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NGOS FOSTERING ALTERNATIVE TOURISMECONOMIES
Sleeping outdoors campaign as a case of proximity tourism

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Abstract

The pursuit of continuous growth, private benefits, and wealth that manifest in our capitalist economic practices has created global issues that have degraded the comprehensive socio-ecological well-being on this planet. The parameters for measuring and presenting value in the tourism industry have for long leaned heavily on economic quantities and indicators which has drawn value away from incommensurable commons involved in or affected by tourism, such as well-being, communality, and biodiversity (Cave & Dredge, 2018; Veijola, 2020a). The increase of sustainability concerns in recent years, in addition to the COVID-19 pandemic, have turned tourists', governments' and researchers' gazes towards alternative ways to organize and practice tourism. Additionally, researchers are calling for reframing the economy to include alternative economic practices that can help to solve the issues of the prevailing capitalist economy.

This thesis aims to explore these alternative ideologies and build an understanding of the role of Finnish non-governmental organizations (NGOs) as fosterers of alternative economic processes within the tourism realm and as contributors of proximity tourism as a new commodity. To achieve the goal, this thesis examines the Sleeping outdoors campaign, organized by Suomen Latu – The Outdoor Association of Finland in a context of alternative economies. The campaign was studied as a case by omitting a qualitative research approach and using an instrumental case study design. The research data consisted of focused semi-structured interviews conducted with the campaign representatives and documents collected from the representatives and online sources. The data was analysed using theory-guided content analysis.

The thesis demonstrates that the way in which the NGOs contribute to alternative tourism economy is through fostering diverse, low-threshold practices, that emphasize care, cooperation, communality, and nature appreciation. Their work fosters reciprocal connections between humans and nature, as well as between humans and their communities, which open a space where alternative ideologies and economies can gain ground. Through their act of commoning, the NGOs are claiming, maintaining and sharing commons which help people to understand the shared benefits and responsibilities related to the contemporary use of natural environments. With their operations, the NGOs are creating spaces for unlearning unsustainable structures of tourism economies and for rethinking tourism in local contexts while shifting the focus from personal benefits to the well-being of others. By shedding light on these multileveled operations of Finnish NGOs, this study enables to contribute to the process of revealing the diversity of the economy and show how seemingly marginalised actions can have profound effects.

Key words: alternative economies, commons, proximity tourism, non-governmental organizations, communality, cooperation

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1. INTRODUCTION

1.1 A call for an alternative tourism economy

New innovations, wealth, and individual freedom are some aspects that have strengthened the prevalent belief that our growth-focused economies are well-organized, well-structured and functional (Parker, Cheney, Fournier & Land, 2014, p. 3). However, it is becoming increasingly apparent that the way in which the economy is organized is causing tremendous harm to the well-being of our social and natural ecologies (Phillips & Jeanes, 2018, p. 695). Due to the growing reliance on fossil fuels and highly industrialized forms of agriculture, human activities are now damaging the systems that have previously kept the Earth in a stable environmental state (Rockström et al., 2009, p. 472). The anthropogenic climate change that is caused by these human activities on top of the dominant focus on individual desires is damaging not only the natural environment but also our social and economic well-being by fostering inequality, poverty, and the ‘othering’ of certain groups of people (Phillips & Jeanes, 2018, pp. 695, 697). These interlinked ecological, social, and economic crises are calling for alternative ways of social organizing in this world.

Tourism has become a major national and regional economic activity in industrialized countries, and its significance manifests in nations’ economic structures, having advanced to an economic mainstay in various countries (Smith & Eadington, 1992, p. 2). In Finland, especially in the northern sparsely populated areas, tourism has been viewed as a prosperous field of economy and creating resort-style destinations has transformed local geographies in various areas (Kulusjärvi, 2019, p. 1). The industry has indeed become a major employer and taxpayer worldwide and thereby altered the very nature of social, political, and economic interactions, establishing its presence in administrative territories (Smith & Eadington, 1992, p. 2). The explosive growth of the industry is due to many correlative factors, from which several, such as increased income and leisure time of the relatively wealthy, are for the most part by-products of global capitalism (Bianchi, 2011, p. 6). The connections between tourism phenomenon and economy are therefore reciprocal and manifold, and one could argue that changes in one would generate changes in the other. Hence, exploring the possibility of altering the economy through alternative tourism practices and structures could offer meaningful insights in the process of solving the issues of our capitalized economy.

Tourism industry is currently focusing heavily on economic impacts and pursues economic benefits, resulting in a lack of control of ecological, political, social, and cultural impacts linked to tourism activity (see e.g. Cave & Dredge, 2018). In this thesis I am approaching this issue by exploring the possibilities to alternate and deconstruct these unsustainable tourism structures and contribute to the process of finding alternative, more sustainable ways to practice tourism with a wider attention to its multileveled impacts. This task is approached by exploring the role and work of Finnish non-governmental organizations (NGOs) in establishing alternative ideologies, opportunities and practices to enable people to gain tourism experiences in their proximate natural areas. The aim is to see how the work of these NGOs could presumably help to steer both the tourists's and the industry's focus towards alternative economic aims such as comprehensive well-being and communality instead of economic benefits and continuous growth.

1.2 The study objective and research questions

This thesis is a case study of the “Sleeping outdoors” -campaign (Nuku yö ulkona -kampanja), which is an annual, recreation-oriented campaign organized by Suomen Latu – The Outdoor Association of Finland. The aim of the campaign is to encourage and challenge people to sleep outdoors for one night in their desired location in order to help discover their preferred way to enjoy nature (Nuku yö ulkona, n.d.). The objective of the thesis is to provide insight into the nature and effects of this campaign and see how Finnish NGOs can contribute to the construction of a more sustainable tourism industry by maintaining, sharing, and creating alternative tourism practices and ‘commons’ in addition to supporting socio-ecological well-being. With this thesis, I aim to contribute to the deconstruction of the unsustainable structures of our current tourism industry and increase understanding of alternative, non-capitalist practices and ideologies for rebuilding the industry to include goals other than economic growth.

I investigate the Sleeping outdoors campaign as a case of proximity tourism to shed light on how the campaign contributes to the rise of alternative tourism practices, for which proximity tourism works as a core example. I apply a case study framework that entails studying a contemporary phenomenon within its real-life context while serving the desire to understand complex social phenomena on a deeper level (Yin, 2003, p. 13). The aim is to conduct a holistic analysis of the case to understand its role and effects in fostering ideologies of an alternative economy and establishing proximity tourism as a plausible “new normal” in the tourism industry.

This thesis aims to answer the question, *how are non-governmental organizations contributing to the construction of alternative economies in tourism?*

More specifically, this thesis aims to empirically explore (1) how alternative tourism practices and ideologies are created, maintained, and shared in the Sleeping outdoors campaign, (2) how non-governmental organizations are caring for commons and overall well-being, (3) what the role of non-governmental organizations is in establishing proximity tourism and (4) how fostering and establishing proximity tourism can help to deconstruct unsustainable structures of the tourism industry.

This thesis focuses on forming a deeper understanding of the impacts that non-governmental organizations can have in the reconstruction and reframing of current growth-focused, capitalized structures in tourism and western economies. The non-profit nature of these organizations and their focus on alternative benefits, rather than monetary income, while creating various nature-based activities and possibilities make them a highly suitable candidate for investigating the diversity of tourism economies. Since the findings of this study are based on a singular case, I am aware of the resulting limitations and uncertainties. Yet, the aim of this study is not to uncover or claim any grand revolutions but instead, following the aims set out by Phillips and Jeanes (2018, p. 698), to present an example of an alternative case of tourism economy and contribute to revealing small-scaled – yet meaningful – processes, that stress the importance of local context, community and renewed civic life. Change in bigger, rooted ideologies will not happen overnight or with one study, but with small examples and by focusing on what *can* and what *is* being done for developing alternatives (Phillips & Jeanes, 2018, p. 704), it is possible to turn the gaze towards the possibilities nested in economic and societal processes. Searching for ways in which it could be possible to establish proximity tourism as a commonly acknowledged and attractive tourism form could presumably support the fulfilment of ecological, political, cultural, social, and economic sustainability in the tourism realm and therefore contribute to the reconstruction of our current economic structures and aims.

1.3 Previous research on alternative economies and tourism

The twentieth-century capitalism and the environmental and social issues that have emerged as a result of growth-oriented economic ontologies have caused pronounced concern in discussions

related to the current state of our economy (Cave & Dredge, 2018; Gibson-Graham, Cameron & Healy, 2013; Parker et al., 2014; Phillips & Jeanes, 2018). Scholars from different disciplines have addressed the urgent need for alternative ways of living in a world where the capitalist market economy continues to degrade our social and natural ecologies and drives us to cross our planetary boundaries continuously (Gibson-Graham, 2006; Rockström, et al. 2009). Although the issues caused by our westernized economy have already been made visible by various disciplines, economic growth still remains as the way of justifying unsustainable actions, as the growth is seen as needed to secure jobs, to provide capital for welfare states and to achieve happiness and good life (Joutsenvirta, Hirvilammi, Ulvila & Wilén, 2016, p. 12; Svenfelt et al., 2019, p. 2). However, as the ecological problems and income differences have escalated due to reliance of growth, it is clear that this current ethos is hindering the maintenance of the overall well-being (Jakonen & Silvasti, 2015, pp. 13–14; Joutsenvirta et al., 2016). Therefore, reforming economic thinking and politics on a deeper level, exploring alternative futures and creating a new outlook on the purpose and direction of our economy has been called for (Jakonen & Silvasti, 2015; Joutsenvirta et al., 2016; Svenfelt et al., 2019)

The theoretical debate regarding alternative economies originates from the times of Marx, Engels, and Proudhon when the debate concerned the cooperative economy as a challenger of the dominant capitalist economy (Gritzas & Kavoulakos, 2015, p. 1). Since the 1980s, alternative economies have become even more prominent in interdisciplinary discussions and social scientists have begun to theorize alternative economic practices (e.g. Gritzas & Kavoulakos, 2015, p. 2; Holloway, 2002). This change has also transferred into the realm of tourism and some tourism research scholars have begun to address the need for unlocking diverse economies and reframing of tourism practices (e.g. Cave & Dredge, 2018; Mosedale, 2011a). In addition, many of tourism actors working in the industry truly value conservation of natural and cultural environments, but these aims do not correspond to the reasonings of the dominant growth-focused development in tourism governance (Kulusjärvi, 2019, p. vii). Therefore, a call for alternative ontologies that consider tourism as something more than profit, jobs, and growth is much needed, especially considering that tourism is one of the major contributors to climate change and other social and natural ecology issues (Cave & Dredge, 2018, p. 473; UNWTO, 2019).

Although there has been an increase in interest towards sustainability in tourism (Triachi & Karamanis, 2017a), scholars such as Mosedale (2011a; 2011b) have noted a lack of interest in and discovery of alternatives to capitalism within tourism due to the dominance of ‘alternative tourism

forms' in sustainability discussions. He hypothesized that having the interest solemnly in different alternative forms of tourism rather than changing the economic interest behind tourism practices will not solve the issues of capitalism in the tourism economy. Additionally, Kulusjärvi (2019, p. 4) has pointed out the lack of agreement on types of relational economic processes that should be utilized to foster sustainability values in tourism development and transformations. Furthermore, Bianchi (2018, p. 89) has noted how emphasizing "issues of scale (i.e. 'mass' vs 'alternative' tourism) over the economic and political relations of power – has diverted consistent analytical focus on the forces of accumulation and configurations of class and institutional power that shape the structures and distributional outcomes of tourism development". He also noted that due to the various theoretical perspectives in critical tourism research, conceptual vagueness and theoretical inconsistency are aspects that can hinder the needed economical changes in tourism. These scholars raise the importance of focusing on the economic aspects of tourism practices in order to foster the sustainability in the industry and thus, this thesis aims to shed light on them, while focusing on alternative, non-capitalist aims and motivations.

1.4 Topicality of the study: The COVID-19 and proximity tourism

The research focus and my decision to focus on proximity tourism as a framework through which changing the current structures of tourism economy is studied was largely affected by the global status quo. The COVID-19 pandemic spread across the world at the beginning of 2020 and caused a global health crisis, creating major impacts on people's lives on multiple levels as well as on the economy worldwide (Romagosa, 2020, p. 690). Tourism is one of the sectors that has been most affected by the pandemic (UNWTO, 2021) and the current changes have altered the ways in which people are traveling and mobilizing in general. Global travel restrictions, mobility regulations, and nationwide lockdowns have tremendously decreased tourism activities and air traffic, which has had severe impacts particularly on the livelihoods of small tourism businesses as well as women, youth, and people working in the informal economy (UNWTO, 2020). The global situation has evolved to a socio-economic crisis and due to the unstable nature and magnitude of the pandemic, predicting its long-term impacts and the future of tourism is seemingly close to an impossible task (Rantala & Salmela, 2021; Romagosa, 2020, p. 690).

National authorities, with the help of experts from various disciplines, are currently working to anticipate the possible outcomes of the crisis in order to tackle both the issues we are facing today

as well as the possible future concerns. Although the main focus is on safety and managing the virus, several scholars and experts have noted that the predominant global state has offered a “time-out” to humankind and a possibility to create “alternative scenario paths” that are formed based on the actions we take in the current moment (Strand & Petelius, 2020, p. 7). This has also created a space for evaluating alternatives and rethinking current tourism structures (e.g. Gössling, 2020; Romagosa, 2020, p. 691; UNWTO, 2020). The issues of mass tourism (Smith & Eadington, 1992) and the impacts of aviation on climate change are well-documented and renowned, but these issues have often been downplayed (Gössling, 2020, p. 2). According to Heiskanen, (2020, p. 104), the sudden deconstruction of common tourism structures can offer a space for changing the recreational customs of consumers on the whole. In addition, she suspected that finding alternative tourism forms could contribute to sustainable development if they would have a meaningful connection to the ongoing aim to tackle climate change but acknowledged that this still requires more research.

Solo tourism (Leith, 2020), the increased use of social media and virtual reality to gain tourism experiences (Pestek & Sarvan, 2020; Teles da Mota & Pickering, 2020), and proximity tourism (Romagosa, 2020) are some of the current trends that could potentially work as alternatives while living in the “new normal”. Proximity tourism is a form of tourism that indicates traveling to local and near-home destinations and emphasizes short travel distances and lower-carbon modes of transportation (Jeuring & Diaz-Soria, 2016; Rantala, Salmela, Valtonen & Höckert, 2020). Yet, proximity tourism does not only focus on geographical distance as it fosters an idea of seeing the everyday, mundane surroundings from a different perspective, adopting a touristic mindset in familiar places and experiencing unfamiliarity in one’s proximate environment (Jeuring & Diaz-Soria, 2017).

The increase in popularity of proximity tourism in 2021 is in some way almost inevitable, as it has been one of the safest alternatives for international tourism during the pandemic (Rantala & Salmela, 2021). In Finland, demand for rental cabins has risen exceptionally high during the past year and people are increasingly longing for nature experiences and activities close to their homes (Rantala, 2021). Domestic and proximity tourism have served as a “silver lining” for many tourism businesses and entrepreneurs in the current crisis and some tourism entrepreneurs have even had a record number of visitors last summer due to the domestic tourism boom in Finland (e.g. Rantala, 2020). Additionally, from an ecological viewpoint, a decrease in air traffic has cut down carbon emissions massively, and therefore its usefulness and importance should be evaluated and considered from a socio-ecological viewpoint (Gössling, 2020). Although the negative impacts of

the pandemic to tourism have been inevitable, tremendous and very visible, it might have helped to start the needed discussion about the alternative ways of practising tourism in a changing world.

1.5 Structure of the study

This study is structured as follows: after this introduction, in chapter 2, I present the theoretical framework by shedding light upon the theory of alternative economies as well as by presenting the main theoretical concepts related to this research. The following chapter (3) is dedicated to the methodological aspects of the study where I describe the practical means that were considered when data collection and analysis were conducted. Additionally, in the same chapter, I present the case of this study, that being the Sleeping outdoors campaign, and describe the background, policies, and aims of the campaign. At the end of the chapter, I consider the ethical aspects related to my research. Chapters 4, 5 and 6 are dedicated to the research findings as a result of the data analysis and in chapter 7 I will discuss these findings in relation to my theoretical framework and more precisely evaluate the effects of the campaign on proximity tourism and on the establishment of alternative tourism economy. In the final chapter 8, I will draw my final conclusions and evaluate the success and limitations of my study and furthermore, the need for additional research on this topic.

2. THEORETICAL FRAMEWORK – ESTABLISHING AN ALTERNATIVE TOURISM ECONOMY

2.1 Alternative and diverse economies

The rise of the theoretical debate on alternative economies stems from the issue regarding the prevalent way of thinking and justifying our economic behaviour. The current economic thinking and actions are guided by a set of varying beliefs, in which a predominant one is that economic growth is desirable and helps to improve the quality of life of all humans (Gibson-Graham et al., 2013). This way of thinking treats ecologies as resources, measured primarily by their market value and the more-than-human world is seen as external to our economic lives (Gibson-Graham & Miller, 2015). These beliefs create stories that shape the way we feel, act and navigate in the world around us and therefore they significantly affect the conditions that we all live in (Hinton & Maclurcan, 2019, p. 127). Yet, these current stories of the economy fail to resemble the truth as it has been shown that the growth-based economic system is hindering overall, collective well-being and is flawed in many ways (Joutsenvirta et al., 2016).

Private ownership of businesses and their ‘for-profit’ methods of operating are pivotal aspects of capitalism and in order for this capitalist system to keep running, the economy has to keep growing (Hinton & Maclurcan, 2017, pp. 147–148). As the world and its resources are limited, the for-profit accumulation of property and wealth has driven us into a social and ecological crisis and, based on an analysis prepared by Turner (2008), we are heading towards a collapse of this system by the year 2050. Gibson-Graham, Cameron and Healy (2013) have also widely addressed the issues that arise as a result of treating our economy as a growth-fueled machine. According to them, when the economy is treated as a self-organizing device, we overlook the consequences of industrial production for other beings and the environment, the overuse of natural resources, and the issues of economic inequality. Furthermore, people might misleadingly see their role solely as consumers when in reality they can contribute economically in other ways, by understanding the value of products and services produced in homes and communities (see Gibson-Graham, 2008; Gibson-Graham et al., 2013). In order to discard those unsustainable ideologies related to our economies, these scholars are calling for ‘reframing the economy’ and finding ways to reflect the wider reality in which all the things we do for the well-being of our households, communities, and nations are considered. Along the same lines, Phillips and Jeanes (2018) highlight the need for organizing

people and societies differently and in a way that social and natural ecologies align better with natural systems creating ecologically sustainable and socially just alternatives.

As a result of this wide realization of the unsustainability of standard economic structures, new stories have emerged and people across disciplines have started to address alternative economic pathways that could lead us towards an amended version of the economy. Hinton and Maclurcan (2017; 2019) have addressed the interconnectedness and complexity of the world and introduced a 'not-for-profit' -model for businesses for the future. Additionally, they highlight how the world is increasingly oriented towards collaboration and sustainability and therefore this capitalist system is becoming continuously less timely (Hinton & Maclurcan, 2019, p. 160). In the field of economic geography, one of the trailblazers of alternative economy research has been J.K. Gibson-Graham, who has initiated discussions about how the economy could be organized differently and introduced the concept of diverse economies as an alternative to the common outlook that capitalism is the only functional way to organize the economy (Cave & Dredge, 2018; Gibson-Graham, 1996; Gritzas & Kavoulakos, 2015). Diverse economies as a theoretical concept offers a base from which it becomes possible to ethically explore the choices we make to organize the economy and its future as "either a singular inevitability or a field with a variety of potentials that is open to experimentation" (Roelvink, St. Martin & Gibson-Graham, 2015, p. 1). On the other hand, the term 'alternative economies' refers to a set of processes of production, exchange, ownership and consumption that in some way differ from the mainstream economy (Healy, 2009, p. 338). In this study, I utilize the concept of alternative economies to describe and explore the alternative processes and values involved in the work conducted by non-governmental organizations.

