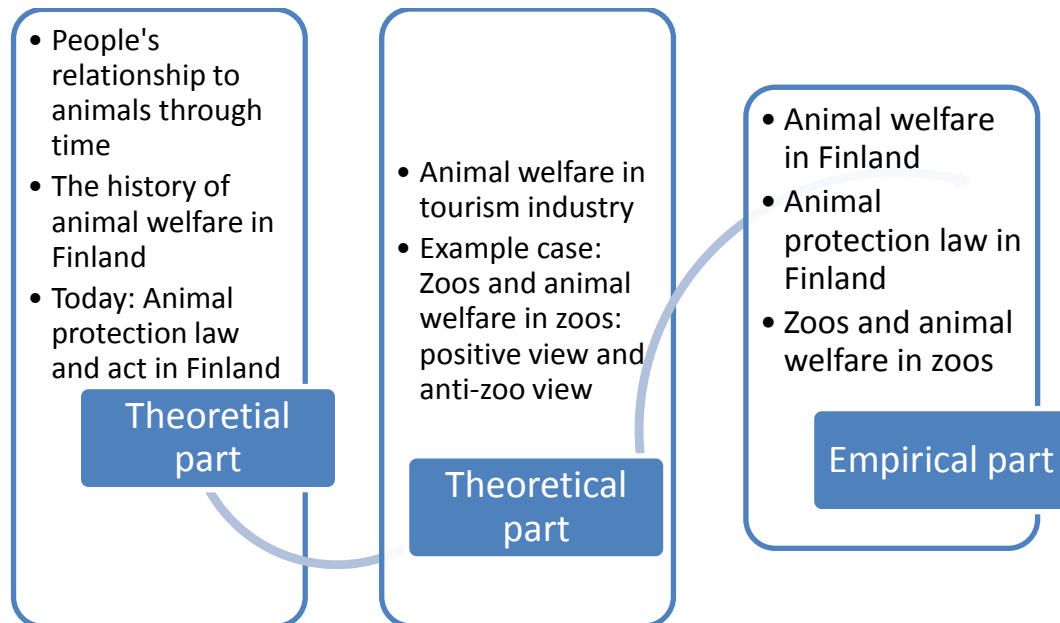
When doing research, either qualitative or quantitative the researched must pay attention to reliability and validity. The reliability is the consistency of the results. There are many forms of reliability. Quixotic reliability is gained when the observation provides the same results constantly. Diachronic reliability focuses on the immutable nature of a research over time and synchronic reliability means the comparability of observations occurring contemporaneously. Reliability and validity, even though used together, are not symmetrical. Perfect reliability can be gained without any validity. But in order to receive the best validity would require perfect reliability and exact truth. (Jennings 2001, 149-150)

7.3 Implementing the research

The research was conducted on face to face interviews with plenty of time. Before the actual interviews a test interview was conducted. That way it was easy to tell what questions really were relevant and how to structure the interview, keep pauses and ask additional questions based on respondents' answers. The interview consisted of two main themes, first was animal welfare and protection in Finland

and the second was the study case: zoos and animal welfare in zoos. Interviews included questions that were related to the theoretical part. Figure 1 explains the topics that are in the theoretical part and in the empirical part of the thesis.

Figure 1. Process chart of the theoretical and empirical part



8 RESULTS OF THE QUALITATIVE INTERVIEW

All in all, 12 people were interviewed for the empirical part of this thesis. The respondents were between the age of 18 to 60 years and all had visited a zoo recently and therefore they had knowledge of today's zoos. Eight of the respondents were female and four were men. The respondents live in all parts of Finland, in Ostrobothnia, Eastern Finland, Central Finland and in the capital city region. All interviews were conducted face to face.

8.1 Animal welfare and animal protection in Finland

When asking about the current condition of animal welfare and the protection of animals in Finland, the overview was that Finland's animal welfare is still in its early stages, lot to improve. Four of the respondents compared Finnish animal welfare and legislation to TV-programmes, such as RSPCA and notified that animals have much more rights for example in Great Britain and in Australia where crimes against animals are properly taken care of and people get punishments. One respondent of 18 years old mentioned that animal welfare is much better in bigger cities in Finland than in the rural areas. Many respondents also pointed out that when authorities get noted about possible crimes against animals they act too slowly, more effort should be put to investigation. Four of the respondents also stated that monitoring animal welfare should be done more. Two of the oldest respondents (aged 60) thought that animal welfare in Finland is good, better than in most countries and that there are little improvements.

