Lapland Tourists’ Views on Animals Working in Tourism

Photos: Lapland Material Bank, Markus Kiili (horse), Terhi Tuovinen (reindeer)
Dear reader

• This report is one of a series of reports and infographics on animal-based tourism services in Lapland published by The Multidimensional Tourism Institute (University of Lapland).

• The report addresses the results of a study, which focused on the Lapland tourists’ consumer behavior and attitudes towards animals and animal-based tourism. Furthermore, the influence of respondents’ background characteristics is explored.

• The series of reports is an output of the project “Animal Welfare in Tourism Services” (2016-2018). The aim of the project is to promote both, the welfare of animals used in tourism services in Lapland and the possibilities for animal-based tourism firms and other stakeholders to benefit from the responsible practices in animal-based tourism.
Additional information

• Implementation and funding

  ✓ Multidimensional Tourism Institute (MTI) (Lapland UAS and University of Lapland)
  ✓ The School of Industry and Natural Resources (Lapland UAS)
  ✓ Centre for Economic Development, Transport and the Environment/European Agricultural Fund for Rural Development (EAFRD)

• More information about the project “Animal Welfare in Tourism Services” and its sister project “Animals and Responsible Tourism” (funded by Business Finland/European Regional Development Fund) is available from the online sources introduced in the end of the report.
The Data

- The data were gathered in Rovaniemi during June 2016 – February 2017.

- Cluster sampling was used as a sampling method in the study. The data were gathered in the airport, city center and Santa Claus Village. Data gathering in the airport was mainly focused on the departures of charter flights in order to get a representative sample of the tourists coming from the most important target markets of Lapland. All the respondents were selected randomly. The respondent had to be over 15 years old.

- The data were collected through a semi-structured survey. The questionnaires were available in six different languages: Finnish, English, German, Spanish, Russian and Mandarin.
The Data

- 601 questionnaires were returned altogether. 108 potential respondents refused to participate. Therefore the response rate is 85%. 25 of the completed questionnaires had to be excluded as they were filled incompletely.

- The data consist of 586 responses. The results presented in this report are based on these data.

- Researchers of the University of Lapland were responsible of the data gathering. Students of the Lapland UAS and University of Lapland participated in the data gathering.
Background characteristics
## Nationality

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese (incl. HK and Taiwan)</td>
<td>16%</td>
</tr>
<tr>
<td>British</td>
<td>14%</td>
</tr>
<tr>
<td>Spanish</td>
<td>11%</td>
</tr>
<tr>
<td>Swiss</td>
<td>7%</td>
</tr>
<tr>
<td>Israeli</td>
<td>6%</td>
</tr>
<tr>
<td>French</td>
<td>6%</td>
</tr>
<tr>
<td>Finnish</td>
<td>4%</td>
</tr>
<tr>
<td>Russian</td>
<td>4%</td>
</tr>
<tr>
<td>Irish</td>
<td>4%</td>
</tr>
<tr>
<td>Turkish</td>
<td>4%</td>
</tr>
<tr>
<td>German</td>
<td>4%</td>
</tr>
<tr>
<td>Singaporean</td>
<td>3%</td>
</tr>
<tr>
<td>Dutch</td>
<td>2%</td>
</tr>
<tr>
<td>Australian</td>
<td>2%</td>
</tr>
<tr>
<td>Other European nationality</td>
<td>7%</td>
</tr>
<tr>
<td>Other Asian nationality</td>
<td>4%</td>
</tr>
<tr>
<td>Other nationality</td>
<td>2%</td>
</tr>
</tbody>
</table>
Gender and residence

60 %  40 %

Urban

Rural

63 %  37 %
Family status and animal ownership

- Married/unmarried couple with children: 37%
- Single: 29%
- Married/unmarried couple without children: 21%
- Married/unmarried couple with adult children: 9%
- Single parent: 2%
- Other: 2%