2.2 Commons

Closely connected to, and intertwined with, the idea of alternative economies is the issue of privatization of property and how it affects the way people value things that are pivotal for their well-being. Inside every community, large or small, there are assets shared among the community members that are essential for their well-being on a basic level; things like soil and minerals of public lands, clean air, sunlight, the atmosphere, water, fisheries, nature preserves as well as knowledge and cultural resources (Bollier, 2014; Gibson-Graham et al., 2013; Walljasper, 2010). These 'commons' are not (initially) owned by any particular party and therefore they might often be taken for granted and not cared for as private property is predominantly getting the bulk of people's

attention and care (Gibson-Graham et al., 2013, pp. 125–126). People might misleadingly have a perception that these commons can be used and consumed freely without consequence and therefore lack a sense of responsibility when it comes to taking care of them.

Commons as a concept can be slightly baffling as it is both the singular and plural of the term, so for clarity I will define the term before moving forward. The term commons comes from an old word meaning ‘what we share’, referring to a wealth of valuable assets that belong to everyone (Walljasper, 2010, p. 1). The commons have been around since the beginning when hunter-gatherers harvested everything they needed from their surrounding environment and territories were shared by the members of the tribe (Barnes, 2014, p. 15). With the development of human agriculture came private property but it wasn’t until the beginning of the modern era when the enclosure of the commons became more general (Linebaugh, 2015). Commons can be both material and immaterial assets that arise whenever a community decides to share and manage a resource in a collective way with the emphasis on equitable access and use (Bollier, 2014, p. 11). To summarize, as noted by Bollier, “a commons is *a resource + a community + a set of social protocols*” (2014, p. 15). The process of turning resources into commons is result of a process where unsustainable use of a resource is limited while simultaneously, sustainable use is granted. This process of defining roles of benefit and care is called commoning (Healy, 2018). This differs from privatization as here the resource is shared and managed rather than owned. It also emphasizes the activity that is related to commons and portrays them as more than just merely as resources or ideas (Linebaugh, 2015). Overall, the core idea of commons is that anyone can use them, as long as they are managed in a way that they will maintain themselves and offer benefits for people in the future equally (Walljasper, 2010).

In an article published back in 1968, Garrett Hardin describes profoundly the tragedy related to commons and the human population, following the issue introduced by mathematician William Foster Lloyd in 1833. Maximizing the benefits of more than one individual party at a time is not mathematically possible, but we humans, as rational beings, seek to maximize the gains for ourselves, whether it’s measured with wealth, happiness, or success (Hardin, 1968, p. 1244). If each individual aims to maximize these benefits for themselves, we reach a state where the benefits will be inherently divided, and inequality becomes inevitable. Likewise, as we live in a finite world with finite commons, the endless pursuit of benefits will eventually result in global suffering in all societies, which we all are part of (Gibson-Graham et al., 2013). In other words, our pursuits of wellness and happiness can eventually create our own future unhappiness.

As the market economy currently overshadows our perception of the worth of everything around us, people are grabbing portions of these shared commons and claiming them as their private property, which creates inequality among communities (Walljasper, 2010). This is the underlying problem related to commons, and the current economic system seems to deny the outcome that we are heading towards. People are ‘locked’ into this system that drives them to increase personal benefits without limitation, regardless of future costs, in a world that is incorrigibly limited (Barnes, 2006; Hardin, 1968, p. 1244). Therefore, although there have been major technological advances in terms of more sustainable development (see Beder, 2000), a change of paradigm related to private property and commons is crucial in order to shift the emphasis onto things that we share rather than focussing on things that we own. The act of commoning encapsulates this task as it draws on the network of relationships in which people take care of one another and shifts the thinking from the prevailing, “you are on your own” -ethic, to “we are in this together” (Ristau, 2011).

Healy (2018) has referred to commons as one of the key ideas that can be utilized when developing postcapitalist politics. According to Linebaugh (2015), commoning is the antithesis of capitalism, and the regime of the commons enables people to live without the oppression and exploitation related to the capitalist economy. The commons is a practical paradigm consisting of self-governance, resource management, and living well in harmony with our surroundings (Bollier, 2014). It can be viewed as a parallel, an alternative economy that slowly, but surely, reveals the possibilities of a reinvented economy and a world that is built together (Gibson-Graham et al., 2013). Although literature and knowledge about commons is increasing, the concept is still relatively unknown, especially in tourism research literature, and according to Bollier (2014, p. 3), naming the commons is crucial in order to reclaim them. Reclaiming and rediscovering the commons refers to a process of transforming unmanaged and open-access planetary resources into commons in order to manage and take care of them in a more systematic way (Gibson-Graham et al., 2013).

2.3 Proximity tourism as an alternative

Mass tourism started developing after the Second World War when the sustained economic growth provided by Western countries offered the possibility for the middle-class to explore the world through traveling (Smith & Eadington, 1992, p. 1; Theng, Qiong & Tatar, 2015). Coming to the twentieth century, this has resulted in various environmental, socio-cultural, and economic issues

including the over-exploitation of tourism resources, conflicts between natural and constructed tourism resources (Smith & Eadington, 1992, p. 7), environmental degradation (Puhakka & Saarinen, 2013, p. 413) and impoverishment of biodiversity (Triachi & Karamanis, 2017b, p. 5). Likewise, the capitalist means in tourism have taken away the attention from the line-up of alternative economic spaces in which meaningful non-financial resources such as social capital, creativity, and community cohesion can be created and maintained (Cave & Dredge, 2018, p. 474). Consequently, alternative forms of tourism emerged to counter the issues created by mass tourism. Of these, I selected proximity tourism to subject to further investigation in this study, with the intention to shed light upon the alternative economic practices this form of tourism can manifest.

According to Rantala, Salmela, Valtonen and Höckert, (2020, p. 1), proximity tourism is often referred to a tourism form that favors traveling locally with short distances and with low-carbon means of transportation. It builds on a relative perspective in a physical spatial sense as it encases a paradoxical experience of touristic otherness in familiar places (Jeuring, 2017, p. 18). Proximity tourism lacks a precise definition because ‘proximity’ is an exceedingly relative concept. Geographically, proximity is related to kilometres or miles (Díaz Soria & Llurdés Coit, 2013), which is arguably the most common perception of proximity when the concept is used. Cultural proximity refers to the distance and similarity between cultures and cultural elements (Staubhaar, 2003) and in organizational proximity the distance is measured by similarity of rules and routines in behaviour as well as set of beliefs (Torre & Rallet, 2005). In tourism, proximity is often referred to as tourism that takes place in usual surroundings (Díaz Soria & Llurdés Coit, 2013). These and several other forms of ‘proximity’ definitions have been interpreted in divergent ways which highlights the importance of defining the term in proximity-oriented studies. Although the definition for proximity tourism is always relative, it situates itself in a certain framework, that emphasises more sustainable ways of traveling as it does not burden the environment similarly to air travel (Satakangas, 2020). In this study I am approaching proximity tourism as a key tourism trend and part of a ‘steady state tourism’ paradigm that has a less emphasis on capitalist goals such as growth and gross domestic products and more emphasis to a balance between ecological costs and economic benefits and qualitative development (see Hall, 2009).

Even before the COVID-19 pandemic, the popularity of proximity tourism and near-home travel experiences have increased greatly in a short period of time. The global financial crisis in 2008 was an instance that jump-started the growth of proximity tourism as it affected the ability of people to travel to far-away destinations and marketing tourism to locals was seen as a way to keep people

spending money in their home region instead of overseas (James, Ravichandran, Chuang & Bolden III, 2017). Additionally, the increased awareness of the impacts of tourism to the environment as well as the growing appreciation towards nature has made proximity tourism manifest itself as a more sustainable option to international tourism (Rantala et al., 2020; Romagosa, 2020). Spontaneous trips to nearby surroundings offer new opportunities, especially during these exceptional times, to satisfy the needs related to personal development, social relationships, variation and reinvigoration (Petrisalo, 2011, p. 9). Proximity tourism as an alternative tourism form has additionally been seen as a strategy for beating tourism's seasonality issues, increasing the value of the common environment by using environmentally sustainable means of transportation and socialising with local residents (Díaz Soria & Llurdés Coit, 2013; Rantala et al., 2020).

Although proximity tourism has gained popularity in the 2000s, tourism industry still carries a narrative of going abroad and gaining non-usual experiences in non-usual places (Díaz Soria & Llurdés Coit, 2013; Jeuring & Haartsen, 2017). Places near home may be seen as too familiar or mundane to fulfil the touristic needs and therefore be can viewed as unattractive destinations for a holiday (Jeuring & Haarsten 2017). This is arguably the main reason hindering proximity tourism reaching its full potential. However, in the globalizing world, what is "usual" does not always refer to what is "close" as knowledge of remote places is nowadays fairly easy to access (Díaz Soria & Llurdés Coit, 2013, p. 303). As Rantala et al. (2020) have noted, proximity tourism is not only about distance, but it fosters an ideology of experiencing proximate, everyday surroundings from a new perspective. When familiar places are presented and viewed from a new and different angle, it enables people to rebuild both their own identities as well as the places they inhabit (Jeuring & Haartsen, 2017, p. 137). This could change the way people perceive themselves as tourists and locals as well as affect the way destinations operate and to whom they offer their tourism services.

2.4 NGOs as alternative tourism organizers

According to Barin Cruz, Alves and Delbridge (2017), the majority of the current literature in the field of organizational studies that concern the debate on organizing alternatives to capitalism has narrowed the gaze towards 'alternative organizational forms'. These studies have aimed to understand the types of alternative organizational forms and their business models and development processes (e.g. Smith, Gonin & Besharov, 2013; Zanoni, Contu, Healy & Mir, 2017). Furthermore, studies have explored the objectives and impacts of alternative organizational forms (e.g. Paraque & Willmott, 2014; Stephan, Patterson, Kelly & Mair, 2016). Preceding research has mainly taken a

diverse approach, considering any legal structures and organizational forms that do not follow the standard for-profit model as alternatives to capitalism (Barin Cruz et al., 2017). I am taking a similar approach whereby I consider non-governmental organizations as alternative organizational forms, observing them as alternative tourism organizers/service providers.

Non-governmental organizations are a diverse group of organizations that range from small informal groups to large formal agencies that defy the generalizable structures and aims of governments and for-profit organizations (Lewis, 2010). They operate in a non-profit manner outside national governments, varying from local, community-lead projects up to international organizations that operate across the world (EURES, 2017). As key actors of the “third sector”, NGOs are commonly operating in areas of development, human rights, environment, and humanitarian action, with activities involving the delivery of service and aid for those in need and the organization of public campaigns to evoke social transformation (Lewis, 2010, p. 1). Today, the range of non-governmental organizations is diverse, and their services have become vital to the well-being of people and societies globally (WANGO, 2004).

The connections between NGOs and tourism are manifold, and the most evident of these is with NGOs whose main objectives focus on tourism in one way or another. Some NGOs have, for instance, used tourism as a tool for development, fostered sustainable tourism or focused on fighting the issues caused by tourism activities (see *Sustaining Tourism*, n.d.). Yet, previous tourism research literature has given relatively little attention to NGOs as touristic organizers, though many NGOs are operating in the same areas and offering similar services as tourism operators. As NGOs’ aims and goals align well with ideologies of alternative economies, I see that focusing on the work of NGOs as alternative (proximity) tourism organizers is beneficial when investigating them as contributors of an alternative tourism economy and assisting the quest of deconstructing former economic structures present in tourism.

The role of non-governmental organizations in contributing to alternative economies has been debated in previous literature. NGOs have claimed to possess the possibility to focus on needs outside of a for-profit, market-based economy (Ilon, 1998) and by doing so, they can seemingly lead a way towards more diverse economic futures. In addition, NGOs have been considered to have a major role in socio-economic processes (Dhakal, 2002). However, as Ilon (1998) has elaborated, NGOs’ ability to resist market-based forces is questionable, as market-based development donors provide the needed funding to operate in a community, making NGOs

vulnerable for changes that could steer them to alter their initial methods and goals. Barin Cruz et al. (2017) have similarly noted that although NGOs' organizational models differ from the for-profit models, they are for the most part following similar principles to other market-oriented organizations. The NGOs' role in building alternative economies is still valid because unlike the machine economy, a diverse economy does not categorize people or organizations into categories based on their economic involvements (Gibson-Graham et al., 2013). They also carry the responsibility to dedicate themselves for the sake of others and not to become controlled by any governmental bodies (WANGO, 2004). Consequently, even if NGOs might have to follow market-oriented principles and rely on support from for-profit companies in order to sustain their operations, their ideologies, values and goals differ tremendously from the capitalist economic corporations by upholding goals of common good, well-being and equality (see Lewis, 2010).

3. RESEARCH METHODOLOGY – CASE STUDY AS A RESEARCH STRATEGY

3.1 Research design

The present study is a qualitative research that is built on the premise of social constructivism as the prevailing paradigm and uses an instrumental case study as the research design. Social constructivism as a common paradigm in qualitative research implies that the reality is composed of social interactions, meaning that some objects and aspects of the reality are caused and/or controlled by social and cultural factors rather than natural factors (Mallon, 2008). Since I am investigating how NGOs are constructing an alternative tourism economy via the Sleeping outdoors campaign by using individually constructed views and experiences of the campaign, this paradigm is used to set the base for my research. Case study as a design was selected due to the complex nature of the studied phenomenon and the scarcity of previous research conducted on a similar topic within the tourism realm. As one of the most well-known scholars on case studies Robert Stake (1998; 2000) has summarised, neither methods nor approach determine the use of a case study design but rather the researcher's interest towards a particular case. The underlying principle of a case study is the use of multiple, sufficient sources of evidence as this research design aims to investigate the case in a precise manner "to get the best possible answers to the research questions" (Gillham, 2000, pp. 1–2).

In research, the use of either qualitative or quantitative approach is often explained through the used methods, although the fundamental distinction between these research approaches lie in ontological and epistemological assumptions and the logic of justification (Gillham, 2000; Slevitch, 2011, p. 78). Ontological assumptions can be roughly separated into realism and relativism, of which the latter fosters believing in multiple realities where the truth can evolve, and change based on experiences (Killiam, 2015). This belief underlies a qualitative research approach, which uses descriptive and inferential methods that focus on understanding the meaning of what is going on in a particular scenario or phenomenon (Gillham, 2000, p. 10). In case studies the use of a qualitative research approach is rather common and basing the approach on ontology and epistemology is even more distinctive. Reason for this is that in case studies, using both qualitative and quantitative methods in one study is reasonable and sometimes desirable, as the aim is to understand the case as extensively as possible (Stake, 1998).

As a research design, case study focuses on studying a bounded contemporary phenomenon, ‘a case’, with in-depth engagement using multiple sources of information (De Urioste-Stone, McLaughlin, Daigle & Fefer, 2018). Additionally, it facilitates the exploration of a phenomenon within its context and ensures that the case is investigated through various lenses in order to reveal and understand multiple facets of the phenomenon (Baxter & Jack, 2008). Case study design is preferred when: a) the research question is posed either as a “how” or “why” question; b) there is no need for the researcher to control the behavioral events that are occurring in the case; and c) the focus is to study contemporary events as opposed to historical events (Yin, 2003, p. 9). As my research topic is highly complex and multileveled, I see that narrowing the focus to consider a particular case helps to ensure research clarity and enables to investigate small, yet powerful relations embedded within the work of NGOs.

Scholars working on case study designs have categorized case studies into different types based on the scope of the research and the role and nature of the case in their studies. According to Stake (1998, pp. 136–138), case studies can be categorized into three types: *intrinsic*, *instrumental* and *collective* case studies. Stake elaborates that in case studies the researcher often has multiple interests and, therefore, there is no strict boundary between these categories (1998, p. 138). Of these three types of case study strategies, my study falls into the category of an instrumental case study in which the case itself is studied in order to shed light and advance understanding of something else (Stake, 1998, p. 137). As I am studying the Sleeping outdoors campaign in order to provide insight into the work of NGOs and their contribution to alternative tourism economy, the campaign itself serves as a case through which I will aim to unravel the actions of NGOs as a larger matter. In instrumental case studies the case itself plays a supportive, secondary role and the choice of a case is made in order to facilitate people’s understanding of an external interest (Stake, 1998, p. 137). My decision to implement one of Stake’s case study designs was due to paradigmatic and ontological similarities in Stake’s approach on case studies with my own research as his work often reflects a constructivist paradigm with a relative view on truth and the nature of reality (Boblin, Ireland, Kirkpatrick & Robertson, 2013). Here the categorization is used to offer clarity to the purpose of this research for the reader as well as to myself as the author.

3.2 Research context

The Sleeping outdoors campaign or challenge (*Nuku yö ulkona -kampanja/haaste* in Finnish) is an event-based campaign, that aims to encourage people living in Finland to get outdoors and to help them to find their own ways to enjoy spending time in nature. The campaign occurs annually, in late summer, on the Finnish Nature Day, and culminates with “The sleep outdoors -night”, when people are challenged to spend one night outdoors in their desired location in a way they prefer, which could entail sleeping in a national park, a campsite, or even in one’s own backyard in a tent, a hammock, or under the night sky. To assist people in sleeping outdoors, Forest Hotels (Metsähotelli®) are being organized around the country as part of the campaign, where different activities, services and equipment are offered to help people to try outdoor sleeping in a safe environment. The campaign and its events are open and suited for all, regardless of individual’s social status, age or family status. Yet, the organizers especially want to support first-time campers as the aim of the campaign is to make outdoor camping as accessible as possible for everyone. Recreational activities that people can practice in the outdoors – such as in forests, lakes, coasts and mountains – range from passive, such as relaxing, fishing and enjoying the view to highly active ones such as mountain biking, kayaking and skiing (Bell, Tyrväinen, Sievänen, Pröbstl & Simpson, 2007). The goal of the campaign is to bring people closer to nature and offer a space for trying outdoor life and recreation with needed assistance and support, so that people can find their desired way to enjoy the outdoors.

The campaign is established, organized and lead by Suomen Latu – Outdoor Association of Finland, which is a non-profit organization that promotes outdoor life, everyman’s rights, recreational activities and fosters the health and well-being of people living in Finland through outdoor activities. Their aim is to increase Finnish people’s interest in exercise while developing possibilities for outdoor, conditioning and recreational exercise (Suomen Latu, n.d.). Suomen Latu was established back in 1938, and the Sleeping outdoors campaign is a relatively new addition to their range of campaigns, organized for the first time in 2016. The campaign is enabled by Finland’s “everyman’s rights” that form the core of the campaign, as Suomen Latu has wanted to foster and share knowledge about the use of these rights. According to a survey study conducted between years of 2017 and 2020 on the recognizability of the Sleeping outdoors challenge, each year over half of all respondents were aware of the campaign (Taloustutkimus, 2020). Despite the novelty of this campaign, it is arguably one of the best-known recreational campaigns and events in Finland.

The campaign consists of a media campaign as well as a series of events around Finland, that Suomen Latu organizes in collaboration with its partner associations. Suomen Latu has over 180 member clubs that are referred to as *latuyhdistykset* (ski track associations). These member clubs include outdoor and sport clubs located all over the country that foster outdoor-life and physical exercise in outdoor settings. In addition to these member clubs, the Sleeping outdoors campaign engages also other local actors such as scouts, tourism entrepreneurs as well as ordinary people who sign up as volunteers to take care of different tasks under the campaign. Similar to other NGOs, Suomen Latu's and its member clubs' operations are based on volunteering and the organizations depend on their work, covering approximately 107 man-years last year (Suomen Ladun vuosikertomus..., 2020). The campaign also has sponsors, both commercial and non-commercial, who provide tangible, intangible and monetary support in order to help run the campaign and its events. The diversity of actors working in the campaign is therefore vast and multidimensional.