When asking more thoroughly about improvements in animal welfare in Finland, many different answers were provided. Almost all respondents stated that more inspections should be done in farms and in production animal farms, such as fur farms and hen houses. One respondent, female aged 47 years, also mentioned that authorities should keep record on how many pets people have and monitor it closely. Seven of the respondents clearly stated that fur farming should come to an end in Finland as it has in many European countries recently. Two of the respondents (female 30 years and male 26 years) stated that authorities in Finland only guide and instruct offenders, they rarely take actions in protecting animals. They

also mentioned that people's attitudes should be changed towards animal rights and that people should get more serious punishments when abusing animals.

8.2 Study case: Zoo welfare

One of the interview questions was if people perceived zoos from the animal's point of view when visiting the zoo. This question received the most unanimous answer, only two of the respondent answered that they put themselves in the animal's position and thought how it would be like to spend all your life in captivity. The rest of the respondents stated that they only thought about zoos from animals' perspective after leaving the zoo.

When asking about the purpose of zoos, the main answer was (10 out of 12) that the purpose is to entertain people, secondary answers were that zoos display exotic animals that people would not see otherwise and that zoos also protect endangered animals. One respondent, female 47 years, answered that zoos teach animal knowledge to children. Four of the respondents mentioned that zoos should only function as refugee centers, taking care of endangered and injured animals. They also stated that after healing, the animals should be released to the wild as fast as possible. One respondent, female 33 years, mentioned that zoos are more and more changing to the refugee mode, saving injured animals and releasing them back to the nature. One respondent, male 35 years, mentioned that zoos work best in areas that have multiple endangered species and that zoos in a country like Finland are not a necessity, animal refugee centers would be more appropriate. One respondent, male 26 years, also mentioned that even though zoos function as revenue gaining institutions, the money is also being used to help the injured animals.

The benefits and disadvantages of zoos from the animal protection point of view received a variation of answers. Five respondents mentioned that it is solely dependent on the zoo in question, some zoos function well in the animal protection field and some function poorly. Those respondents also stated that zoos would be much more efficient if zoos had the same protocol throughout the world, if animals had the same living conditions in all zoos. The majority of the respondents also mentioned that the benefit of zoos is protection of endangered species. One

respondent, male 35 years, mentioned that on the individual level, the protection of animal species is negative, but when keeping in mind the survival of the species in question, the outcome is positive if the species could be rejuvenated. Seven of the respondents mentioned that zoos have too small enclosures for the animals and that zoos could be replaced by park-like areas where animals would have much more freedom to move and express their natural behavior.

When asked about whether the zoos have changed over the years, 10 respondents of the 12 stated that they have not changed enough. Slight improvements have been made but much more is needed. Two of the respondents (female 35 and male 50) mentioned that zoos have changed; people have more knowledge of the animals and their nutrition and behavior. Some respondents also mentioned that media pressures zoos to function more properly, zoos do not want bad publicity because that would impact to their cash flows.

People's perceptions of zoos did not change during their visit. All 12 respondents answered "no" when asked if they changed their perceptions of zoos while visiting. People stated that zoos were exactly like pictured before.

When asked if the visit to a zoo was educational, six of the respondents answered no and six answered yes. When further asking about the learning experience, two respondents (female 18 years and male 20) answered that it was educational to see the animals, what they really looked like and how they behaved. One respondent (female 30 years) answered that zoos are educational to children more than for adults. But she also thought whether children would remember the experience later on in their life. Two of the respondents stated that maybe the visit would have been more educational if they had taken part in the guided tours.

The ethical part of zoos raised many opinions. Six of the respondents mentioned that zoos are ethical only in the protection part, but unethical in rest of the ways. For example the space animals have brought up discussion; no zoo has enough space for captivated animals to justify zoos as ethical institutions. Three respondents mentioned that they are unethical, animal protection could also be done in nature, no captivity is necessary. Three respondents commented that deprivation is

unethical, whenever wild animals are taken from their natural habitat to be displayed in a zoo is wrong. One respondent, female 33 years, mentioned that no more zoos should be built, at least not in Finland.

When inquired about possible changes that could be done in zoos, major answer was that animals should have more space to move and express their natural behavior (10/12 answers). The same respondents also stated that animals should have more natural environment and more incentives. One respondent, female 35 years, asked whether Finland needs exotic animals in zoos, for example lions and tigers since our environment is so different from their natural climate? The same respondent stated that each continent should have their natural animals in zoos, that way the conditions for the animals would be more suitable to their natural living environment. Two respondents (female 40 and male 35) suggested that Finland should also have a national park, like Yellowstone. Two respondents (male 26 and male 35) also stated that zoos in recreational use should be banned.