51% are animal owners
Age

13 %  15 to 24 years

29 %  25 to 34 years

30 %  35 to 44 years

16 %  45 to 54 years

12 %  55 years or older
Educational stage

- **Comprehensive school**
  - 8%

- **Secondary/vocational education**
  - 18%

- **Undergraduate education (Bachelor)**
  - 39%

- **Graduate education (Master, PhD)**
  - 35%
Monthly income (gross)

- 18% under 1000 €
- 21% 1000–1999 €
- 16% 2000–2999 €
- 18% 3000–4999 €
- 27% over 5000 €
Trip planning
Travel companion

4 %  5 %  6 %  14 %  27 %  50 %

Alone  Colleagues  Participants of a group tour  Relatives/friends  Spouse or partner  Family

*The sum of the answers is more than 100% as a respondent may have chosen several options (e.g. partner and friends).
### Purchasing a trip and other services

<table>
<thead>
<tr>
<th>Incentive trip</th>
<th>Ready-made travel packages from a tour operator and directly from local companies</th>
<th>Directly from local companies</th>
<th>Trough web search engines and directly from local companies</th>
<th>Ready-made travel packages from a tour operator</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39 %</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*The sum of the answers is more than 100% as a respondent may have chosen several options.*
Pre-trip information search

- Social media: 37%
- Domestic tour operator: 13%
- Relatives and friends: 12%
- Visit Finland: 11%
- Local tourism companies: 9%
- Local DMOs (e.g. Visit Rovaniemi): 6%
- Other source: 6%
- Nowhere: 4%
- Foreign tour operator: 2%
Reasons to visit Lapland

- **Natural phenomena (e.g. northern lights)**
  - Very Important: 66%
  - Important: 22%
  - Neutral: 8%
  - Less Important: 4%
  - Not Important: 5%
  - Don't know: 4%

- **Animal-based activities**
  - Very Important: 40%
  - Important: 28%
  - Neutral: 16%
  - Less Important: 7%
  - Not Important: 4%
  - Don't know: 5%

- **Sami culture**
  - Very Important: 25%
  - Important: 31%
  - Neutral: 13%
  - Less Important: 10%
  - Not Important: 6%
  - Don't know: 6%

- **Silence**
  - Very Important: 19%
  - Important: 26%
  - Neutral: 25%
  - Less Important: 15%
  - Not Important: 11%
  - Don't know: 6%

- **Outdoor/sport activities**
  - Very Important: 33%
  - Important: 28%
  - Neutral: 20%
  - Less Important: 10%
  - Not Important: 7%
  - Don't know: 7%

- **Wild animals**
  - Very Important: 28%
  - Important: 32%
  - Neutral: 22%
  - Less Important: 9%
  - Not Important: 5%
  - Don't know: 5%

- **Events**
  - Very Important: 6%
  - Important: 11%
  - Neutral: 23%
  - Less Important: 23%
  - Not Important: 30%
  - Don't know: 7%

- **Meeting friends and relatives**
  - Very Important: 8%
  - Important: 6%
  - Neutral: 13%
  - Less Important: 12%
  - Not Important: 40%
  - Don't know: 21%

- **Shopping**
  - Very Important: 5%
  - Important: 6%
  - Neutral: 20%
  - Less Important: 23%
  - Not Important: 40%
  - Don't know: 6%

- **Night life**
  - Very Important: 4%
  - Important: 5%
  - Neutral: 14%
  - Less Important: 21%
  - Not Important: 47%
  - Don't know: 9%
Reasons to visit Lapland

68% consider animal-based activities (e.g. dog sledding and reindeer safaris) as a very important or important reason to visit Lapland.

These activities are more important for:

- Tourists from The British Isles
- Families with children
- Age group 35–44 years
Consumer behavior

Photo: José-Carlos García-Rosell
Consumer preferences

- I prefer products and services from local companies
  - Strongly agree: 32%
  - Agree: 39%
  - Neither agree nor disagree: 23%
  - Disagree: 5%

- I'm interested about the origin of the raw materials of the goods I consume
  - Strongly agree: 21%
  - Agree: 36%
  - Neither agree nor disagree: 31%
  - Disagree: 8%

- I always choose environmentally friendly products
  - Strongly agree: 18%
  - Agree: 32%
  - Neither agree nor disagree: 39%
  - Disagree: 8%

- I support non-governmental organisations (NGOs) (eg. voluntary work, donations)
  - Strongly agree: 19%
  - Agree: 30%
  - Neither agree nor disagree: 32%
  - Disagree: 14%
  - Strongly disagree: 5%

- I pay attention to ecolabels in my purchasing decisions
  - Strongly agree: 16%
  - Agree: 33%
  - Neither agree nor disagree: 33%
  - Disagree: 14%
Consumer preferences

TOURISTS ARE MAKING VALUE-DRIVEN CHOICES AS...