In media, the campaign is often referred to as a challenge or an event, which indicates the nature of this campaign. The campaign consists of a series of events that are mainly organized during one day or weekend. Each year a few of Suomen Latu's member clubs are selected to organize Forest Hotels (Metsähotelli®) which serve as the campaign's main events. In 2020 these forest hotels were located in Kankaanpää, Lahti and Savonlinna, hosting altogether nearly 600 people. The background of the campaign originates from the neighbouring country of Norway (*natt i naturen*) where the nation's leaders are challenged to spend a night outdoors. People in Suomen Latu, with Juhani Lehto as the main contributor, developed the idea further to target all citizens regardless of their social status and created the concept of a Forest Hotel. The idea is that people can reserve "a room" from these Forest Hotels, meaning that they will get a place to sleep in a tent, a hammock or a Tensile, free of charge. Alternatively, they can reserve a place and camp there with their own camping gear. The aim of these hotels is to make sleeping outdoors more accessible as most people might not own gear or equipment to camp outdoors or they might not have the skills and know-how to sleep outdoors on their own. The Forest Hotels also offer participants a wide range of outdoor activities to try out such as mountain biking, paddle boarding, and kayaking. Sleeping outdoors is not a requirement for participation as people are given an option to participate in the events as day-time visitors without the need to spend the night. Through the campaign's events and offered services, people get the opportunity to try outdoor life and possibly discover the types of outdoor activities they prefer and would like to pursue as a part of their day-to-day life.

Approaching the campaign from a proximity tourism viewpoint is arguably suitable as its main events, although unusual, are considered as hotels, serving as a type of accommodation often linked to tourism. Suomen Latu and their member clubs have planned all the events in a way that they can be reached via public transport, which often characterizes proximity tourism practices (Hollenhorst et al. 2014). Outside the campaign, there are other connections between tourism and the main organizer Suomen Latu as they have a hotel located in Kiilopää, in Finnish Lapland and they have previously organized hiking trips abroad. However, the income of this hotel goes directly to running the non-profit operations of Suomen Latu and its member clubs, which differentiates it from the other hotel services in Finland. The campaign itself is run by volunteers and the incomes that it cultivates are used to run the campaign. Therefore, I see this campaign as a suitable example to investigate alternative economic structures of tourism that can be fostered within the work of NGOs.

The Sleeping outdoors campaign is a contemporary phenomenon and investigating it in close connection with its context is crucial to better build understanding of the complex nature and outcomes of the case. I am approaching this campaign as an alternative economic space where commons can be shared, maintained, and created. As my study aims to increase understanding of how this campaign is creating and maintaining alternative economic tourism practices and commons and how it can alter economic structures of tourism, I find that focusing on the campaign and its main events (the Forest Hotels) is the best way to find answers to these questions. In this study I am focusing mainly on the 2020 campaign in order to understand the case comprehensively, yet the collected data also consists of information from previous years.

3.3 Data collection

As case study is a research strategy rather than a research methodology, it offers the possibility to implement suitable methods for data collection and analysis as part of the research process (Stake, 2000, p. 435). The empirical data of this thesis consists of focused semi-structured interviews that were conducted with the Sleeping outdoors campaign representatives, coordinators as well as representatives of member clubs of Suomen Latu who have participated in organizing Forest Hotels either in 2020 or in previous years. These interviews with the key individuals of the campaign presented the richest source of data and therefore serve as the primary data source.

Additionally, as a secondary data source, documents related to the Sleeping outdoors campaign were collected from the representatives, in addition to relevant online documents, that were found on the websites of the NGOs. The secondary data plays a crucial role in the data analysis as otherwise the collected data would solely concern individual statements and insights of the campaign and the work of the NGOs, and not necessarily about the case as it actually occurred (Yin, 2003, p. 76). Although the study itself is qualitative, the collected data can consist of both qualitative and quantitative research data, which enables a broader understanding of the case (see Stake, 1998; Yin, 2003). By including data from other sources, I was able to enable data triangulation and support the analysis for sufficient and reliable findings. The data was analysed using a theory-guiding content analysis method, which is described in detail in chapter 3.4.

I started the data collection by contacting people from Suomen Latu and their member clubs who had hosted Forest Hotels in 2020. To reach the interviewees, I relied on snowball sampling where research participants can assist the researcher in finding key individuals that would otherwise be challenging to find (Dudovskiy, n.d.). I decided to use this method in order to ensure that I was able to collect data from people who have contributed to this campaign from early on and have impacted the way the campaign and its events have been established in the first place. This turned out to be a successful method as I managed to contact people who have had a major contribution to the establishment, organization and development of the campaign. Six representatives were selected for the interviews, of which two were interviewed together according to their request. In order to achieve anonymity of the interviewees and to secure confidentiality, I anonymized the data by replacing the interviewees' names with simple identifiers (e.g. I1, I2, etc.). Table 1 presents the abbreviations of the interviewees and their positions either in the campaign or in their organization or association. The names of associations that these representatives originate from have been deliberately left out in order to protect the anonymity of the interviewees. According to Elo et al. (2014, p. 4), there is no commonly accepted sample size for qualitative research as the optimal sample size depends on the richness and quality of the collected data as well as the research questions and purpose. I found that six interviews were an appropriate sample size due to the richness and informative nature of the gathered data and due to sense of reaching a needed saturation of data.

Table 1: Interview participants

Code	Position	Day of the interview
I1	Event Coordinator	21/12/2020
I2	A Chairperson of an Association, Event Director	05/01/2021
I3	Event Coordinator	19/01/2021
I4	Head of Security	08/01/2021
I5	Association Secretary	23/02/2021
I6	Executive Director	23/02/2021

The interviewees were sent two separate emails that consisted of a recruitment letter (Appendix 1) and a letter of consent (Appendix 2). In the recruitment letter, the interviewees were presented with all necessary information concerning the aims, the topic, and the methodological aspects of the research and were asked about their willingness to participate in the interviews. For those who accepted the invitation, I sent a letter of consent, which they were asked to read and sign prior the interview. In the letter they were informed again about the purpose of the interview and about their anonymity and self-determination. I informed them that all the gathered data would be handled anonymously to ensure confidentiality, and that they have the option to withdraw from the research at any point before it is approved by the faculty council. The emails with the recruitment letter and the letter of consent were sent to all interviewees prior to the interviews to ensure that they had time to get acquainted with the research and to give their informed consent. The gathered data was stored in a secured folder which couldn't be accessed by other parties than myself as the researcher. The interviews were conducted remotely via Google Meet which was an efficient way to interview people all around the country. All the interviews were recorded, and I transcribed them as soon as possible after each interview. The interviews were conducted between December 2020 and February 2021 and the duration of the interviews were between 38 minutes and 80 minutes.

An interview is a conversation with a structure and a purpose determined by the interviewer who forms careful institutionalized questioning and listening approach (Kvale, 2007, p. 24; Ruusuvuori & Tiittula, 2005, pp. 22–23). It is a construction site for knowledge where the purpose is to obtain descriptions of the interviewees' lived world, respecting their interpretation of the meaning of the described phenomena (Kvale, 2007, p. 24). I used focused, semi-structured interview as the main data collection method, which is a style that seeks to understand the meanings of central themes by going through same themes with all interviewees, while the questions and their order might vary

(Hirsjärvi & Hurme, 2015, pp. 47–48). I conducted the interviews using a set of open-ended questions that I had formed prior to the data collection based on the research's central focus and themes. I followed this interview format (Appendix 3), while proposing additional questions as the conversation with the interviewees proceeded. I chose this method as I wanted to enable comparison across different interviews but retain openness and flexibility in order to gather the participants' individual stories in more detail (Knox & Burkard, 2009).

My role as the researcher was to register and interpret the meanings of what was said in the interviews as well as how things were said, being observant of vocalization, facial expressions and body language (Kvale, 2007, p. 29). The interview as data collection method offers a space where the respondents can describe the case in detail from their own perspective and offer the researcher a possibility to deepen topics as the conversation takes place (Hirsjärvi & Hurme, 2015, p. 67). As stated by Kvale (2007, p. 30), the foreknowledge of the research topic and sensitivity of the researcher affects greatly if the researcher is able to obtain nuances in interviewees descriptions in order to probe the meanings behind their statements. On the other hand, he emphasized how qualified *naïveté* is necessary part in the interview to secure openness and the possibility to explore a new, unexpected phenomena (2007, p. 29). With this in mind, I avoided leading the interviewees to any conclusions during the interviews but rather allowed them to discuss freely about the themes and topics they were willing and eager to talk about. Having the pre-set themes helped to guide the interview to needed directions without affecting the conversation unduly. Interviews are co-creation processes, and the resulting product emerges from the interaction between the interviewee and interviewer (Keenan, 2012). I was aware of my active presence and the influence that I was having in the interaction and I will reflect on that further as part of the research ethics.

The secondary research data consists of documents collected from the key individuals and organizations' online platforms. The documents include archival documents, survey studies and outcome reports of the campaign, resulting in six (6) relevant documents in total. Table 2 lists all the documents included in the analysis. In the analysis, I will refer to these documents by codes (D1, D2, ..., D6). The documents were reviewed as opposed to being analysed in-depth, as "for case studies the most important use of documents is to corroborate and augment the evidence from other sources (Yin, 2009, p. 103). Their role served as a support of the statements that arose in the interviews and with the help of these documents, I was able to form a more comprehensive picture of the campaign.

Table 2: Documents included in the analysis

Title	Type of document	Year	Code
1. NYU 2020 projektiakataulu	Microsoft Excel -file of the campaign/project schedule	2020	D1
2. NYU 2020 yhteispalaveri	Microsoft PowerPoint - presentation for Sleeping outdoors campaign meeting with representatives of member clubs	2020	D2
3. NYU 2020 raportti	Outcome report of the 2020 campaign	2021	D3
4. Lyyti -feedback chart	Microsoft Excel -file including responses from a feedback survey to the attendees of NYU 2020	2021	D4
5. Suomen Latu – Nuku yö ulkona - haasteen tunnettavuus	A study report on the recognizability of the Sleeping outdoors -challenge conducted by Taloustutkimus (member of Worldwide Independent Network of Market Research)	2020	D5
6. Suomen Latu – Retkeilytutkimus 2019	A study report on the attitudes and interest towards outdoor recreation conducted by Taloustutkimus (member of Worldwide Independent Network of Market Research). Only the part concerning the Sleeping outdoors campaign was analysed.	2019	D6

3.4 Theory-guided content analysis

Content analysis is a common method used in qualitative research that can be used to analyze any kind of recorded communication, i.e., transcribed interviews or discussions, written documents, video tapes, etc. (Kohlbacher, 2006). According to Erlingsson and Brysiewicz (2017, p. 94), “[t]he objective in qualitative content analysis is to systematically transform a large amount of text into a highly organized and concise summary of key results”, meaning that the aim of the analysis is to create a verbal and explicit description of the phenomenon under investigation (Tuomi & Sarajärvi, 2018, p. 90). Content analysis is based on the coding process conducted by the researcher, where the researcher identifies and names relevant elements they find in the text (Vuori, n.d.). The analysis is not a linear process with preselected steps that can be worked through in one sitting.

Identifying meaning units, coding and categorizing data into themes is a reflective and cumulative process of working and reworking in order to reveal certain connections and relationships present in the data (Erlingsson & Brysiewicz, 2017). Following the principles of analytic strategies for case studies by Yin (2003), my analytic strategy is to rely on theoretical propositions, meaning that the analysis is guided by theoretical orientation that led to the case itself, providing indications about what to look for in the data (Baškarada, 2014, p. 15). The analysis is not entirely based on theory but rather it has theoretical connections which helped to guide the analysis process (Tuomi & Sarajärvi, 2018).

There are different ways to utilize content analysis as a method based on the roles that theory or theoretical approach is given in the qualitative analysis. This study implements a proposition introduced by Tuomi and Sarajärvi (2018, p. 90), who have approached content analysis by dividing it into three different categories. According to these scholars, data driven (*aineistolähtöinen*) content analysis, with an inductive approach, has its main focus on the data whereas in theory driven (*teorialähtöinen*) content analysis, with a deductive approach, the analysis is based on an already existing theory or model (Tuomi & Sarajärvi, 2018, p. 91, 94–95). Theory-guided (*teoriaohjaava* or *teoriasidonnainen*) content analysis falls in-between these two analysis methods as, in this method, the units for analysis are chosen from the data, but the former theory or knowledge guides the analysis (Tuomi & Sarajärvi, 2018, p. 98). In this method researcher's thinking process is guided by data-oriented approach and already existing models, without aiming to test former theories but rather to open new thought patterns (Tuomi & Sarajärvi, 2018, p. 80). Theory-guided content analysis was used as the method for analysing the collected data in this study, since I wanted to unravel the meanings behind the Sleeping outdoors campaign while having my theoretical orientation as part of the process in order to discover how alternative economic practices and ideologies manifest in the work of the NGOs. In other words, I aimed to let the data speak for itself while reflecting the findings with my theoretical framework. Additionally, theory-guided content analysis enabled me to compare and complement the primary data with the secondary data (see Kohlbacher, 2006). Utilizing content analysis into case study research strategy enables triangulation to take place in two ways as data is triangulated firstly by integrating different materials and secondly via applying a method of analysis that is not originally developed for a purpose of a case study (Kohlbacher, 2006, p. 18).

Every analysis process starts with familiarizing oneself with the data (Erlingsson & Brysiewicz, 2017) and for me this meant – first and foremost – listening to the recorded interviews and

transcribing them into written form. Transcription is an essential part of any analysis process as through transcription the researcher comes to know their interviews and it enables the researcher to analyse the interviews as a whole (Seidman, 2006, p. 116). I transcribed the interviews by hand to Word documents using Times New Roman font size 12 and line spacing 1,5, resulting in 78 pages of written data. As all the interviews were conducted in Finnish, the transcribed data was also completely in Finnish. The quotations from the interviewees presented in this study have been translated by the author and thus it is advisable that the reader acknowledges that some nuances of the statements of the interviewees may have been lost in translation. However, all interpretations made in this study have been made from the original statements of the respondents and not from the translations. In qualitative studies, the researcher's interpretations are strongly present in all aspects of the research and therefore, transparency and self-awareness are keys for enhancing trustworthiness of the research (Elo et al., 2014). As recommended by Elo et al. (2014, p. 5), I started pre-analyzing the data in the transcription process by noting and writing down my initial impressions that arose while working my way through the interviews. In this way it was possible for me to notice when the needed saturation of data was reached. A primary, more systematic analysis began after I had finished transcribing all of the interviews.

After all the data was collected and transcribed, I began the analysis by reading the transcribed interviews carefully, adding notes and comments as I proceeded while paying attention to aspects such as pauses, word frequency, what was said and what was left unsaid by the interviewees. I scrutinized each interview as an individual whole, where experiences and emotions were given meanings and made notes on the relations between the interviews. I coded the data by highlighting concepts and phrases that were either repeated in the interviews, stood out as emotionally charged or that were otherwise emphasized by the participants. I also paid attention to the similarities and differences between the statements given by individual interviewees to gain better understanding of their personal interpretations of the campaign and its meanings. By following the guidelines set by Tuomi and Sarajärvi (2018) for a theory-guided content analysis, I selected meaning units from the data itself, but the theoretical framework guided me to search for relevant meaning units that could possibly provide insight into my research questions and aims. I used three themes according to my key theoretical concepts to assist the first stage of the analysis that were also used when forming initial interview questions. These themes were:

1. Alternative economies
2. Commons

3. Proximity tourism as an alternative

While keeping these themes as an overall guideline, I was able to identify meaningful units from the data and to utilize selective reduction where irrelevant parts of the data that do not contribute to the research interest and aims can be excluded from further analysis (Tuomi & Sarajärvi, 2018, p. 92). The remaining relevant data was coded and divided into categories step-by-step by turning relevant meaning units found in the data into codes and combining them into categories and furthermore, combining them into overall main themes. I was then able to analyse the data within the categories. Table 3 shows an example of this coding process. Next, I looked for affirmation for these codes and categories from the secondary data to increase reliability and to see if the established categories would manifest in the documents as well. By having a theoretical orientation in the beginning of the analysis as well as at the end in the interpretation of the findings, I was able to analyze the data in a way that it would truly shed light on the complex nature of the case and was meaningful considering my research questions. It was then also easier to keep the analysis process open for new insights outside of the theoretical framework, as the theory had already guided and set certain necessary boundaries for the analysis process.

Following the guidelines set by Ruusuvuori, Nikander and Hyvärinen (2010, p. 17), as the quantity of my interviewees is relatively small, there is no use in posing generalizable questions of the data but rather asking what types of roles the interviewees give to themselves and how they describe their actions as maintainers of commons and proximity tourism organizers. After coding the primary data, I started to analyse the data further, paying attention to the ways the participants gave meanings to things while aiming to identify the similarities and differences in them. I aimed to understand what their statements mean in terms of the work of NGOs in our society and their attitudes towards people, nature and the current economic structures and tourism industry. By maintaining a reflective approach and awareness of my preconceptions while utilizing them, I aimed to facilitate a deeper understanding of the data (Erlingsson & Brysiewicz, 2017, p. 95). By relying on triangulation, I analysed the secondary data by examining it through same themes and connected them to the statements in the primary data.

Table 3: Example of the coding process

Condensed meaning unit	Code	Category	Combining unit/ Theme
<i>Low threshold events</i>	Low-threshold opportunities	Offering support with low-threshold opportunities (4.1)	
<i>Sleeping outdoors must be cost-free</i>			
<i>Free activities</i>			
<i>No need for own equipment</i>			
<i>Accessible via public transport</i>	Accessible operations		
<i>Offering nature experiences near home</i>			
<i>Offering opportunities around the country</i>			
<i>Taking care of safety</i>	Easing anxiety related to outdoor camping		
<i>Creating a pleasant environment</i>			
<i>Not being alone</i>	Encouragement		
<i>Challenging people</i>			
<i>Encouraging people</i>	Openness	Openness and inclusiveness as core values (4.2)	Fostering equality (Chapter 4)
<i>Campaign open for all types of people</i>			
<i>Openness is a central value</i>			
<i>Activities open for everybody</i>			
<i>First-time campers</i>	Including different types of people		
<i>Families</i>			
<i>Elderly people</i>			
<i>Participants with disabilities</i>	Inclusiveness in event planning		
<i>Cooperation with companies</i>			
<i>Partners from other organizations</i>			
<i>Volunteering</i>			
<i>Feedback</i>	Focusing on the individual	Equal possibilities for all individuals (4.3)	
<i>Offering a possibility to participate for everyone</i>			
<i>Individual health</i>			
<i>Finding one's own way of enjoying nature</i>			
<i>The well-being of an individual</i>			
<i>Targeting the message personally</i>			
<i>Accessible for everyone, zero euros</i>	Equal possibilities regardless of incomes		
<i>People with low incomes can participate</i>			
<i>Operations independent from incomes</i>			

An essential part of case studies is analysing the phenomenon in close connection to its context and therefore I decided to structure the analysis based on different stages of the campaign, dividing it to three categories: the aims of the campaign (Chapter 4); the motivations to organize the campaign (Chapter 5); and the meanings of the campaign (Chapter 6) – then present how they manifest the

alternative ideologies in these different approaches towards the campaign. In this way I was able to have my focus on the campaign, and later widen the perspective via reflecting the effects of these divisions on tourism economy further in the discussion (Chapter 7).