When asked about the future of zoos all the respondents stated that zoos will most likely exist in the future too. Two of the respondents stated that it is difficult on the short term to change zoos and their existence but it could be possible in the long run. One respondent, female 47 years, evaluated that zoos will gather more exotic and rare animals in order to increase their profit. Three of the respondents stated that in the future money will run zoos even more; animals are secondary priority and means to a greater cash flow. One respondent, male 35 years, also mentioned that zoos would need support money from the government in order to function without zoo visitors. One respondent, female 35 years, evaluated that maybe in the future it could be possible that zoos would not be open for the public, only for scientists to study the species.

When asked about any other thought regarding zoos and their future even though people are thinking more ethically, respondents stated that zoos will function but they might be changed by the public. Eight of the respondents stated that people should speak up more and demand better living conditions for the animals, if people put enough pressure in the media then zoos might change their conducts. Two respondents stated that if zoos continue to work in recreational and entertainment

form, they might not have demand in the future because people are getting more aware of the animals' wellbeing in zoos.

9 ANALYSING THE RESULTS

This chapter consists of analyzing the results of the interviews. The aim is to gather answers together to form mutual opinions and discuss the maladies that have been brought up.

9.1 Animal welfare and animal protection in Finland

Based on the interviews people think animal welfare and protection in Finland is an ongoing process. It exists but there is room for many improvements. People think that not enough is done to ensure the wellbeing of animals, both wild and domesticated. More strict rules should be made and punishments should be more serious. According to the interviewed people, authorities in Finland seldom give harsh punishments; they solely guide people and avoid taking serious actions. It can be seen that this is the malady in Finnish animal protection law; laws exist but they are not monitored and if they are, people are getting away with breaking the laws. Not enough punishments are given when there clearly would be a need for them. That is why news are often filled with animal abuse cases; how tens of animals are found from one owner starved to death or how inspection to a production animal farm exposed the animals' horrible living conditions. All of these crimes could be avoided by constantly monitoring. Regular monitoring would also be the best solution for all, animals would not suffer and animal protection authorities and the government would not get bad publicity; maladies could be taken care of before they actually happen.

People also compare Finnish animal protection to other countries. Since the television and Internet are filled with animal protection programs, such as the RSPCA, Finnish people come to think their actions as the ones Finland should also follow. In my opinion, animal welfare is better taken care of for example in Australia, there people get much more severe punishments and cases are clearly monitored, even for years to ensure the wellbeing of animals. That model could also be implemented in Finland, keeping closer look on those that have a history of abusing animals and paying regular visits to check that everything is as it should be, since quite often criminals stay on the path they have chosen and keep

abusing animals. And why should they change since nobody is monitoring their actions? This is definitely the key point in animal welfare, monitoring.

The only part in the research where age played a role was the animal welfare, older people stated that animal welfare in Finland is good and they could not mention many improvements. This, most likely, is due to the age gap, when they were young, animal protection was not seen as an important matter as it is today. People thought that animals are their property and that they do not have rights. Maybe older people cannot see the flaws that animal protection has because they do not know where to look for them.

People also think that production animals have the lowest animal wellbeing in Finland. I also share that thought due to the amount of news there are about the matter. I think that this issue should be addressed more. People settle for the idea that the current state of wellbeing in production farms is adequate when in fact it has many problems. Maybe the reason why people think the wellbeing of animals is on a standard level is that they do not have a realistic view of the daily life in production farms, they only have the view media provides.

It is crucial that people change their attitudes towards animal protection since that is the foundation for animal welfare. One's own way of thinking should be constantly challenged. People should also gather information; when improving animal welfare a good heart is vital, but also knowledge of better ways. It can also be stated that educating people is important. Animal welfare issues should be taken as part of school teaching. Also the media should educate the public because they react better than for example farmers. If the consumers have higher standards then the farmers are under pressure to change their conducts.

9.2 Study case: Zoo welfare

The respondents clearly stated that the purpose of zoos is firstly entertainment, secondly displaying exotic animals and protecting the endangered species. It was surprising how people answered entertainment first, because zoos market themselves as protection and research institutes. It is clear that the public does not see zoos the way zoos want to be seen. Should something be done to better promote

the zoos' main goals? Or is the main goal entertainment and zoos justify their actions by saying protection is the goal?

An idea that also came from the interviews is refugee centers. These centers would only have animals that are injured or endangered. Today many zoos have animals that are not even endangered. And if zoos' main goal is protecting endangered species, why are there so many species displayed that are not endangered? For those species I do not see any justification why they would be captivated since there is no reason – other than money. The more animals, the more revenue.