71% prefer products and services from local companies
57% show concern about the origin of the raw materials of the goods they consume
50% prefer environmentally friendly products
49% support non-governmental organizations or charities
49% pay attention to ecolabels in their purchasing decisions
Participation in animal-based activities during the last three years

<table>
<thead>
<tr>
<th>Animal-based activity</th>
<th>None</th>
<th>1-2 times</th>
<th>3-4 times</th>
<th>5 times or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo</td>
<td>26%</td>
<td>53%</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>Animal-based activity (e.g. dog sledding or elephant safari)</td>
<td>29%</td>
<td>58%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Marine Park (e.g. Aquarium)</td>
<td>39%</td>
<td>48%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Wild animal safaris</td>
<td>53%</td>
<td>39%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Hunting and fishing</td>
<td>74%</td>
<td></td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Animal competition (e.g. horse racing)</td>
<td>81%</td>
<td></td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Animal fighting (e.g. bullfighting)</td>
<td>96%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Participation in animal-based activities during the last three years

**TOURISTS PARTICIPATE IN ANIMAL-BASED ACTIVITIES ONLY OCCASIONALLY, AS...**

- **approx. 20 %** has regularly (at least once a year) visited a zoo, attended an animal-based activity and/or visited a marine park
- **approx. 50 %** has attended a wildlife safari
- **approx. 20 %** has attended an animal competition (e.g. horse racing)
- **approx. 5 %** has attended an animal fighting (e.g. bullfighting)
Perceptions and attitudes towards animals and animal-based tourism
Animals and their status in society

- I have affection for individual animals (e.g. pets)
  - Strongly agree: 62%
  - Agree: 21%
  - Neither agree nor disagree: 12%

- I find beauty and meaning in animals
  - Strongly agree: 57%
  - Agree: 28%
  - Neither agree nor disagree: 12%

- I am concerned about the rights and treatment of animals in today’s society
  - Strongly agree: 51%
  - Agree: 32%
  - Neither agree nor disagree: 13%

- I am interested in scientific information about animals
  - Strongly agree: 26%
  - Agree: 30%
  - Neither agree nor disagree: 29%
  - Disagree: 13%

- The use of dead/living animals is necessary to meet human needs
  - Strongly agree: 16%
  - Agree: 26%
  - Neither agree nor disagree: 31%
  - Disagree: 14%
  - Strongly disagree: 13%

- I dislike and/or feel afraid of animals
  - Strongly agree: 11%
  - Agree: 13%
  - Neither agree nor disagree: 70%
### Animals and their status in tourism

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animals must be provided with adequate food and medical care</td>
<td>77%</td>
<td>14%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The mistreatment of animals must not be allowed under any conditions</td>
<td>79%</td>
<td>10%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animals must be able to express their natural behavior</td>
<td>61%</td>
<td>23%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animals are important for learning about local culture</td>
<td>39%</td>
<td>31%</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animals play an essential role in the creation of nature experiences</td>
<td>41%</td>
<td>29%</td>
<td>23%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Animal enclosures must contain stimulating objects and activities</td>
<td>42%</td>
<td>20%</td>
<td>23%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>(e.g. toys, mates)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animals used in tourism must be well-trained</td>
<td>30%</td>
<td>26%</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Animals must not constitute any risk for the tourists</td>
<td>27%</td>
<td>23%</td>
<td>31%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Close contact with animals is important (e.g. feeding, petting)</td>
<td>16%</td>
<td>20%</td>
<td>32%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Animals must always be visible and easy to photograph</td>
<td>9%</td>
<td>12%</td>
<td>33%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>The use of animals in tourism is necessary for human entertainment</td>
<td>12%</td>
<td>31%</td>
<td>26%</td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>
Tourists are concerned about the status of animals also in tourism. However...