3.5 Ethical considerations and limitations of the study

Various ethical codes are embedded in all aspects of a research process and researchers have to follow them to ensure that their research is conducted in an ethically correct way (Agwor & Osho, 2017, p. 185). Professional guidelines, disciplinary norms, ethical and legal regulations as well as the individual's personal moral framework are just some of the factors that guide ethical decision-making in research processes (Wiles, 2013). The decisions that are made when conducting a research are influenced by a set of guidelines and regulations that ensure that research is conducted in non-violent and ethically correct manner. Ethical issues are present in all aspects of research including the research topic, the literature review, data collection, data analysis, and interpretation as well as writing, reporting, and the publication of the research findings (Agwor & Osho, 2017).

Considering today's global situation, Veijola (2020b) has acknowledged the dilemma concerning the role and aims of tourism studies, questioning if the role of research is to restore the tourism industry back to its "normal state" or rather to help tourism stand its ground by transforming itself. With this thesis, I aim to contribute to the latter category, as I see that these changes currently happening in our societies and economies are offering an alternative space where tourism can and should redefine itself. I will approach this task by following the principles of ethical knowing, which according to Veijola (2020c) includes measuring something other than economic growth and acknowledging that individual expertise is unavoidably limited. Therefore, she argues that providing to and building upon multidimensional and multidisciplinary coalitions is called for. In terms of the writing process of this thesis, I aim to form an ethical narrative for the alternative tourism economy by taking a multidisciplinary perspective and including viewpoints of people from different disciplines as well as presenting views of people working behind the campaign, allowing them to offer their perspectives of their role in this potential redefinition process. A key mentality in social constructivism as a paradigm is that knowledge is constructed in close collaboration between the researcher and the participant, enabling participants to tell their stories and thus helping the researcher to understand the participants' behaviour and actions (Hollinshead, 2006). I found this paradigm suitable for my research. By working together with these individuals I can contribute

ethically to tourism economy discourse and multidisciplinary discussions concerning our economies.

In social science research, the main data collection source or the research interest is predominantly individuals or groups of people and therefore, moral principles and ethical considerations of conducting research are required to avoid research misconduct and to ensure research integrity (Agwor & Osho, 2017). The University of Lapland and the rest of the Finnish research community has agreed to follow The Finnish Advisory Board on Research Integrity' (TENK) proposals for the responsible conduct of research which offer a gateway to the principles of ethical research (TENK, 2012). According to TENK (2012, p. 28), research ethics as a term is "a general concept that covers all the ethical viewpoints and evaluations that are related to science and research.". This thesis has been executed according to the guidelines of *Responsible conduct of research* (The RCR guidelines) to ensure that it is ethically acceptable and for its findings to be credible (TENK, 2012). In human and other social sciences, the ethical principles are divided into three sectors: 1) self-determination of the research participant 2) avoidance of harm, and 3) privacy and data protection (TENK, 2009, p. 4). While my research topic is not highly sensitive and may pose only minimal risk to the participants, assessing the risks and ethical issues is part of the ethical conduct of research (Wiles, 2013). In my research, the issues to be considered involve informed consent, anonymity, and confidentiality. These were secured by informing the participants about my research purposes, protecting their identities from being discovered by others and storing the data in a secured folder.

A common criticism of qualitative research has to do with the way the researcher is included in the research process. In qualitative research the researcher becomes part of the research by engaging with the respondents through various methods of data collection and analysis, making the research process vulnerable for researcher's preconceived biases or assumptions (Fink, 2000; Elo et al., 2014). Likewise, the conversation that the researcher has with the data will determine which meanings will be raised to further investigation. I, as a researcher, as well as a human being, have affected the interpretation of the data due to my personal experiences and preconceptions about the research topic. I made an effort to not to let these biases affect the end result, by avoiding affecting the statements of the representatives and letting them to speak openly in the interviews. Also, I have aimed to be transparent in my decision-making processes, as well as my interpretations in this study, and to show the reader which of the interpretations are mine and which are either the interviewees' or based on former literature. Transparency is an essential component in research

papers in order for evaluators to inspect the strength of the research process (Campbell, Loving & LeBel, 2014, p. 7).

As part of the ethical considerations of this study, situating myself as a researcher is necessary in order to be transparent of the choices made in this research. My personal values and study background greatly affected the selection of this research topic as I have had an interest towards connections between humans and nature in tourism as well as sustainability issues related to tourism practices. The decision to focus on proximity tourism was certainly affected by the global status quo but my main aim is to dedicate this thesis for increasing understanding of the problems related to the tourism economy and finding ways to make tourism work in better harmony with the environment. I am aware that my background and interests have affected the way tourism, nature and economy are approached in this thesis, but I have made effort in being transparent of my decisions and interpretations to ensure validity of my research. In addition, I have not intentionally excluded any opposing views to views that I personally hold but rather aimed to emphasize the possibilities that foster in these alternative ideologies that turn the gaze from pursuing individual benefits towards focusing on common good and equal well-being of all beings.

The scientific knowledge that this case study produces has certain limitations since the study draws findings from a singular case with qualitative methods. The discussions concerning the reliability of qualitative research often raise concerns about truth and objectivity and, as noted by Tuomi and Sarajärvi (2018, p. 118), the ontological views of the nature of truth and reality will affect how one relates to reliability. As the fundamental distinction between research approaches lies in ontological and epistemological assumptions and the logic of justification (Slevitch, 2011, p. 78), the objectivity and validity of research conducted using different approaches cannot be evaluated with similar methods. Having a relativist approach, instead of focusing on the view of objectivity utilized in research with a realism approach, I base the trustworthiness of the study on how well my theoretical framework, definitions and transparency of my interpretations will justify the conclusions that I have made from the data.

The issue with case study methodology is to do with scientific overgeneralization. Case studies offer insights into a certain phenomenon, individual, organization and so on, and therefore the findings of such research cannot be generalized, as each case has atypical features, relationships and circumstances (Stake, 1998; Yin, 2003). This is why case studies are in some instances perceived as “soft” and “non-scientific” or the findings of case studies have been misleadingly generalized.

Epistemologically, it is important for me as the author to consider what type of knowledge I can create by investigating a singular case. In instrumental case studies, the author can illustrate how the concerns of former researchers and theorists on the topic manifest in the case (Stake, 1998), offering a gateway to contribute to larger scientific discussion. Additionally, according to Stake (1998, p. 145), case studies increase both propositional and experiential knowledge by assimilating certain descriptions into people's memories. As I have previously pointed out, the aim of this research is to work as one example of the reconstruction of the tourism economy through the work of NGOs without aiming to make any generalizations of the topic. Moreover, I aim to feed into the process of awareness and understanding the complexity of tourism economy by revealing the potential embedded in proximity tourism operations created by NGOs. Although generalizability is often advisable in research, presenting alternative examples is necessary in itself, as they can challenge the commonly accepted outcomes and help to discover new, unidentified meanings behind certain phenomena (see Phillips & Jeanes, 2018).

As previously mentioned, central to the reliability of case studies is data triangulation, which means that various methods, perspectives, data sources, and evaluators are used to investigate the phenomenon (Baxter & Jack, 2008; De Urioste-Stone et al., 2018; Yin, 2003). It ensures that the case can be well-understood, and it strengthens the reliability of the study findings. In this study, following Denzin's (1978) four types of triangulation, I have utilized between-method triangulation, which means examining a same phenomenon using different methods for collecting data. As mentioned, the collected and analyzed data in this study has been acquired from different sources and the nature of the data ranges from personal experiences to quantitative surveys. As this thesis is an individual effort, I was not able to include other investigators or evaluators to study the case. Yet, having two thesis supervisors, that have expertise in proximity tourism as well as in alternative economies, has helped to ensure that my theoretical propositions have been evaluated accordingly, strengthening the reliability of the findings of this study.

My research data as an entirety, culminates in this very moment and the results of a similar study during another time or using different type of data, sources, or methods would lead to different findings. Additionally, my position as a tourism research student has affected the way in which I have scrutinized the data, although I have aimed not to let my personal viewpoints effect the findings with my best ability. However, with a qualitative approach, the researcher becomes part of research, and therefore the findings are always affected by researcher's personal interpretations (Fink, 2000). Yet, by focusing on honesty, being transparent of my interpretations, and

acknowledging the limitations of the study, I can strengthen the research validity and ensure that the study can be included in scientific discussions (Price & Murnan, 2004) by bringing forth a valuable example of the possibilities that acknowledging alternative economies can bring to the tourism industry.

4. FOSTERING EQUALITY WITH OPEN, LOW-THRESHOLD OPPORTUNITIES

4.1 Offering support with low-threshold opportunities

All six representatives of the Sleeping outdoors campaign that were interviewed for this study had a strong, unified view of the aims and purposes of the campaign. Quite frankly, the main aim and purposes were articulated using similar terms, phrases, and concepts, forming a coherent standpoint of their views for the nature of the campaign.

I think it all begins with the strategic aim of Suomen Latu: that everyone finds an enjoyable way to move and be outdoors. So I think that it is also the central aim in these [Forest Hotels]. (I4)

The main aim [of the campaign] is the promotion of hiking and outdoor recreation, for sure. It is the vision of Suomen Latu that everyone would find their own way to be outdoors and this supports it. (I1)

[H]iking and...and also that everyone would find an enjoyable way to be around, move in and enjoy nature, with a low threshold, meaning that you don't necessarily have to own anything except... maybe a sleeping bag and sneakers and so on. (I2)

[T]he strategy of the whole organization is that everyone would find own way of moving and enjoying nature so that's what it is, we promote our strategy the best way with this campaign and that is our main aim. (I3)

The aim of the campaign is closely linked to the strategy of Suomen Latu and the interviewees saw the campaign as well suited for supporting this vision and promoting it in practice. The campaign creates opportunities for people to try out different types of outdoor activities which serve as possible steppingstones for getting people interested in nature and outdoor experiences. Although getting people outdoors and helping them to find their desired way to enjoy nature appeared as the main purpose of the campaign, several other aims also manifested in the interviews. “Improving public health”, “getting new members”, “educating people about responsible hiking”, “getting families involved”, and “bringing nature closer to people” were also aspects that were repeated across the interviews.

What stood out as a prevalent ideology behind the actions taken to reach these aims was the idea of a *low threshold*. The NGOs working in this campaign have noticed the rising interest in nature and

nature experiences during recent years, but they feel that the majority of people are still not experienced enough to hike on their own as they might not have the skills, equipment, or know-how to do so. According to Garst, Williams and Roggenbuck (2010), campers in the 21st century appear to have a greater need for nature due to fewer experiences related to nature in their everyday lives. Although Finland is the most forested country in Europe and Finns see themselves as people that live close to nature (Nature in Finland, n.d.), urbanization and the increased use of technology in day-to-day life have certainly distanced people from nature (Turner, Nakamura & Dinetti, 2004). Therefore, the threshold for outdoor recreation and especially sleeping outdoors can be quite high for the majority. As stated by the representatives, creating low threshold opportunities is essential for both getting people to participate in the campaign and making outdoor recreation easily approachable and desirable for all types of people, especially those who might not have that much experience with hiking before.

[I]t has been one part of all operations that things are created with a very low threshold. Everybody has to be able to come there. And it has been clear right from the beginning that the events are cost-free. (I4)

[Y]ou don't need to have any of your own gear to come, it is kind of a low threshold sleeping occasion. (I5)

[I]f you go somewhere with five people and you pay for it, there can be a high threshold to doing it, so we wanted also to support everybody who would like to try it... and financially it was possible for us so why not? (I3)

The frequent use of statements that referred to the low threshold and the coherent way of describing the nature of the campaign indicates that the representatives have a clear, common vision of the core values of the campaign as well as the requirements and demands that organizing events as part of Sleeping outdoors campaign. It also entails that they have successfully created a message that they all agree on and are striving towards a common goal. Having shared aims and values is fundamental when aiming to pursue the transformation of ideologies and behaviour of the public (Tummers, 2019).

The significance of creating a low threshold manifested throughout the interviews and how the low threshold was acknowledged and secured in the campaign ranges from event locations to social classes and wealth. Firstly, the majority of the respondents referenced costs and money together with the low threshold, indicating that offering cost-free events and activities is the most important aspect for lowering the threshold for participation. As the campaign is meant for everybody, these

NGOs feel that having the opportunity to participate without worrying about the costs is crucial to offer the same possibilities for all.

Those [the activities] have been free of charge. It has been that way, so people have been able to try it out... we have that low threshold -policy so that people don't need to miss the opportunity because it costs too much. (I2)

At least I have the vision that in Forest Hotels, there have been people who most likely would not have been able to participate if it would have cost something. (I4)

Our criterion is that spending the night must be free. Therefore, it is our starting point that this is a low threshold event: you must be able to attend it free of charge. (I1)

Secondly, offering appropriate gear and assistance was also connected to the idea of a low threshold. Because the campaign is meant for everybody, it has to answer to the needs of those less experienced, particularly first-time campers that might have no knowledge of what equipment they need in order to sleep outside. By providing camping gear for sleeping such as tents, hammocks, and Tentsiles; offering information through different platforms including social media, internet, radio, TV, newspapers, in connection to an enrolment of the events (info letter) and on-site; and offering different sports articles and equipment such as mountain bikes and kayaks are just a few of the ways these organizations are making participation less troublesome and more approachable. Additionally, three of the respondents also stated that they had offered transportation between different locations of the events and also to national parks to ensure that people without cars could access them as well. To elaborate, the third way in which the NGOs are ensuring the low threshold focuses on accessibility, which has been acknowledged in choosing event locations, transportation, communication, and in different ways of participation. Geographically, Forest Hotels and other events of the campaign have been located each year around the country (see Figure 1) to enable better accessibility and possibilities for people to access at least one of the hotels via public transport. On top of the Forest Hotels and other events, the campaign also consists of a communicational social media campaign that enables people to involve themselves without the need to physically participate in any of the events, as one can choose to spend the night outdoors wherever they desire and connect with other campers via an optional Facebook group. As the aim is to get people outdoors, the representatives did not seem to mind where people would sleep, the key is to encourage people to try outdoor sleeping.

The one important purpose is that everyone finds their own thing and own way, the Sleeping outdoors campaign is more than just a Forest Hotel, after all. We campaign for the outdoor

sleeping and the point is that you can do it in any way you want, for example on your own terrace or yard or in a Forest Hotel – or to the countryside, near or far. So basically, there is no right way to sleep outdoors, rather all ways of sleeping outdoors are equally correct. (I4)

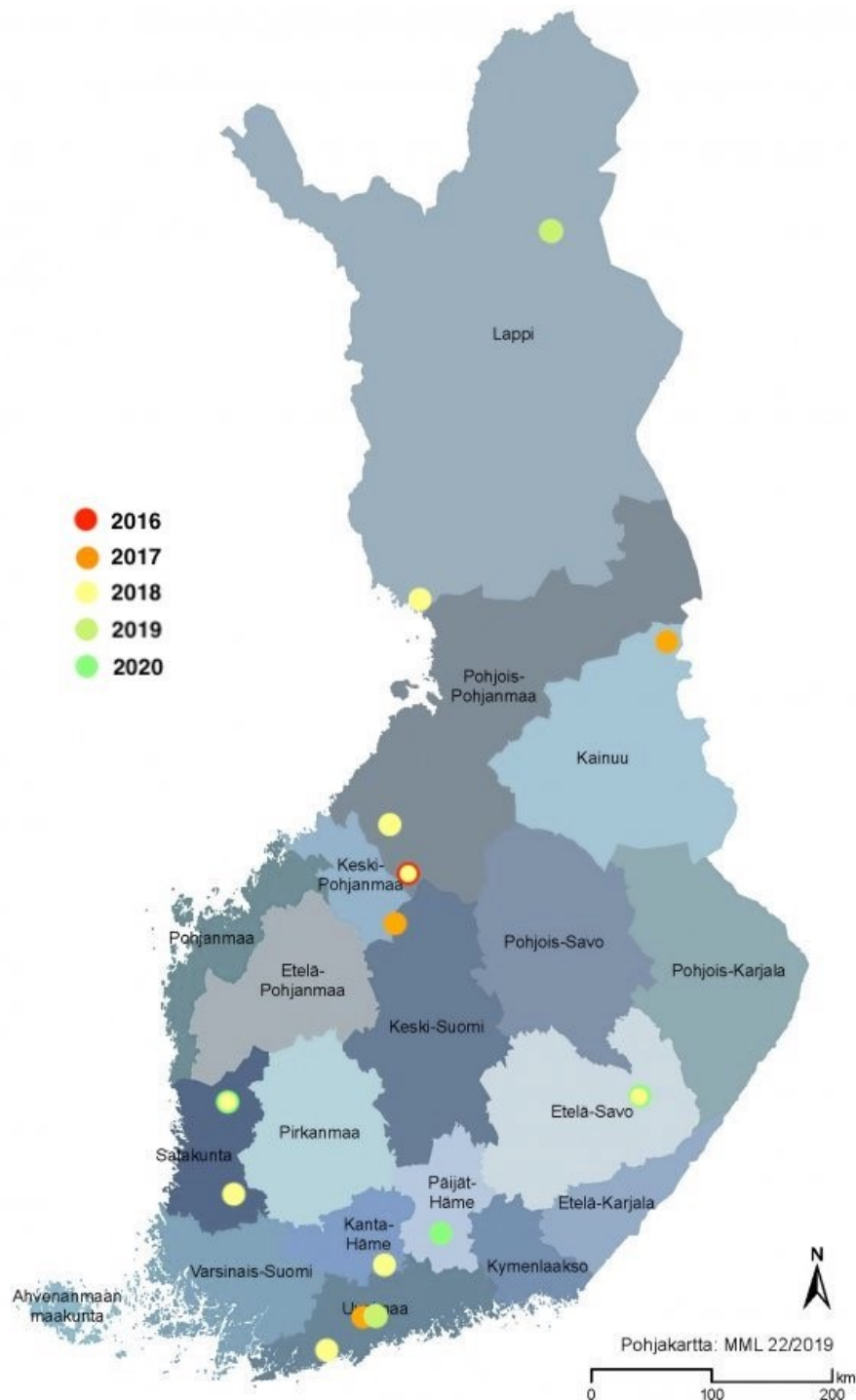


Figure 1: Forest Hotel locations between years 2016-2020 (Source: Suomen Latu, map downloaded from <https://www.varsinais-suomi.fi/fi/maakunta/maakunnat>).

Yet, one representative emphasized the importance of the events for ensuring the low threshold as encouraging people to go outdoors without providing needed gear and assistance is not enough to truly help people to figure out their own way to practice outdoor life.

[T]hese events are an important part of the campaign precisely because they create the true low threshold to participate, of course it is a low threshold to sleep on your own yard as well but then you need different equipment and such and for a first timer that can create a threshold. (I1)

Lastly, all interviewees had a common view that a major threshold that is holding people back from hiking and camping outdoors is the fear of sleeping outdoors. Although in Finland nature is an inherent part of the culture, people might not have spent a night outdoors or they do not practice it frequently, which can cause hesitation when planning an overnight stay in the forest. “Sleeping alone in a forest ” was mentioned by the interviewees as something that people find uncomfortable, scary and unfamiliar. The assistance given by the organizers and the presence of other people in the Forest Hotels were key elements in making sleeping outdoors more approachable.