One suggestion was also that zoos could only work in areas that have endangered species more and in other areas maybe refugee centers would work better – for the animals. This would also be a better solution since if endangered species could live closer to their natural habitat there would be better survival rates for them. And maybe animals could be protected in the wild by protecting their natural habitat, which would also increase the survival possibilities.

The respondents also mentioned the idea of a park-like area where animals would have much more space. One mentioned that maybe Finland should have a Yellowstone-like park. In my mind that would be a great idea, of course then the park could not have all species Finnish zoos have today, but maybe that would be a good thing? Why a Finnish zoo would need tigers since Finland is far from their natural habitat? In my opinion, such huge climate changes create unfitting environments to the animals, no matter how hard zoos try to make suitable environments, the climate will not change.

I also agree with the idea drawn from the interviews that zoos should have the same protocol and code of conduct all over the world. This way all zoos would have the same standard and animal wellbeing would be on the same level. Today there are drastic differences between for example a European zoo and an Asian zoo. It would definitely be a good idea to set up standard procedures.

On the educational level, half of the respondents thought zoos are educational and half that they are not. It is true that in zoos people get to see how animals look and act, but are those few minutes worth it? Does it justify the suffering it causes to

the animal? And according to the theory part children are left with a distorted view of wildlife after visiting a zoo. Would it be the same if for example children were taught more about animals in school? The education aspect of zoos is also much lower if people do not take part in guided tours while visiting the zoo – and often those guided tours cost money, gaining more revenue. So what do people really learn in zoos if they do not want to pay the extra fee for guided tours? Only the things mentioned in the zoo signs? The same information they could have gotten from the Internet or from books.

On the ethical aspect of zoos, half of the interviewed people answered that zoos are ethical in the protection part only. The rest of the respondents thought that zoos were not ethical at all. I also share the thought that the protection work done in zoos could also be done in nature – probably for lower costs. Animals would also have much better odds for survival when not being viewed by thousands of people every day.

The respondents also offered many other improvement ideas for zoos, number one being more space and a more natural environment. How can animals express their natural behavior if they do not have the space to do so? For example how do they swim and fly if they are deprived that opportunity? Park-like zoos would also solve this issue; animals could move freely and express their natural behavior.

A few of the respondents also stated that money will run zoos even more in the future. I also sign this thought, money talks everywhere so why not in zoos. Zoos need more attractions to draw in more visitors, more attractions often means more animals to already overcrowded zoos. But maybe zoos will change their conducts if we people change our attitudes and express how we feel. People should make zoos know that animal exploitation in the name of protection is not tolerant, and that zoos should also have just endangered species if species protection is their goal. People need to demand better living conditions for the animals. If zoos will exist in the future we need to make sure they are for the better. People have much better knowledge than a hundred years ago so why not use it? People are being more environmental and thinking about the green footprint, therefore people should take that thinking to zoos as well.

I believe that the reliability of the thesis is quite good even though I interviewed 12 people because in the latest interviews I started to collect the same answers and same suggestions as before. People who were clearly against zoos provided the same alternative options and shared the same thoughts.

10 CONCLUSIONS

The research studied how Finnish people perceive animal protection in Finland how they perceive zoos and animal welfare in zoos and if there are any improvements that should be made.

The interviews showed that animal protection in Finland is still in baby's shoes; a lot to be done. People perceive that animal welfare should be monitored more and punishments should be more severe than they are today. In the zoo-part of the research the results pointed out a solid view that zoos are viewed (by the respondents) as an entertainment facilities. Animal protection and species conservation was only the secondary purpose of zoos. This view does not correspond to the zoos' view of their purpose: species protection, research and education. There are also improvements to be done; for example making more space for the zoo animals and enhancing their living conditions. People also questioned the existence of zoos and if they could be replaced by refugee centers and park-like zoos. Also the question why zoos have so many not endangered species lingers, what is the answer? Is it solely because of money or is there another reason?

All in all I think that this thesis presents an outline of how animal welfare is in Finland compared to what it has been and how people perceive animals. The thesis also focused greatly in the case part: zoos and animal welfare in zoos. In my opinion the research points out the key issues that are happening in today's zoos and also gives improvements on what could be changed.

For me writing this thesis was a long procedure. I chose the subject because of my interest to animals and animal wellbeing; therefore it was easy to write and focus solely on the topic and gather as much information as possible.

10.1 Suggestions for future studies

To further research this subject many possible aspects could be studied. For example one possibility would be to study the structure of Finnish zoos; what percentage of the animals are endangered, how many are rescued animals and how many animals have been acquired to zoos for recreational purposes. Another study

could be related to tourists; what do they want to learn while visiting zoos, why do they visit zoos. If the researcher wanted a more thorough picture, a closer research could be done in a selected zoo to study its conducts and methods.

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