- Animal owners find deeper meaning in animals more often and they also are more concerned about treatment of animals in today’s society.

- Those living in urban areas are more concerned about the good training of the animals used in tourism. Those living in rural areas in turn agree more that animals should be able to express their natural behavior.

- Asian, Southern and Eastern Europeans agree more that close contact with animals and their presence for photographing is important. Furthermore, they agree more that animals should not constitute any risks for tourists.
Use of animals in tourism is acceptable as long as their welfare is not neglected

“Animals (e.g. huskies, reindeer) make travel experience more unforgettable, but I agree that they should be treated well (e.g. enough rest).”

“I do not like to participate in activity that requires animals to overwork.”

“No cruelty should be allowed. Tourists should understand what impact is made on animals when they are used in tourism.”

“Company X should be closed down! A terrible environment for the dogs.”

*The quotes are taken from the answers of the open-ended question which was in the end of the questionnaire.
Use of animals in tourism is unacceptable

“No matter what kind of activity, animals should not be used for any kind of benefit.”

“The use of huskies is deplorable. They are thin, tired and don't have a place for recovery. I have Galgos that have been rescued from maltreatment.”

“Personally, I don't like activities such as reindeer and husky sledding. Animals are supposed to have freedom and their own living environment.”

*The quotes are taken from the answers of the open-ended question which was in the end of the questionnaire.
There should be more information available on practices in animal-based tourism

“I hope that animal-based activities can give tourists more time to know about animals' life, food and training activities. I think that these are very interesting and can make us to know better animals and their daily life.”

“I would like to see more of correct feeding and right treatment of animals through videos, photos etc. to ensure it is ok.”

“Often we are probably unaware of the true welfare of animals we see. But we need to be aware of and educated about animals. Therefore it is necessary, but needs control.”

*The quotes are taken from the answers of the open-ended question which was in the end of the questionnaire.*
Communication channels through which the tourists wish to get information on animal welfare

- Staff of local tourism companies: 52%
- Brochures, websites and social media channels of local tourism companies: 50%
- Local tourism information office (e.g. brochures, website and social media): 40%
- Animal welfare related logos and labels awarded to tourism companies: 35%
- Non-governmental organisations focused on promoting animal rights: 32%
- Tourism-related magazines: 18%
- Tourism-related online discussion forums and blogs: 18%
- Newspapers: 16%
- Travel Fairs: 8%
- Other, what?: 3%
Viewpoints on animal-based tourism in Lapland
Viewpoints on animal-based tourism in Lapland

• Tourists buy ready-made travel packages from a tour operator most commonly.

• Social media is clearly the most common channel where tourists search information about Lapland before their trip.

• Animal-based activities and seeing wildlife are important reasons to visit Lapland.

• Tourists are making value-driven choices as they often prefer locally produced and environmentally friendly products and services.
Viewpoints on animal-based tourism in Lapland

- Tourists mainly have positive attitude towards animal-based tourism but taking care of animal welfare is more important for them than the entertainment value of animals. Some tourists have critical attitude towards all animal-based tourism which concerns also Lapland. For some it is important that there would be more information available.

- Local level tourism operators - especially entrepreneurs and their staff - have an essential role in communication of animal-based tourism.

- Tourist’s nationality, age, residence and animal ownership are only in some cases explanatory factors behind the differences of their attitudes. Gender, educational stage and income level do not have an impact.
For additional information

José-Carlos García-Rosell, jgarcia@ulapland.fi
Mikko Äijälä, mikko.aijala@ulapland.fi

Multidimensional Tourism Institute
Viirinkankaantie 1, FI-96300 Rovaniemi
tourism.luc.fi

www.matkailuelaimet.fi  www.animaltourismfinland.com

matkailuelaimet  Animal Tourism Finland  @animaltourfi