I believe that Finns do dare to go outdoors often during the daytime. But spending the night is something that certainly makes people nervous because they don't necessarily have prior experiences of it. (I3)

Many have told me that they have thought that it would be nice to sleep in a forest... but they don't have the courage, nor the equipment, to do so. But the most common answer is that they don't dare to go alone (or alone with their children). But here [in a Forest Hotel] there were so many others, so it was easy to come here. (I4)

[S]eldom you even dare to go to the forest, but this is kind of a ... relief in that, you have a low threshold, so you can dare to come, as there are more people around you. (I5)

People as social beings inherently feel security and safety amongst other people (Chou & Nordgren, 2017), and the company of other participants on top of the help and support given by the organizers creates a safe and functioning environment where sleeping outdoors appears not so frightening. “Creating a pleasant environment”, “encouraging people”, and “taking care of safety” were aspects that representatives named as tools to ease the anxiety related to sleeping outdoors. Additionally, one respondent pointed out the importance of having a challenge as part of the campaign for encouraging and creating a ‘nudge’ for people to finally try out outdoor camping rather than just thinking about it. ‘Nudging’ people into certain behaviours is one nuance that policymakers have used to affect people’s decision-making without prohibiting any options but rather creating a target towards which people inherently aim (Thaler & Sunstein, 2008). As an example, by clarifying

social norms (Tummers, 2019) such as “spending time outdoors is good for your well-being”, people tend to be more inclined for making decisions according to this insight. In terms of these NGOs, their overall work aims to share the norms related to the benefits of outdoor recreation and this campaign serves as the target that helps people to behave according to these norms. By creating clear, yet open frameworks and options for sleeping outdoors and being outdoors, these NGOs have created a nudge that is strong and inspiring enough to get people outdoors and after trying it once, the biggest threshold has been overcome.

4.2 Openness and inclusiveness as core values

The ways Suomen Latu and its member clubs work towards the aims of the campaign were articulated in the interviews through values of openness and inclusiveness. These manifested in terms of the campaign’s target groups, activities, forms of participation, cooperation, development, event planning, and communication. In addition, even the core strategy of Suomen Latu has been formed in cooperation with its members, which emphasizes the paradigm of inclusiveness behind the organization of the whole campaign.

When assessing the target group for which these NGOs create their events and outdoor operations, the representatives emphasized the importance of keeping the campaign open for all different types of people. First-time campers, families, children, young adults, elderly people, grandparents and grandchildren, people with disabilities, and people with low incomes were some of the groups mentioned by the interviewees, which indicates that there is not a one group that is more important than the others. However, the focus is upon people who might require some form of assistance when starting to hike and camp outdoors. Despite that, the Sleeping outdoors campaign and challenge is also open for experienced hikers, but the events are designed in such a way that they are suitable for people without any previous experience, which might not be attractive to those more experienced. One representative mentioned that experienced hikers are not very welcoming towards the campaign as they often value and search for peace and quietness through hiking and during the campaign, hundreds of people are spending their nights in Forest Hotels, making certain areas more crowded than usual. Still, experienced hikers have the possibility to participate without signing into a Forest Hotel, as the campaign offers the possibility to participate by camping in any place they so desire. The representatives did not see this as an issue as in Finland the everyman’s rights and

numerous forests and national parks ensure that there is always a place to sleep outdoors in peace for those who are seeking to do so.

Openness and inclusion are also taken into consideration in the planning process of the activities. The organizers of the events have created activities that require different levels of skill so that everyone can find an activity suitable for their abilities. Additionally, people with disabilities have been noted by offering unobscured activities and sleeping equipment. Supported by the secondary data, openness manifests in the planning process of the activities as in D2, Suomen Latu encourages its member clubs to offer a variety of activities that are suitable for different types of people and to focus on different levels and types of activities. The emphasis is on the variety so that all people would find something enjoyable and thus be open for getting outdoors more often.

[O]penness is one central value, meaning that activities are open for everybody /.../ for example in our association, our events are often family-friendly events where people of all ages are welcome /.../ and in Forest Hotels as well as in other events, there are plenty of participants with disabilities /.../ so I myself see that having activities that are open for everybody is a very important value... (I4)

The aforementioned openness in ways of participation is how these NGOs secure the inclusive nature of the campaign. The ways people can participate in the campaign range from day-time participation, sleeping in a Forest Hotel with or without your own gear, sleeping outside without signing up to the events, to volunteering. The online platform and social media campaign tie these different forms of participation together as people can share their experiences and accomplishments through platforms such as Facebook and Instagram, which also includes people who did not participate in the event physically. In addition, they offer a possibility for progress as people with more experience can attend the campaign as volunteers – a crucial part of running the campaign. This is another opportunity to participate in the events, and the way these volunteers are selected is very inclusive as being a member of these organizations is not required. One representative also shared a story of including people without the need to even officially sign into the Hotel.

[T]here was an elderly couple, who did not know about the event and they asked if they could join, I'm not sure if they slept in a car or a tent but they spent the night with us after all and they were so happy that this type of an event had been organized (I5)

These indicate that these NGOs are having a very open approach on participation, aiming towards creating an open and welcoming atmosphere so that all inclined would get an opportunity to

participate in the campaign. By opening the boundaries of participation, they are showing that outdoor recreation and enjoying the surrounding nature is meant for everybody regardless of preferences, skills, wealth, or other abilities. Getting people to try outdoor sleeping was seen by the interviewees as crucial to spark the excitement for discovering nature and people's surroundings and to get more people to start practicing hiking as part of their everyday life. Having both free events and the online platform helps people to connect with each other, which encourages them to share their experiences and accomplishments, which can encourage others to try it out themselves. This enables people to feel a sense of belonging and mutual accomplishment without having to have physical contact with others. Keeping the campaign open for all people who have an interest in nature and hiking and willingness to learn fosters the idea of sharing, which is deeply ingrained in the idea of alternative economies.

Openness as a core value is extended to cover not only the participants but also the planning and development processes of the campaign. According to both primary and secondary data, Suomen Latu and its member clubs have been working in close cooperation, with open communication between one another, resulting in a consistent view of the values and aims behind the campaign. The representatives described how this campaign and its events are a result of planning together with Suomen Latu and its member clubs in collaborative meetings so that everyone has had an opportunity to propose things and have their opinion heard. There are few requirements set by Suomen Latu that need to be taken into consideration when organizing a Forest Hotel but otherwise they are giving the member clubs full authority with the needed support to organize them. The close cooperation between Suomen Latu and its member clubs has lasted throughout the lifecycle of the campaign as even the pilot of the first Forest Hotel in 2016 was organized in cooperation with one of the member clubs. The mutual trust, reverence, and understanding between these NGOs has enabled creating an open and inclusive atmosphere in the planning processes, resulting in a sense of excitement and motivation to organize these events.

It all started when [name removed] from Suomen Latu asked us if we would be interested to pilot this Sleeping outdoors -event and we said yes, without knowing what it was /.../ we have been a part of building it. (I2)

[The campaign] is planned very well in a way that even if you'd organize it for the first time, you'll get a great base for it and support from Latu and once you put your own great stuff on top, it'll bring happiness, also to the organizers. (I6)

Additionally, the secondary data implies that feedback received from the participants guides the direction of the future development. Suomen Latu and the organizers of the events collect feedback each year from the participants and their volunteers, which shows the inclusiveness of their development processes. All of the representatives appeared to put great value on the feedback they receive, showing that they are including the participants in the development of the campaign.

Inclusiveness and openness are also related to the inclusion of other parties with different economic aims in the process. The partner organizations working together with Suomen Latu and its member clubs to organize the campaign range from local and national organizations, businesses, and governments, with both profit and non-profit operations. These partners support the campaign by offering monetary and communicational support, gear and equipment, and other resources needed to organize the events. Most of the partners asked to join the campaign operate locally, which contributes to creating relations between different parties inside a community. According to secondary data (D2), event organizers are allowed to form local partners for their events, as long as they are not in cross-purpose with other Sleeping outdoors -partners.

We have done a lot of cooperation with different parties here in the town /.../ in a way this cooperation with all these different kinds of actors is due to... well we cannot do this alone. (I2)

[A]s we are small organizations, with cooperation and the bigger group we are able to build bigger events, lighter. (I5)

We have knowingly looked for partners from other organizations /.../ we have partners who have funded beanies for our volunteers /.../ some have given money and others have given things like disposable plates, pancake ingredients, and so on, it is a sort of cooperation as this way our partners have received visibility both in the event as well as in our premarketing. (I4)

The criticism towards NGOs as alternative economic organizations has to do with their tendency to partner up with market-oriented parties and receive money from these parties to operate, making them vulnerable to outside influences (see Ilon, 1998). When addressing the funding of the campaign, some representatives appeared slightly hesitant to talk about the economic aspects of the campaign and the money they receive, which could indicate that they are not very eager to receive the money as it is something they hope they would not need in order to function. However, two of the representatives did not hesitate to share the aims of their for-profit partners as they understand that it is necessary for their operations.

Of course, we do understand the aims of our partners /.../ so of course we understand that the reason they are our partners is that it'll give them more visibility which increases their sales... And it is absolutely okay, especially because their actions establish outdoor recreation and hiking, so we see this as a win-win situation. And the fact is that we need the outside money, more and more, to be able to continue this low threshold operations and offer these possibilities. (I1)

I don't see it as an issue at all that some certain quality service provider or a community offers paid services as a part of this [campaign]. As long as the value base remains the same. (I3)

Due to the structures of our economies, these NGOs are dependent on funding to operate, and in order to secure the sustainability of their functions, they aim for enlarging their influence (Ilon, 1998, p. 42). However, these representatives continued to point out that they would never sell their value base for money, but rather their partners have to fit into their value system. Additionally, the money they receive goes entirely into running the campaign, so the NGOs will not make any profit and no money is “going into somebody’s pocket” (I1). This shows that although these NGOs allow partners outside of the non-profit organizations, they must share the value base with these businesses. For me, this strengthens the view of the NGOs as alternative economic organizations as it would be against the idea of alternative economies to exclude these parties just for the sake that they operate differently. What matters is that they share the same values and are willing to aid the work that these NGOs are doing. By excluding these parties, the division between alternative economic organizations and capitalist economic organizations would even grow, resulting in even more unsustainable outcomes. In addition, when the local for-profit organizations are involved and invited to build these campaigns together, it can affect the way these businesses value the surrounding nature and community, resulting in a possible shift in their actions.

[W]e have been able to rent things from various different parties, companies, and organizations and fairly often when these people have realized what type of an event this is, in the end, they have not taken any payment for those. (I4)

In terms of alternative economies, the work of these NGOs manifests collaboration and cooperation, which indicates that inclusion also manifests in relationships between the different actors organizing this campaign. Contributing to changing the views and values of capitalist enterprises is not in any way possible if they are left outside of these alternative processes. The openness in the work of these NGOs can furthermore open the mindsets and break ingrained thought patterns of not only the participants but their partners as well, which could result in them seeing their surroundings in a new light.

4.3 Equal possibilities for all individuals

In addition to openness and inclusiveness being important aspects of the values of the Sleeping outdoors campaign, individuality and equality also were significant factors that manifested in the statements of the representatives. “The well-being of the individual”, “individual health,” “finding one’s own way of enjoying nature”, and “offering a possibility to participate for everyone” frequently appeared in the interviews, manifesting the ways the representatives view people as more than just as a mass which needs can be fulfilled with certain type of opportunities. They expressed how paying attention to the individual and the individual needs, preferences, and capabilities was a way to ensure that the campaign is organized in a way that differences in people’s needs are being acknowledged. More than focusing on just one individual, their focus is on *everyone as individuals*. As they focus on giving each an impartial possibility to participate, their work fosters equality among people, acknowledging their personal heterogeneities and treating them equally.

The process of offering equal opportunities requires focusing on the wide range of individual needs that people have. Suomen Latu and its member clubs collect information about the needs and requirements of their participants through feedback in order to develop the campaign and its events to answer these different types of requirements. Additionally, one representative raised precisely the campaign and its various platforms – including the online platform – as the key elements in ensuring that people feel the sense of personalization and that each person is approached as an individual.

[T]he message can be targeted to each individual, personally, which is determinant in this matter. (I3)

Apart from treating the participants as individuals, their approach towards volunteers and the division and delegation of tasks at Forest Hotel grounds leans on a similar type of individuality. One representative described how they match their volunteers with the tasks and level of responsibility based on their individual skills and capabilities. This indicates that they have made an effort to get to know their volunteers. This helps both the organizers to create a pleasant and not-too-challenging environment for the volunteers, and the volunteers to feel accomplished and satisfied (Haanpää, 2017, p. 28). The majority of the representatives seemed to have created a strong connection with their volunteers and the participants, which indicates that they see and treat them as more than just a herd of consumers or workforce, which is often the case in our capitalist

economic structures. Their efforts break these structures and create a space where people can feel a sense of belonging in spite of their differences.

A prevailing concern that all the representatives pointed out, was the need to create a campaign where people should be able to have an opportunity to participate regardless of their financial standing. The representatives had an absolute approach to offering cost-free services to ensure equal treatment for all participants by stating that “The activities have to be accessible for everyone. Which means zero euros” (I6) and that their operations “need to be independent of people’s incomes, it has to be possible for everybody” (I5). The opportunities people have in life, ranging from education, to food, to living conditions, to experiences, are tightly connected to their wealth. The importance of income, according to Sen (1997, p. 385), lies in the fact that with money people can do the things they value and reach a state of being that they desire. In this sense, the reason that people value money is not because of the money itself but due to the opportunities it creates to live a certain type of life. However, as there is a large income disparity in the world, it also means that people have different opportunities to live a certain lifestyle, to participate in certain actions and to gain certain experiences. In the Sleeping outdoors campaign, people are given the same opportunities, treatment and sleeping conditions in spite of the money that people might have, which breaks these boundaries between different social classes and fights against the social alienation of people with different incomes.

Income inequality, fed by globalization and economic growth, is a well-known issue that has been causing alienation of people and severe health concerns for those less fortunate, such as mental health disorders, substance abuse and even hunger in its most severe forms (Pickett & Wilkinson, 2014; Weaver, 1973). On an even deeper level, the issue with income inequality is a part of a wider concern of economic inequality. Although often used as a synonym, in income inequality the focus is solely on the uneven distribution of money flows, whereas economic inequality focuses on the wider spectrum of unequal sharing of primary goods, including land, opportunities, liberties, and rights (Sen, 1997). The work of the NGOs contributes to this wider sense of equality as they are taking into account these different spectrums of primary goods by offering opportunities that consider the needs of an individual while educating people on the equal rights that they have towards nature. The representatives’ reason for contributing to offering equal opportunities for all stems from a sense of fairness as in their statements they referenced feeling good about the work they are doing.

A year ago, during the autumn, we had one family that had participated in all of our Forest Hotels. And we could tell that... if it would have been a paid event, they would not have had any chance (to participate). In a way, they were there because it was free of charge. So, it is the best commendation that we have been able to offer this to people that could not afford anything else. Somehow, it's very rewarding. And we have loved it. (12)

By offering similar services, accommodation, and possibilities for everyone, regardless of wealth or social status, the NGOs are fostering economic equality and showing that everyone should have the same opportunities to enjoy nature regardless of their wealth. Therefore, their work contributes to the decommodification of nature and outdoor recreation and sharing the benefits of nature recreation equally. Equality ties together the work and aims related to this campaign, by offering low threshold opportunities and creating an inclusive and open campaign considering the needs of an individual.

5. ALTERNATIVE MOTIVATIONS – ALTRUISTIC APPROACH

5.1 Overall well-being – the fundamentality of caring

While in the first analysis chapter I focused on describing the aims and values of the campaign, this part focuses on the *why*: Why are these NGOs organizing this campaign each year and furthermore, what motivates them to pursue and establish outdoor recreation and the campaign itself? The motivations to organize the campaign and its events are constructed individually, and therefore the personal experiences and backgrounds of the representatives appeared to impact what motivates them to pursue the aforementioned goals and implement the campaign. However, an altruistic viewpoint associated with all the representatives and their motives. Their reasonings for organizing the campaign and its events were mostly concerned with others, either humans or the environment, and their well-being. Similar to the target group of the campaign, caring for the well-being of other humans included all types of people: the event participants, volunteers, members of partner NGOs, members of communities and generally, all people living in Finland. The respondents agreed that this campaign has positive effects on people's well-being which they justified by referring to the health benefits of nature and outdoor exercise.

I see that our goal is that every citizen could get to enjoy the effects of outdoor recreation on well-being /.../ we don't do these [events] only for our members, we create activities for all Finns, and we hope that everybody will feel good. (I3)

[B]eing outdoors has been shown to have significant health benefits as it reduces stress and lowers blood pressure. For example, in Finland there is a high risk for cardiovascular diseases, so it would have effects on public health if people would spend time in nature. (I1)

The well-being of humans consists of several components and studies have shown that nature has a major impact on people's well-being – not only physically, mentally and spiritually but also in terms of inspiration, cognitive functioning and identity (Russell et al., 2013). The representatives emphasized the physical and mental well-being of people, and articulated the well-being through physical health, mood, social interactions and enhanced quality of life. Getting to know people's nearby surroundings was seen as important for well-being, as people would then be able to practise outdoor activities as part of their everyday lives with a comparatively low amount of effort. Living close to nature has been shown to increase the ability to cope with major personal issues in life

(Kuo, 2001), which reflects how proximate nature can support people's mental health and therefore well-being.

I am arguing that the statements of the representatives also manifest that the campaign also has the ability to affect people's well-being in terms of inspiration, identity and sense of belonging. The representatives noted that most of the participants returned after participating in the campaign for the first time, which indicates that the campaign has successfully sparked inspiration for outdoor life. The secondary data supports this viewpoint as in D3 and D4, based on feedback collected from 160 people after the 2020 campaign, over 50 percent of the respondents said that they would definitely participate in the campaign in 2021 and over 30 percent said that they would be very interested in participating again. None said that they would not be interested in sleeping outdoors for a second time. This implies that the campaign has successfully managed to inspire people to keep trying new ways of practising outdoor recreation and perhaps to spend more time outdoors. In terms of identity and belonging, Finns commonly perceive themselves as people of nature (*luontoihminen*), but the majority do not practise hiking or outdoor camping as part of their everyday lives (Salumäki, 2019). This was also highlighted by the representatives, and they claimed that inspired by this campaign, people have started practising hiking as part of their day-to-day life. This can aid to strengthen this core Finnish identity closely combined with nature, enabling people to feel the sense of belonging.

Having the overall focus on people stems from the strategy and aims of Suomen Latu, which explains why the representatives articulated the well-being of people first and foremost, after being presented with the term 'well-being'. Although some representatives had an anthropocentric viewpoint towards nature, they all agreed that the well-being of all beings and the environment was an important part of their operations. Moreover, a few of the representatives raised the well-being of nature and the environment as a central aspect of their operations. One representative perceived the well-being of humans and nature as equally important, one noted that the importance of the wellbeing of the environment is constantly increasing, and one representative named appreciation of nature as their most important value. The ways to consider and secure the wellbeing of nature were articulated through practical acts such as minimizing the accumulation of trash and not leaving it in the forests (I1, I4, I6); making fires only when necessary and staying on the paths (I1); the types of accommodations used based on nature (I4); using "tree huggers" when setting up hammocks (I4); handing out seedlings and seeds (I5); being part of developing environmental education organizations (I6); and taking political stances to protect proximate forests (I1).

Additionally, teaching and guiding people about the responsible and respectful ways of being in nature and teaching them about the everyman's rights were mentioned by all representatives as keys to support the well-being of nature.

[I]f we are able to get people to nature, that way their well-being increases. And then if we are able to raise awareness of the values of nature and how cherishing it would be worth it, that way the nature will do well, too. (I2)

[W]e encourage people to go outdoors and exercise and take care of themselves but also to practise sustainable tourism and sustainable outdoor life and all our actions according to the guidelines of sustainable development support the well-being of nature. (I4)

As we have Everyman's Rights, we wanted to bring them to everyone's knowledge through this campaign /.../ Surely, everyman's rights strongly brings forth the sustainability, and the fact that we want to respect nature, and hike responsibly, shows in our practical operations. (I3)

Environmental values worked as the theme in the last Sleeping outdoors -event /.../ we obey the everyman's rights. (I5)

'The Everyman's Rights' enable people to roam and travel freely in natural areas with the emphasis on not causing harm to the landowner, land use or the environment (Tuunanen, Tarasti & Rautiainen, 2012). In other words, although a land area could be owned by some party, nature itself is no-one's property, and as everyone has the right to benefit from it, people also share the responsibility to treat it with respect. The representatives agreed that by taking people outdoors, they have an opportunity to educate people about the rights and sustainable ways to practice outdoor recreation, and thus support the well-being of the environment as people would then gain better understanding of the role that the environment plays in the overall well-being of all. As scholars such as Berman, Jonides and Kaplan (2008) have shown, nature provides an environment that renews focus and helps to maintain attention which has been argued to improve cognition. Therefore, the campaign creates a learning platform where sharing knowledge about responsibilities towards nature can be shared and understood in a more profound manner, and thus people's views and attitudes can be evolved.

Whether the focus of these representatives is on the well-being of humans or the environment, their core motive is to care for other beings and their needs, and creating spaces where wellness, benefits and happiness is shared by everyone. The work of these NGOs establishes the core motives of an alternative economy where the focus has been widened to concern the needs and happiness of others in order to take care of the overall well-being of the planet. Additionally, by creating simple,

calm and grounding environments, away from the concerns of everyday life, these NGOs are presenting an alternative approach on what is needed for well-being of people and our societies.

[W]e are living times of efficiency and making revenues and all that, so people are so busy and sort of... everything is targeted. So, if people are approached as people and they are thanked and given the appreciation and well, given a belly full of food, it can work wonders.
(I2)

In the capitalist era, in today's "incessant society", being present and available 24/7 has become a new normal which, on the other hand, has led to a state where sleep is perceived as a luxury due to its scarcity, making sleep to accumulate more value (Valtonen & Veijola, 2011, p. 177).

Furthermore, sleeping in natural settings, away from the everyday responsibilities, can enable people to see their social and material surroundings anew as they are not expected to do anything else (Ehn & Löfgren, 2010, p. 78; Rantala & Valtonen, 2014, p. 21). This might open a possibility to have a closer look on alternative pathways for operating in this world, where the individual needs are assessed through widening the perspective to concern the environment and overall well-being on the planet. The role of 'being' instead of 'doing' is emphasized in practices of sleeping outdoors as these practices require giving up the hecticness and implementing of a reflexive presence (Rantala & Valtonen, 2014, p. 22). By offering people a place and a reason to slow down in natural settings, these NGOs are enabling people experience the rhythms of nature that differ from those of everyday life marked by work and everyday duties while fostering their physical and emotional well-being both with outdoor life and sleep (Rantala & Valtonen, 2014, p. 12; Valtonen & Veijola, 2011, p. 181). This way the representatives are able to take care of people's well-being while helping them to think their life, choices and behaviours with a reflexive presence.

5.2 Alternative rewards

The main events of the campaign, being the Forest Hotels, are organized annually by selected member clubs of Suomen Latu with support from both partners as well as Suomen Latu itself. The work related to the execution of these hotels is done completely without any type of monetary compensation. All monetary support received from Suomen Latu, sponsors and partners, and direct incomes from the services and goods offered in a Forest Hotel (such as breakfast, "a campfire kiosk" (*nuotiokioski*), certain activities or sauna), are used to cover the expenses incurred by the event, and thus organizing the campaign does not offer any monetary profit for these NGOs. Moreover, the work of the NGOs is almost entirely based on volunteering and according to the

representatives, without additional volunteers they would not have the possibility to organize these Forest Hotels. Likewise, all other, smaller events organized as part of the campaign are also completely based upon volunteer work, which is exceptional considering the size and extent of the campaign. According to all representatives, the workload of the campaign and the events is, indeed, heavy and extremely tiring, considering that many actors working to execute the campaign have an additional day-time job on top of their role in the NGO. As secondary data (D1) shows, it takes several months to plan and execute the campaign and people working in Suomen Latu have to start planning the next campaign almost immediately after the previous one, meaning that there are people working on the campaign all year round.

Considering the amount of work related to the campaign, one could think that some type of compensation would be necessary for the effort. However, the statements of the representatives of member clubs did not manifest a need to gain something from organizing the events. Their motivation stems from alternative sources outside of a traditional model of a capitalist economy where people work to gain personal benefits and fulfil the aims of management while getting monetary compensation as a return (Freeman, 2001). When asked what motivates the representatives to organize the campaign, some emphasized the acts and words of gratitude of participants and volunteers, whereas others referred to seeing people's excitement, happiness and delight in and about nature. The personal attributes and values of the representatives were more present here, in contrast to the campaign's aims and values, which were based on common agreements. A common theme among the statements concerning the motivation was a sense of reward through enabling benefits to others.

Even though this is very strenuous, this is absolutely delightful and rewarding in a way that... it is so nice to help to create happiness for people, and to share that happiness through these events. (I4)

The excitement of people and when you see that people come for the first time, or after a long time, to a Forest Hotel and they come with some plastic bags, like it is not anything hi-tech or luxurious... and they are absolutely thrilled to be there. (I2)

It is clear that these people truly enjoy these occasions when they get to the outdoors, in the middle of nature and practise hiking. (I5)

Additionally, representatives also stated seeing clear changes in others as a reward as it then indicates that their work has shaped the person's views and perceptions towards nature and outdoor recreation.

Well, in my opinion, it is that... that what you see happen in those participants. And also, I see as equally important what happens in the volunteers. The feedback that comes from that direction often very spontaneously is, well, that is what makes you do the effort. (I4)

At least I enjoy when there are satisfied people and everybody has fun and... you don't need anything on top of that, getting positive feedback is enough. (I5)

The representatives had a mutual attitude towards feedback as they described both the importance of receiving it from others as well as giving it to their volunteers. Giving and receiving feedback has been shown to play a central role in maintaining an open and respectful environment, as well as supporting the process of personal and organizational development (Nikolić, Perić & Bovan, 2020). Since the beginning, the Sleeping outdoors campaign has received a highly positive response from its participants, volunteers and the media, and the representatives expressed their amazement on the amount of positive feedback and people who were interested in the campaign. According to the secondary data, the feedback gotten from participants (D3) is indeed positive, and consist mainly of words of gratitude and appreciation for the organizers. The positive response and the vast amount of feedback that the campaign has received pushes these NGOs to continue organizing it annually, as it is something that has a strong positive impact on the lives of others and therefore offers societal rewards to these NGOs.

The feedback received from the Forest Hotel volunteers was also very important to the representatives, who have been organizing the events. Volunteers play a significant part in the NGOs' operations and the representatives highlighted the importance of the volunteers for running the campaign. According to Haanpää (2017, p. 5, 13), volunteers are often a central social and economic interest group in the creation of events, yet, they are commonly considered as a manageable workforce, excluding their knowledge and agency from the operations. This is certainly not the case in terms of the NGOs, as they highlighted that they involve volunteers based on their knowledge and skills, letting the volunteers take control of a subassembly they have expertise on and are willing to take care of. The fact that many of Forest Hotel volunteers participate in the events more than once indicates that these volunteers are motivated to work with the NGOs, year after year. The motives of volunteers to participate in events can be categorized into affiliatory and egoistic motives, of which the first one involves interest in the organization and the event itself whereas the latter focuses on gaining personal benefits (Haanpää, 2017, p. 26). The representatives evaluated that what motivates the volunteers to participate has to do with the appreciation and care they receive from the organizers and the sense of community they gain by working together with

other members of the community. This would indicate that the motives of the volunteers are most likely affiliatory, as the connection between them and the organizers motivates them to help making the event a success. The strong connection that these representatives have built with the volunteers serves also as a reward to these NGOs.

In Finland, in the big picture, it is often a bit difficult to get volunteers but the way, how we have got them, is that we have appreciated and respected them and given them feedback and welcomed them... so basically with these quite basic things (12).

I have to say that we have an amazing volunteer crew right now, I feel that sometimes I'm just like, what should I do now as everyone had their own body of work and it likewise helps with my job (15).

The focus on well-being and happiness of others, which serves as a core in the work of these NGOs, creates a cycle, which I would like to refer to as a 'cycle of shared happiness'. The cycle starts when NGOs decide to create events and campaigns in order to enable well-being to others. The volunteers and partners come along and assist these NGOs by offering their skills and attributes and the selflessness of the volunteers makes the NGOs value and appreciate the work they do, creating feelings of happiness and accomplishment in the volunteers. Likewise, participating in the event sparks joy and feelings of accomplishment in the participants and with the positive verbal and non-verbal feedback, they create feelings of joy in the volunteers. Likewise, the happiness of the volunteers and the participants provides contentment and feelings of accomplishment to the NGOs which makes them continue to pursue the happiness of others. In this sense, by caring for the well-being of others, the happiness will return to the original deliverer. This manifests the ideology of good things coming back to those who are willing to put the needs of others first, creating a cycle where overall happiness can be maintained.

This way of thinking stems from the contradictory issue of the tragedy of the commons, mentioned in Chapter 2 of this thesis, that describes the downfalls of the self-centered pursuit of benefits and individual happiness. When individuals act in their own short-term self-interest in a world with finite resources, it will result in long-term drawbacks for all, including that same individual who aimed to maximise the benefits for themselves in the beginning. By turning this cycle around and following the lead of these NGOs, pursuing benefits of others short term can result in benefits of all long term, including the individual, who first decided to focus on the well-being of others. Studies have shown that being kind to others and focusing on the happiness of others will lead to greater subjective well-being and psychological flourishing than self-focused acts of kindness (Nelson,

Layous, Cole & Lyubomirsky, 2016; Titova & Sheldon, 2021). This shows how having the focus on the happiness and well-being of others is personally beneficial for these NGOs and works as a motivator to keep organizing the campaign and its events. Making a difference to other people's mood and lives as well as the ways people take nature into consideration, strongly manifested in the interviews and it clearly offers long lasting benefits for the representatives, serving as an alternative reward of the campaign.

Lastly, throughout the primary and secondary data, it was possible to identify a sense of proudness related to the NGOs themselves as well as the community they operate in. Although none of the representatives stated being proud of their operations per se, it underlined several of their statements, in which they emphasized the size of their association, the recognizability of the campaign and the workload related to the campaign.

Well, our locality is small – around 3000 people – and the fact that we have around 700 members, well... /.../ We have always got excited about everything new, so we wanted to try this /.../ it was never done before so we wanted to do it, without knowing what it was. (I2)

Latu does not assign the events to same associations each year. But we have got it from the very beginning/.../ no one has organized these each year /.../ Although we have only like a hundred members, we are still right in the top of all ski track associations, I think we have at least 600-700 followers on all platforms, Facebook and Instagram and it grows all the time. (I6)

At first no one knew what our Forest Hotel was, what is in there, what one does there and what happens there. Now everybody knows when you talk about [name of the hotel removed]. (I5).

The organization of these events requires several months of work and significant effort, which causes short-term hedonic costs to the people working to organize them. However, the pride they feel after they have successfully executed the campaign serves a greater motivation than pursuing short-term personal well-being. In a study conducted by Williams and DeSteno (2008) on pride and perseverance, pride as a result of achievements on specific events can motive personal development and guide people to take their place as a respected member of their social communities. Many of the member clubs of Suomen Latu are based on small communities and the campaign has increased the interest of people in the area and encouraged people to get to know their surrounding nature. In this sense, the pride felt by these representatives works as a motivator to develop both their events further as well as assimilate their role as developers of their communities. The pride that is felt due to getting positive feedback, being recognized by people and getting people to appreciate the town

or county the event is located in, is creating positive emotions in the organizers, resulting in stronger motivation to maintain their operations.

5.3 The mystery of the “madness” – understanding the power of being alternative

Interestingly, having alternative motivations to their operations was something that even the representatives themselves noted as unusual and some struggled to verbalize the reasons for operating in the way they do. Four representatives described their own actions and viewpoints as “mad” or “crazy” as they perceived that the amount of work that they do is unbelievable, considering that they are not asking for any monetary compensation. People commonly require some type of salary for the work that they do, so these representatives had a somewhat hard time to explain what drives them to keep on working this way.

I don't know... I guess we are a bit cra- [laughing], well I don't know, there's something wrong with our heads /.../ in this sense we are crazy as we have done unbelievable amounts of volunteer work, totally without salary. But that's what people like and hope for. (I2)

We all agreed to organize it [a main event] again and he said “You guys are crazy” /.../ Madness, yeah /.../ the amount of work is terrible, you have been super tired before and after the event but after all, the fact that people are happy, and everybody enjoys themselves and you yourself can enjoy being surrounded by nature. (I5)

Their motivations for operating differ tremendously from the traditional motivation systems of our societies, where money is arguably perceived as the most important motivator of employees (Meudell & Rodham, 1998). Furthermore, following a similar viewpoint, the amount of work these NGOs do does not correlate with the quantity of reward they receive, which makes them seem, according to their own words, “mad”. To a certain extent income has been shown to positively affect people’s well-being (see Howell & Howell, 2008) and thus people value money, as with that they are able to get closer to their ideal lifestyle (Sen, 1997). In this sense, working full days for months without getting any payment can be viewed as unwise. Yet, in spite of the tiredness, stress, and the workload related to organizing the campaign, the representatives eventually felt happy and satisfied with the work they do. Although the purpose of the campaign is to provide enjoyment for others, the representatives were able to enjoy the benefits of nature and the campaign themselves and the positive effects seemingly outweigh the short-term negative effects of the campaign.

The majority of goals people pursue in daily life are emotionally or motivationally charged, meaning that people tend to strive towards pleasurable outcomes that support the fulfilment of happiness in their lives (Chiew & Braver, 2011). Although money is often perceived as the most obvious of all extrinsic rewards, and people assume that better paid people are more productive and happier, scholars have argued that money is in fact more likely to cause dissatisfaction than satisfaction in the long run (Furnham, 2006). Therefore, having an emphasis on other factors than on money and profit could eventually result in greater satisfaction, which offers an explanation for the motivation and the alternative economic structures in the work of these NGOs.

The reason for having the sense of madness that these NGOs are experiencing can be explained through social conformity. Individuals tend to align their behaviours, attitudes and values to the majority, as the majority is assumed to possess the knowledge of what is right and desirable within a society (Stallen & Sanfey, 2015). As the majority of people in our societies get paid for the work they do, these NGOs might feel like they are doing something abnormal and having alternative goals and motivations can therefore be seen as crazy. However, popular ways of behaving and thinking – especially in capitalist economies – are not always ethical or inherently better, even though the ways are commonly accepted by the majority of people (McQuillan, 2018). Therefore, by showing the overall positive effects that these alternative aims and motivations can have on both people and the environment, we can possibly help to widen people's perspectives of what truly are the best ways to live a content life without limiting the opportunities of others. Hence, with the campaign, these NGOs have the potential to show the benefits of operating in altruistic and alternative ways and possibly restructure the unsustainable, selfish structures of our societies and economics. Furthermore, presenting to the NGOs the importance and power that they possess, with campaigns such as the Sleeping outdoors campaign, is crucial in order to help them to share this ideology further.

6. CONNECTIONS, COOPERATION AND CARE – THE MEANINGS BEHIND THE CAMPAIGN

6.1 (Re)building connections between people, nature and community

The meanings of the Sleeping outdoors campaign are constructed based on the aforementioned aims, values and motivations, and they intertwine with a wider discourse of sustainability and human-nature relationships. The reason for these NGOs' aims to endorse outdoor recreation stems from a deeper effort of rebuilding and fostering the connections between humans and nature that have deteriorated as a result of capitalist economic operations in our societies. Urbanization is one of the by-products of capitalism, as the capitalist economic systems lead to aggregation of physical capital when for-profit firms tend to locate near a common landscape and individual workers are drawn by centres where opportunities are available (Scott, 2007). Due to urbanization, people are nowadays become more distant from nature and a sense of unfamiliarity towards natural habitats has ensued (Turner et al., 2004). Although nature has always played a great role in Finnish culture, and Finns seemingly have a close connection with it, many view nature as wild, unpredictable, and even scary, especially in a night-time setting as people tend to spend most of their time in urban environments (Koskinen, 2012). The representatives of Suomen Latu and their member clubs pointed out this concern and named it as a prevalent issue that keeps people from spending time outdoors.

[T]he mental image that Finns enjoy being outdoors – and dare to sleep outdoors alone – does not hold true, so also the thought of encouraging people into nature was one major factor why we wanted to participate... (I2)

[T]here are plenty of people who do not know how nor dare to sleep in a forest, so this is the way to find the first night outdoors, safely. (I3)

As mentioned by Turner, Takamura and Dinetti (2004, p. 588), “[l]ogically, there are two options for reducing the displacement of humans from biodiversity: Either move humans to nature or bring nature to humans”. Arguably, the work of these NGOs fosters this viewpoint in both ways: they are physically taking people to nature by creating spaces in nature where people can get to know nature in a safe environment and secondly, with the online platform and sharing information about different options to enjoy the outdoors, they are bringing nature and the nature experience closer to humans as well.

[W]e want to bring camping and the nature experience closer to people and enable it for as many as possible. So that one would at least dare to try it and thereby get excited about it.
(I1)

Finding solutions to the dissociation of humans from nature is arguably an important task as it necessitates the solutions for fostering the human appreciation of nature and thus the conservation of natural environments (Turner et al., 2004). Camping outdoors has been named by scholars as a way to reconnect with nature, establish human-nature relationships and achieve personal, social and health benefits (Hassell, Moore & Macbeth, 2015) and thus, the work of these NGOs serves as an efficient way to rebuild these lost connections between human and the natural world.

Connecting people with their proximate, surrounding nature was also highlighted to enhance the nature relationship and dissolve issues of urbanization.

[T]hese days urbanization is a global trend, luckily in Finland we still have forests in our cities, but the fact that people would realize how close it is actually /.../ you don't need to travel hundreds of kilometres to a national park to be outdoors and that way we can strengthen the nature relationship. If you live in a suburb, you maybe don't even realize how close it is. (I1)

Again, due to the dissociation from nature, the perceived distance between humans and nature can arguably be viewed as greater than it geographically is. Not having a connection to the nature might result in overlooking it even when one is faced with it in their everyday lives (Colding, Giusti, Haga, Wallhagen & Barthel, 2020). Therefore, these NGOs see that by encouraging people not to only go camping in national parks but also getting to know the nature that is located close to and in people's everyday environments, people are able to practise outdoor life as a part of their daily lives and in that way be able to build a closer connection with it. The unfamiliarity and empirical distance between nature and humans can offer insights as to why nature is not considered with the needed care in our economies, as people might not be familiar with the reciprocal relationship we have with the environment.

A certain level of unfamiliarity can serve as an advance for creating an interest towards certain destinations or activities and making them appear more attractive (Jeuring & Haartsen, 2017), but without needed support or a certain level of experience or guidance, the activity might be too challenging to be enjoyable. Furthermore, it is part of human nature to seek comfort in one's life

(Trettenero, 2016), which explains why people might not be eager to sleep outdoors in a forest alone, as there, the certain daily comforts such as a shower, a bed and warmth are not often available. However, the representatives' views manifested that by getting familiar with nature and its rhythms and learning about the needed gear and equipment needed to practise it, nature can become a safe and comfortable environment that fosters people's well-being.

[S]ince I was very young, the forest has always been an important element for me /.../ I feel comfortable there and thus I started to practice orienteering as a young boy /.../ for me the forest is as familiar an environment as this living room to be honest and often I even prefer it. (I3)

In the interviews it was clear in the representatives already have formed a strong connection with nature while both noticing the benefits that it possesses and the negatives that human actions are causing to it. Relating with nature fuels the act of caring for it, since, as presented by Rantala, Valtonen and Salmela (2020, p. 39), people's behaviours and thoughts are entangled with and embedded in who and what they relate to. In addition, studies have suggested that having greener living environments may also promote stronger community identity and care for others, which would support residents' well-being (Weinstein, Przybylski & Ryan, 2009, p. 1327). This enlarged sense of care as something more than a responsibility towards an individual human subject manifested in the acts of these NGOs and therefore, they are now actively aiming to rebuild the connections with humans and nature in order to share this sense of care. Getting familiar with the nature and realizing the benefits that it offers to our well-being and happiness might open people's eyes to the intrinsic value of nature and the alternatives ways to operate while changing the rooted unsustainable perceptions and behaviours implemented by majority (Stallen & Sanfey, 2015; Weinstein et al., 2009).

The meanings that the campaign has do not only concern the relationship between people and the environment but also the relationships between people and local communities. Nowadays, the prominent interest towards private property has turned people's focus towards owning things to gain a sense of security when in fact it has been shown that pursuing individual interest will eventually lead to loss of commons and moreover, loss of communities (Gibson-Graham et al., 2013). By emphasizing communality and cooperation as desirable ways to work towards a better future for all, these NGOs are contributing to turning the focus from private property and competition to the shared commons and the power that lies in common goals and caring for others.

[A]t least in our events, there have been people who have never been working together before. For example, from a same community, but now they are working together on the same task. So, it has this type of a communal meaning. (I4)

Well, it [teamwork] is a guarantee of success. Without it... in order to manage everything and get people to committed to it, doing things together and showing commitment is the cornerstone, in a way. I mean, if we get people to do things with good spirit and a good vibe, we can move mountains. (I2)

As previously mentioned, the representatives stated getting know to one's surroundings as a way to build stronger bonds with nature, that also enables people to get to know the people and social commons available within the community. The campaign brings together different stakeholders and people from same and different communities to work together towards a common good, which helps people to feel included in these social processes within a community. Furthermore, through the campaign, the NGOs are able to share their ideologies further to other parties than non-profit organizations. One representative noted that through the close cooperation with the community policy makers, they have been able to affect municipal planning of hiking routes and local recreational use of natural areas, which have served benefits both to the locals and well as to people visiting the area. As Barin Cruz et al. (2017, p. 325) have concluded, the process of organizing alternatives to capitalism is “an interactional and relational process between organizational forms and key supportive actors in society”. Thus, the connections that these NGOs are forming between themselves and the local policy makers is essential for fostering cooperation instead of competition and managing natural environments and commons in a way that they can be shared with future generations. Collective thinking and acting are additionally needed in order to break boundaries that separate people from others and foster claiming things as private property (Gibson-Graham et al., 2013).

6.2 Shared benefits and responsibilities – finding balance with nature

Nature is the main stage for these NGOs, meaning that all their operations either take place in nature or have other links to it. Furthermore, working in close cooperation with nature has made them acknowledge the issues related to human behaviour and the unsustainable use of natural resources. As the Sleeping outdoors campaign uses nature as the main resource for enabling benefits for people, such as holistic well-being and new experiences, it has become clear to the representatives that having these benefits requires that certain responsibilities are acknowledged and shared among the participants, organizers and the community where actions are taking place.

Therefore, they feel responsible for teaching people about the sustainable ways of practicing outdoor recreation.

[W]e do admit that outdoor recreation erodes nature and therefore we cannot claim to be a nature conservation organization, so there is a bit of contradiction there... Surely we try to guide people to sustainable behaviour in nature ergo we try to minimize the erosion of nature nevertheless and it is important to us to share the message of what responsible outdoor recreation entails. (I1)

The representatives felt a strong sense of responsibility when they described their relationships with nature and their statements manifested finding the balance between the well-being of humans and the environment to secure the overall well-being. As people are increasingly pursuing outdoor experiences and the global pandemic has targeted their views towards nearby areas, the representatives of Suomen Latu and its member clubs have an increased sense of responsibility in terms of the correct and sustainable ways to practise outdoor recreation in the surrounding nature. They emphasized the importance of informing participants about sustainable outdoor recreation and they were particularly concerned about sharing the message to as wide an audience as possible. Although people are in some way already aware of the freedom to roam, they might not be aware of the responsibilities related to sustainable outdoor recreation. Therefore, the meaning of the campaign as a provider of knowledge about the shared responsibilities related to recreational use of the environment is emphasized.

[W]e encourage people to go outdoors and exercise and take care of themselves but also to practice sustainable tourism and sustainable outdoor life and all our actions according to the guidelines of sustainable development support the well-being of nature. (I4)

We have quite a responsible task, during these times when people have gone to nature, big time, to tell them what it means, what is also the responsible way to be there /.../ it is our job to tell how to be there. (I2)

In this sense, through focusing on assisting people to gain benefits from nature and its commons, the NGOs are able to educate people how to manage these commons in a way that it supports the overall well-being of future generations. Commons related to outdoor recreation, such as forests, fields, shores, rocks, fells, lakes, clean air, peacefulness and edible plants, berries and mushrooms, are for the most part publicly accessible and with the everyman's rights people have the right to utilize these commons. Yet, these commons will not maintain themselves if they are being exploited without the needed care. Thus, the operations of Suomen Latu and its member clubs, in this case the Sleeping outdoors campaign, serve as an example of sharing knowledge of this common access and

sustainable outdoor recreation to ensure that benefits are accessible to a wide range of people. Simultaneously, their actions secure that the responsibilities are negotiated with the community that is connected to the commons. Their work serves as an ‘act of commoning’ (see Gibson-Graham et al., 2013), where they are claiming resources for communities nationwide, and managing these commons through shaping the ways people are accessing, benefiting from, caring for, and taking responsibility for our natural environments and the commons related to outdoor recreation.

The commons related to outdoor recreation are shared with several groups of interest, which indicates that managing these commons can be difficult if all parties are not having a conjoined view about the correct way to maintain these commons. In relation to its size, Finland is the most forest-dependent nation in the world and forestry is a central contributor to the well-being of people (Metsäteollisuus Suomessa, n.d.). On the flip side, other interest groups, such as nature conservationists, value the forest through its intrinsic value and as a provider of biophysical and social commons, and therefore in Finland there have been many environmental disputes concerning the correct use of land and natural resources (Jokinen, 2019; Joutsenvirta, 2006). Although the recreational use of nature is what the representatives of the Sleeping outdoors campaign are fostering, they did not claim that as the only correct way of using the nature but rather emphasized finding a balance between these different economic, recreational and conservational aims that people have towards forests and their use.

[I]n Finland, we have forestry, the recreational use of forests and then the conservation of forests so, I think that it has also to do with the balance between all these things. As we do not only think that all nature has to be only protected. So all these three things, being the recreational use, economic action and preservation need to be in balance. And this is the message we need to share. (I3)

Finding a balance between unfamiliarity and familiarity (Cohen, 1979), the well-being of humans and the environment (Neller & Neller, 2009) as well as the use and the protection of nature are all relational and subjective issues and thus solving them is not obvious. However, the Sleeping outdoors as a public campaign offers an alternative economic space where equality, overall well-being and future costs of human behaviour are considered and therefore, it fosters the quest for finding balance between anthropocentric interests and the overall well-being of the beings on this planet. By emphasizing the fact that the responsibility to take care of the environment and the overall well-being does not only concern the NGOs but it is a responsibility shared among all

people, these ideologies might be able to be transferred to concern people's lives outside the campaign and additionally other industries that benefit from the same resources.

7. DISCUSSION

This chapter is dedicated to reflecting on the findings presented in previous chapters in relation to proximity tourism to appraise the meanings of the campaign for altering the structures of current tourism economies. I start the discussion by firstly reflecting on how these NGOs and the Sleeping outdoors campaign foster the establishment of proximity tourism as a new common tourism form through attitudes and actions taken by the NGOs. I then move towards reflecting how these NGOs can contribute to the process of altering the views of tourist and tourism operators through leading by example and helping them to implement these alternative economic ideologies in their operations and moreover, build a more inclusive tourism economy.

The connections between the NGOs and tourism are present in various ways in their operations. Outdoor recreation and nature-based tourism continuously share commons, natural resources and locations with one another and therefore, the connections between these two phenomena are close yet varied. Bell et al. (2007) make a distinction between recreation and nature tourism based on the role these activities play in people's everyday lives: When outdoor recreation refers to activities in nature that are practiced as part of daily or weekend lives, nature tourism on the other hand covers nature activities connected to a holiday and involve commonly an overnight stay close to or in a national park, forest or other natural setting (Bell et al., 2007, p. 6). Based on this distinction, the Sleeping outdoors campaign could be perceived as tourism campaign, as the aim is to get people to sleep one night outdoors in a natural setting. Yet, the aim of the campaign is to help people to practice recreation as part of their everyday lives and therefore, it manifests a recreational approach. Nevertheless, by emphasizing the benefits of implementation of recreational activities in people's lives, the campaign fosters the role of tourism as a supporter of the everyday well-being rather than just a provider of exotic, new experiences (see Björk, Tuohino & Konu, 2011). Whether people perceive recreational activities in the near surroundings as tourism depends on the mindset of the person that is practicing the activity and the culturally embedded aspects that effect the extent that people perceive their home environment as a tourism destination (Jeuring & Haartsen, 2017, pp. 121–122).

The previous background with tourism that some of the representatives had clearly affected how they approached the connections between their work and tourism. Some representatives seemed slightly hesitant to associate their actions with tourism and made a clear distinction between tourism

and outdoor recreation. On the other hand, those who had previous experience of either working in the tourism industry, or had supported tourism development, viewed tourism with a more open perspective. Yet, they were also cautious not to identify as tourism operators and the effects of their actions on tourism were perceived merely as byproducts. This can be explained through the common view of tourism as an economic activity that can often lack the needed care and sustainable means of functioning as it pursues economic growth and benefits while causing harm to the environment (see Cave & Dredge, 2018). As these NGOs do not associate with these aims, they perceived tourism mostly as something outside their operations and harmful in a large scale.

Although speaking about the tourism industry caused a certain hesitation in the representatives, all viewed proximity tourism as a potential, suitable and sustainable option for unsustainable tourism practices and saw it as beneficial for securing the overall well-being of people and environment and for the development of local communities. Yet, few representatives acknowledged that a lot of work has to be done in order for proximity tourism to grow and become a commonly accepted and sustainable form of travel. Overall, the representatives perceived proximity tourism and other small-scaled tourism practices as beneficial for supporting similar aims that they have, such as equality and ecological well-being, whereas typical mass tourism seemed unwanted. Their statements manifested the steady state tourism paradigm, shortly mentioned in Chapter 2, which seeks to make the issues related to tourism growth visible and acknowledges that human capital cannot grow at the expense of the environment (Hall, 2009, p. 13). Although the sustainable tourism trend is very present in Finnish domestic tourism discourse (see Honkanen, Sammalkangas & Satokangas, 2021), scholars argue that “it seems unlikely, though, that people will refrain from travel for environmental reasons, as that contradicts the hedonic value of touristic behavior” (Jeuring & Haartsen, 2017, p. 119). One of the representatives leaned towards a similar view but emphasized the importance of thinking how often people should travel and how long should they stay in the destination.

The Sleeping outdoors campaign is a great example of a nudge towards establishing proximity tourism as a sustainable and commonly accepted tourism form. According to a report conducted by Honkanen, Sammalkangas and Satokangas (2021, p. 92), staycations and traveling in nearby surroundings and neighbouring cities will continue being a grand phenomenon in the future, which is fueled by environmental concerns related to tourism. Many travelers have started to consider the carbon footprint of their travels and the current discourse related to sustainable tourism has made them look for alternative ways of transportation (Luukkonen, 2019). Also, post-COVID-19 tourism will be strongly affected by positive experiences gotten from domestic tourism during the pandemic

(Honkanen et al., 2021). The popularity of the Sleeping outdoors campaign manifests the rise of a market demand for these alternative tourism trends that take the environment and the effects of tourism to well-being into consideration. The ways in which the NGOs foster this process of establishing proximity tourism is evident on several different levels: On top of the practical actions such as maintenance of forest pathways, the creation of low-threshold opportunities in people's near-by surroundings encourage people to try and discover new things in their local environments (Chapter 4). Furthermore, the cooperation and co-creation with local entrepreneurs, community members and tourism operators support the recognizability of the area as an attractive proximity tourism destination (Chapter 5 & 6) and teaching people about the reciprocity towards nature through sharing commons helps people to pay attention to the effects of their touristic behaviour to the overall well-being (Chapter 6) and potentially encourage them to practice tourism in more altruistic ways.

A central idea that manifests in proximity tourism has not only to do with distance but it is also about seeing mundane surroundings in a different light (Rantala et al., 2020). The Sleeping outdoors campaign contributes to this in two ways: by nudging people to get to know their surroundings as well as making these surroundings seem exotic. Firstly, although the Sleeping outdoors -events are held around Finland and most of the participants and volunteers come from the same region as the event or from near-by areas, the representatives stated that many participants were not familiar with the places that were located close to their homes. The issue with unfamiliarity with nearby areas can be explained through urbanization but also through the tourism phenomenon as tourism often carries a narrative of traveling to exotic, far away destinations (Jeuring & Haartsen, 2017), and therefore surrounding areas might be left unnoticed. Seemingly familiar areas can in reality be unfamiliar, yet getting to know them might require some type of a push or a pull-factor in order for people to get to know them. Secondly, although nearby areas might be familiar places for during daytime, many might not have experienced them in a night-time setting and Sleeping outdoors is therefore a way to assist the process of seeing the surroundings, literally, in a new light and make them appear more exotic. This serves as an exemplary way to solve the issues related to the "unattractiveness of mundane surroundings" (see Jeuring & Haartsen, 2017). As stated by Rantala and Valtonen (2014, p. 27), the daytime emphasis on nature-based tourism makes the multisensory experiences – gotten through spending early mornings, late evenings and nights outdoors – bring a special orientation to the world while creating meanings of novelty and freshness.

Therefore, by creating a nudge (Thaler & Sunstein, 2008) with the open, and low-threshold nature of the campaign, these NGOs are helping people to try out nature-based tourism activities and outdoor sleeping in local contexts which serves as a way to make the touristic possibilities grounded in their communities visible. In this way, mundane places can be seen anew, and people might discover new destinations in their proximate areas that they previously were not aware of or to which they did not have an urge to visit. The experiences of tourism within one's homeland can furthermore spark an interest in directing some portion of future travels towards the near-by areas (Honkanen et al., 2021, p. 92). Additionally, sleeping in nature and the slower rhythms of nature can pave the way for a different orientation towards being in the world, which could not be reached in hectic everyday settings (Rantala & Valtonen, 2014, p. 28). Furthermore, the campaign manifests that everyone has a freedom and opportunity to travel in their proximate natural areas, for free, so it would offer a great option for common touristic travel plans that often involve spending hundreds of euros on flights and accommodation. Although Suomen Latu and its member clubs saw tourism only as a byproduct of their operations, the impact they have on the development of proximity tourism industry in Finland is more profound than they might expect.

The close cooperation between different parties, which is a necessity for organizing the campaign, does not only help the NGOs to establish the campaign but also supports the development of an area as a proximity tourism destination. Working in cooperation with local policymakers, the NGOs are participating in directing local development towards supporting recreational activities and as the low-threshold opportunities created by the NGOs bring people to the area, they are showing the policy makers the benefits of supporting recreational development to the recognizability of the city and the well-being of local people. On the other hand, as the city contributes to the campaign by offering monetary and communicational assistance, they support the development of recreational and touristic possibilities in the region and the image of the city itself can be transformed through these events. These mutual connections and reciprocal support between the NGOs and the city representatives offer benefits for both parties which reflects the 'cycle of shared happiness' that indicates that by focusing on helping others on their missions, the benefits will be shared among the members of the community in an equal manner. This shows how the role of NGOs is crucial in proximity tourism development as they have the willingness to operate for the common good without payment. Thus, as respected members of the community, they can share these alternative ideologies to influence greater policymaking processes.

The NGOs aim to share the benefits of their work with as many parties as possible. Therefore the cooperation is not only limited to being between them and the city representatives, but it also includes working with local companies and entrepreneurs. As mentioned by Brouder (2018, p. 916), the capitalist growth-paradigm often manifests in regional development of tourism opportunities and thus entrepreneurs, who do not follow these aims, have often been excluded from decision-making, leaving them outside the networks and local planning within communities. The NGOs can potentially support these smaller, alternative tourism operators, as they have the power and willingness to include these entrepreneurs with alternative aims and motivations and, together, they have the means for building stronger ground for alternative economic goals also in tourism development. The potential that lies in working with tourism entrepreneurs was noted by one representative as a way to support the industry while benefitting as many parties as possible, which manifests in their acts of commoning, which draws on the network of relationships build on a premise of a shared understanding that some things belong to all of us (Ristau, 2011). The Sleeping outdoors campaign serves as a set of commons, that the NGOs have constructed and maintained, and now they are willing to share it with others and not claiming it as their property. These NGOs are keeping the campaign open for all different parties and are willing to develop the campaign further while sharing the commons with others that already share or are willing to share the same value base. Their actions retell those of a collegial or a participative leadership, where they have attained a role of a team-player, by being directly involved with their colleagues, delegating responsibilities and displaying openness, empathy and care (Arora, 2012, p. 171). In this role they can earn the right to lead by example and thus, the altruistic nature of their actions can be shared with other operators, supporting the creation and fulfilment of alternative aims – also in the tourism industry.

Furthermore, aforementioned representative also saw potential of reframing the Sleeping outdoors - day for local entrepreneurs as a marketing opportunity, where they could get visibility while supporting the aim of helping others to find their desired way of enjoying nature. This way tourism entrepreneurs could show that they too are supporting alternative goals such as equality and sustainability, instead of focusing only on growth and profit, which could change people's perceptions of the company and the nature of the whole industry. Furthermore, other tourism operators might realize how important role these alternative goals might play in the economy as well. Studies have shown that having sustainability as a core in development strategies of companies is an important value that affects the perceptions of consumers and therefore the competitiveness of a company (Ioannou & Serafeim, 2019), which shows that having the focus on

other than monetary benefits can actually be economically worthwhile. Here again, by focusing on well-being and happiness of others, happiness will eventually come to the original executor (Titova & Sheldon, 2021).

The ways in which the Sleeping outdoors campaign is impacting the reconstruction of current economic structures of tourism industry is through its role as a platform where alternative aims, values, ideologies, motivations and ways of operating with others and the environment can be shared with all stakeholders involved in these proximity tourism practices. This platform consists of a vast variety of dimensions that I have presented in previous chapters of this thesis and therefore, drawing one concluding action or reckoning as the paramount key for shifting tourism economy towards alternative ideologies is not possible or even necessary. Rather, by presenting the plurality of effects and the power that these NGOs possess not only in terms of overall well-being but in wider framework of shaping the economic structures in tourism, it helps to realize the interconnections between seemingly unrelated events and actions with alteration of grand structures (see Phillips & Jeanes, 2018). Creating new stories that differ from the standardized stories of 'how to stop the climate change' is also contributing to the common goal of living in harmony with the environment and other people and thus, these stories are likewise needed (Gibson-Graham et al. 2018, p. 2; Rantala, Valtonen, Salmela, 2020).

However, I would like to make few observations that help to shed light on how these NGOs are contributing to the construction of alternative economies in tourism. Firstly, by organizing low-threshold nature-based proximity tourism events, they are bringing people closer to nature and changing their perceptions of tourism as solely as an industry that concerns mass tourism and destinations overseas that can only be reached by the wealthy with the needed money and spare time. Their work emphasizes that enjoying nature experiences and traveling in nearby surroundings is accessible to everyone and that people's incomes should not determine if they can participate and gain these experiences. This contributes to the view of tourism in near-by surroundings as a low-threshold tourism form that enables equal opportunities for all while offering meaningful and rewarding experiences that are as valuable as those gotten from traveling far-away destinations. Additionally, the sense of caring for others, both people and the environment, pushes the NGOs to think-with the environment and the communities they operate in and become response-able (see Rantala et al., 2020, p. 10), helping to implement alternative economic practices to touristic actions in natural surroundings. As stated by Rantala et al. (2020, p. 11), things that are near to us cannot be put aside as easily, and caring with the proximate denies quick fixes and hasty answers to problems.

This in mind, the contributions of NGOs for fostering proximity tourism as a commonly accepted tourism form help to foster the equality and the care of our surroundings within the industry.

Secondly, by including tourism operators and other for-profit members of the community in these alternative economic campaigns and events, the NGOs are able to share the alternative values and ideologies efficiently with the members of local communities and encourage them to act accordingly. Commoning can also refer to this type of communality and care, which is building a new sense of belonging and community membership. These actions help to build a community economy, where people develop together protocols that govern the use and access of shared resources, instead of claiming them as their own (Gibson-Graham et al., 2018, p. 17). Close cooperation and co-creation serve as a way to get people to understand the interdependence of and shared commitments between different actors within the communities, which serve as basis of alternative economies as a way to improve comprehensive well-being (Watson & Ekici, 2017). Cooperation also offers space where individual skills are taken into account, which could shift the entrepreneurs' focus on working together rather than competing with each other. For example, if a small hotel would partner up with local reindeer herders, artisans, musicians and restaurants, they could form new, yet traditional, services that can support the maintenance of commons locally and enable not only tourists but also people inside the community itself to get to know different operators that the community has to offer. The role of the NGOs is to work as a bridge, as their campaigns serve as an efficient place for networking within the community. Connecting and being-with others is a task that requires care, caution and effort (Veijola et al., 2014, s. 144) and therefore, keeping an open and inclusive atmosphere both towards people who come as visitors as well as those who work together with these NGOs serves as a way to get people to understand the shared responsibilities related to our touristic operations.

Thirdly, by showing that caring for others – and the overall well-being, equality and solidarity – creates overall happiness in the members of these NGOs, they have the ability to shift the focus of tourism operators onto something other than profit. The act of commoning, that these NGOs are fostering by teaching people about the ways to care for the environment, shifts the thinking towards a realization that essentially, living in this world means 'being-with' others and the relationships between different beings are based on a premise of taking care of each other, rather than competing against each other for the last resources (Ristau, 2011; Veijola et al., 2014). As long-term members of the community, tourism operators and people practicing tourism also share the responsibility to take care of local nature and people, and it is crucial that they understand this responsibility.

Therefore, the NGOs' efforts on gathering people to participate and help on their mission towards the overall well-being is pivotal part of changing the structures of tourism economy, as through these campaigns tourism entrepreneurs might also realize how aiming towards fulfilling the well-being of others rather than themselves can result in better well-being for themselves too (see Titova & Sheldon, 2021).

It appears that finding alternative and sustainable solutions for issues caused by today's economic structures and systems does not inevitably require creating completely new and complex ways of operating but rather, it can be a process of bringing back old ways of doing with simple commodities and reframing them to serve the needs of people in today's modern societies. Although people have spent their nights sleeping outdoors far longer than they have indoors, socio-historical civilization processes have directed sleeping to take place indoors (Rantala & Valtonen, 2014, p. 21). The economic development has disregarded the old ways of living, particularly those that depend on land and locally produced goods and services (Morton, 2007). As already noted by Gibson-Graham, Cameron and Healy (2013), we need to "take back the economy", which indicates a similar view of it being something that has been lost due to relying on systems that frame the economy as something outside our reasoning. As these scholars have argued, people need to be "moved to action" and turning towards nature for inspiration can help to learn to think and act in ethical terms (2013, p. 191). Therefore, moving people to nature and grounding them in their surroundings, with the help of these NGOs, can aid in them starting to act more responsibly after they are faced with the objective of their decisions and actions.

Reframing these old ways of traveling and bringing them back can help to transform the tourism economy by showing that seemingly mundane surroundings and simple activities also possess potential for meaningful tourism experiences. Additionally, through the campaign, these NGOs are able to justify how offering simple, yet well-executed services and goods, in a natural setting can increase their perceived value and provide visitor satisfaction without needing to be anything extravagant. As previously mentioned, some seemingly mundane things are perceived as a luxury these days, as our busy, work-focused lives are taking away these crucial aspects of our well-being (Valtonen & Veijola, 2011, p. 177). This shows how by creating small, simple and sustainable experiences in natural settings rather than grand and complex experiences can satisfy the needs of today's tourists. Thus, these NGOs are showing, both to tourists and tourism operators, that tourism is not only about traveling to far away destinations but rather that it is possible to practice it in your nearby natural surroundings, free of charge and with the support of local communities. By realising

that the small and simple actions and decisions that people are making every day, such as choosing a travel destination or deciding to volunteer in community events, have an effect on the economy, people can start acting and thinking that demonstrates understanding that their actions affect the lives of other beings. Shifting the tourism industry's focus to perceive traveling in proximate, local destinations and traveling slow on the ground as conventional is a task that requires changes in rooted perceptions that people have about and within the industry. Hollenhorst, Houge-Mackenzie and Ostergren (2014, p. 314) argue that the foundation of shifting tourism's focus to local environments lies in the realization that small and simple connections to one's social and ecological community can be equally valuable and rewarding as tourism experiences gotten through long-haul travels.

Although many tourists are looking to make environmentally- and socially-friendly decisions on their travels, Hall (2009, p. 7) argues that they generally have not internalized the impacts of their decisions and consumption in a bigger picture. Similar to the tragedy of the commons, seemingly small and insignificant details and actions can make great and vast changes both in a positive and a negative sense. Therefore, as Thaler and Sustein (2008, p. 3) have suggested, the best approach is to assume that "everything matters" so even marginal pursuits towards making the world a better and more equal place to live should not be overlooked or disregarded as something outside the economy. As the Sleeping outdoors campaign has shown, the power that these NGOs possess in terms of the strengthening alternative tourism practices and bringing visitors to a region is arguably significant and therefore the cooperation between NGOs and tourism operators would be a valuable proposition for building a more sustainable tourism economy, which takes the overall well-being of people and the environment into consideration in its operations.

8. CONCLUSION

“We rise by lifting others” – Germany Kent

In this instrumental case study, I have examined the role of Suomen Latu and its member clubs as contributors of alternative economic structures in tourism by using the Sleeping outdoors campaign as the case through which the aims, values, motivations and actions of these NGOs were studied. The present study has aimed to provide insight on the ways in which proximity tourism practices are fostered by Finnish NGOs and how their work can contribute to a construction of an alternative tourism economy. Furthermore, the role of NGOs as maintainers and sharers of commons was studied in order to widen understanding of the shared commitments and responsibilities among the members of these communities. These insights may establish a base for new ways of thinking, not only about the nature of economic systems in tourism, but also about the role of NGOs as drivers of change in touristic economies.

In this study, the Sleeping outdoors campaign was examined in the context of alternative economies to see how creating possibilities to experience nature in people’s near-by surroundings, with a low-threshold, can offer a space where human-nature relationships, cooperation and comprehensive well-being can be fostered. The aim was to answer the question *how are non-governmental organizations contributing to construction of alternative economies in tourism*. The findings of this study suggest that NGOs are contributing to this process via establishing reciprocal connections between people and nature in local communities, sharing alternative ideologies, teaching people about sustainable use of commons, as well as fostering alternative, low-threshold tourism practices. Their work is based on premises of care, cooperation and nature-appreciation and their pursuits show how treating people as individuals, and with respect and care, supports the well-being of people, despite their roles in the community. As scholars have noted, the overall well-being of societies can be taken care of by shifting the focus from personal benefits to a wider notion of shared resources and responsibilities (see e.g. Phillips & Jeanes, 2018; Watson & Ekici, 2017). Therefore, the care and the cooperation that these NGOs value and strive towards play a central role in the process of sharing sustainability values and altering the tourism economy towards a future that enables equal benefits and balanced disadvantages between people with different qualities and abilities while fostering the well-being of the environment.

Environmentalists have long argued that the environmentally responsible behaviour is a result of making humans more knowledgeable about the environment and the issues caused by human operations (Hungerford & Volk, 1990, p. 9). Furthermore, the declining of physical contact with natural areas will likely reduce the fundamental care and interest towards nature (Pergarns & Zaradic, 2008, p. 2295). Although the reality is often not linear, and is a more complex process, it does not invalidate the work of NGOs in building and fostering close and meaningful relationships with nature. Encouraging people to target their trips to nature can support the realization of the negative effects of human occupation on the environment and foster care towards it. Also, in a tourism framework, their efforts support the discovery of proximate areas as attractive destinations while fuelling the change of this unilateral view of the tourism economy as an extortionate and growth-focused entity. As this study suggests, tourism economy is far more diverse and open entity, that can involve parties with alternative, non-profit aims. Furthermore, by seeing the ways in which the NGOs and their volunteers work to help others and support the well-being of communities and the environment, it can inspire more people to act accordingly and behave in more altruistic ways towards each other and the environment. As nicely pointed out by one of the representatives: “In spite of today’s social media fanaticism in our societies, people nevertheless like doing things for others and to others. As it is something concrete”. (I3) Bringing people back together, to nature, to spend time with other members of the community can not only help people learn about the shared commons but can also help people to realize that money is not the only way that can secure your happiness.

While each chapter of this thesis explored a different side to the campaign, the chapters shared the conceptual premise of ‘alternative’ as a way to restructure the ways of knowing and thinking about tourism and the economy. As Hall (2009, p. 12) has argued, in order to transform the tourism economy to fulfil sustainable and equal well-being of all beings, it is pivotal to go beyond the framework of tourism, as the fastest-growing industry, to assess tourism’s economic, social and environmental relationships with a more balanced and integrated approach. In this sense, changing these deep-seated ideologies of the industry is needed and I hope that with this thesis I am able to contribute to this process of unlearning and rethinking tourism. From a sustainability perspective, tourism is viewed as a renewable, infinite resource that can be utilized indefinitely but this is only the case if tourism is being taken care of properly (Hollenhorst et al., 2014, p. 306). This new way of understanding tourism through care, cooperation, and local contexts is needed to answer the challenges to which tourism industry is contributing to (Hollenhorst et al., 2014; Rantala et al.,

2020). There is a lot that the tourism operators and policymakers can learn by following the examples set by these NGOs.

With this thesis I wish to strengthen the vision of NGOs as contributors to the alternative tourism economy and to proximity tourism and for this vision to be noticed by, not only the tourism research community, but also NGOs themselves. If non-governmental- and other alternative organizations begin to understand the multidimensional effects of their work on rebuilding a more sustainable and inclusive tourism economy, it might help to widen the view of tourism as a diverse and versatile economic practice which can be put into effect without having an explicit tourism agenda. Instead of seeing tourism as a growth-focused, capitalized industry, approaching it from new viewpoints, with new conceptualizations, can open the tourism framework for these alternative organizers, whose views and operations would bring needed alternative approach to the current structures of the tourism economy.

Having a case study research strategy was suitable for the execution of this study as it helped me to bring up new, diverse viewpoints of the work of NGOs and alternative tourism economies, which can be applied further in research. The scope of the current study did not allow for a detailed examination of the well-being outcomes of the campaign, which would have offered important insights into the actualizations of NGOs' aims in the campaign. Another open question from this study is how the changes in human-nature relationships through the Sleeping outdoors campaign occur and whether these changes truly affect the ways people think about their responsibilities towards nature, especially on their travels. Nature as a discursive frame can differ in the minds of a researcher and hikers and, therefore, it is problematic to pinpoint the exact changes in human-nature relationships (Garst, Williams and Roggenbuck, 2010). Yet, my aim has not been to empirically support any hypotheses of how a singular event can change people's views and relationships with the natural environment or proximity tourism, but rather to provide insight into the diversity of alternative economic spheres that these NGOs uphold and the ways in which alternative economic aims and values manifest in the campaign. It is important to note, that the findings of this study serve as an example rather than offer any generalizable result of the work of NGOs as a whole. Regarding the relations and connections that NGOs have with other stakeholders and key supporters in a society (see Barin Cruz et al., 2017; Ilon, 1998), I am suggesting that future research could explore more deeply not only NGOs as contributors of alternative tourism forms such as proximity tourism but the relationships between alternative organizational forms and tourism operators with a

relational approach that would have more focus on the connections that may support or constrain the organization of alternatives for capitalism in tourism realm.

The title of the first chapter of theorist Mark Fisher's book *Capitalist Realism* (2009), "It's easier to imagine the end of the world than the end of capitalism", summarizes the issue we are faced with when aiming to change our economic structures. The quest for restructuring the economy and reaching the ultimate end of capitalism is anything but a walk in a park. I myself do not see that the end of capitalism would univocally solve all issues that we are faced with in our societies and the tourism economy. Although all economic systems have weaknesses and are in some ways flawed, these systems are needed in order for a society to function in a cohesive way (Juneja, n.d.) and thus, completely disregarding these systems would not result in the incontrovertible well-being of all. What is needed is to understand that the economy is about the coexistence of both more dominant and less powerful modes of economic coordination and that these less-recognized, alternative modes of exchange play an important part in sustaining the economy and creating more sustainable economic systems (Hillebrand & Zademach, 2013, p. 10). Therefore, finding and fostering economic practices that do not follow the rules set by the prevailing economic systems can open the discourse for having multiple ways to operate in the world. Those that establish connections within communities and with the natural environment and foster comprehensive well-being, can help us to live in harmony with the planet and with one another.

Writing this thesis has been a process equivalent to a hike through a near-by forest, with some familiar pathways and some completely new ones that I had not even been aware of before. Discovering these new and enlightening viewpoints of the economy and the work of NGOs helped me to unravel the connections between them as well as with tourism. With the support of former research, I was able to navigate through this forest of knowledge, after various detours and moments when getting out of the forest seemed almost impossible. But the more you get lost, the more you become familiar with your surroundings. Seeing the forest from the trees and understanding the multileveled issues that come with focusing on growth and monetary success can open new pathways one can follow to further equality and the practice of caring. As stated by Jokinen (2019, p. 16), the economy is not a divine entity as it would not maintain itself without the human world, unlike the manifold biological and ecological systems that would run flawlessly without human investments. Therefore, the economy is ductile, and can be moulded to fit new, alternative structures that are constructed while paying attention to its long-lasting effects on overall well-being. While acknowledging its limitations, I hope that my thesis has illuminated how NGOs

can assist the process of unlearning some beliefs embedded in the economy, nature and tourism, and contribute to the aim of shifting the focus from self to others, to support the comprehensive well-being of the planet.

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APPENDIX 1: The recruitment letter

Arvoisa vastaanottaja,

Nimeni on Henna Nevala ja opiskelen Lapin yliopiston kansainvälisessä Northern Tourism -maisteriohjelmassa. Teen pro gradu -tutkielmaa, jossa tutkin lähimatkailua vaihtoehtotalouden kontekstissa. Tutkimukseni on tapaustutkimus Suomen Ladun Nuku yö ulkona 2020-tapahtumasta, jossa pyrin lisäämään ymmärrystä kansalaisjärjestöjen roolista lähimatkailun edistämässä sekä matkailualan rakenteiden muutoksessa kohti vaihtoehtoisen ja laajan talouden tulevaisuutta. Toivon valmistuvasta tutkimuksesta olevan hyötyä sekä tapahtumaan osallistuneille järjestöille ja organisaatioille, että laajemmin ei-kapitalististen ja kestävien matkailumuotojen kehittämisessä.

Etsin tämän vuoden tapahtumassa mukana olleista järjestöistä haastateltavia tutkimukseeni. Tarkoitukseni on haastatella sekä Suomen Ladun että tapahtumassa ja sen suunnittelussa mukana olleiden yhteistyöjärjestöjen edustajia. Haastattelut toteutetaan etäyhteydellä haastateltavalle sopivan sovelluksen kautta (Teams, Skype, Zoom, Whatsapp) joulukuun 2020 ja tammikuun 2021 aikana. Haastattelut nauhoitetaan ja tallenteet hävitetään asianmukaisesti aineiston analysoinnin jälkeen.

Tutkimukseen osallistuminen on vapaaehtoista ja osallistuminen on mahdollista keskeyttää koska tahansa ilmoittamalla siitä tutkimuksen tekijälle. Haastateltaviin liittyviä tietoja käsitellään anonyymisti ja luottamuksellisesti eikä haastateltavien yksilöllisiä vastauksia voida tutkimuksessa yhdistää tiettyyn järjestöön tai henkilöön.

Valmiin tutkimuksen kielenä on englanti, mutta haastattelut tullaan käymään suomeksi, ellei haastateltava toisin niin toivo.

Voitte ilmoittaa osallistumisestanne haastatteluun joko sähköpostitse tai puhelimitse numeroon +358404174995. Jokainen haastattelu tuo tärkeää aineistoa tutkimukseeni, joten arvostan suuresti, jos teiltä löytyy aikaa haastatteluun ja tutkimukseeni osallistumiseen. Voimme yhdessä sopia teille sopivan ajan haastattelulle.

Tutkimus liittyy Suomen Akatemian rahoittamaan Matkailua lähelle -tutkimushankkeeseen (nro 324493).

Mikäli teillä herää kysymyksiä tai haluatte muuten keskustella tutkimuksesta tai haastattelusta tarkemmin, voitte ottaa yhteyttä minuun joko puhelimitse tai sähköpostitse.

Kiitos paljon etukäteen!

Ystävällisin terveisin, Henna Nevala

0404174995/hnevala@ulapland.fi

APPENDIX 2: The letter of consent



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



SUOSTUMUSLOMAKE

Arvoisa osallistuja,

Olen maisterivaiheen tutkinto-opiskelija Lapin Yliopistosta, ja tutkielmani ohjaajina toimivat Outi Rantala (outi.rantala@ulapland.fi, puh. +358(0)40 4844202) ja Outi Kulusjärvi (outi.kulusjarvi@oulu.fi). Kutsun teidät osallistumaan pro gradu -tutkielmaani NGOs fostering alternative economies of tourism – case Nuku yö ulkona 2020. Tutkimuksen tarkoituksena on lisätä ymmärrystä kansalaisjärjestöjen roolista vaihtoehtoisten matkailumuotojen kehittämisessä. Haastattelun tulokset julkaistaan osana tutkielmaani ja tutkielma toteutetaan osana Northern Tourism -maisteriohjelman (NoTo).

Allekirjoittamalla tämän lomakkeen annatte suostumuksenne haastatteluun osallistumisesta ja kerätyn haastatteluaineiston käytöstä luottamuksellisesti ja ainoastaan kyseessä olevan tutkimuksen tarkoituksiin. Tutkimus seuraa Tutkimuseettisen neuvottelukunnan (TENK) ohjeistuksia hyvästä tieteellisestä käytännöstä. Aineistoa tullaan käsittelemään anonyymisti eikä aineistoa luovuteta kolmansille osapuolille. Osallistumisenne on vapaaehtoista ja voitte halutessanne vetäytyä tutkimuksesta myös tämän dokumentin allekirjoittamisen jälkeen ilmoittamalla siitä alla mainitulle yhteyshenkilölle.

Jos toivotte lisätietoja tutkimuksesta tai haastatteluaineiston käytöstä, voitte halutessanne olla yhteydessä joko minuun tai tutkimukseni valvojaan.

Ystävällisesti,

Henna Nevala
0404174995/hnevala@ulapland.fi

Allekirjoituksellani vahvistan osallistumiseni tähän tutkimukseen ja annan suostumukseni käyttää haastattelutallennettani tutkimusaineistona yllä mainittuun tarkoitukseen.

Allekirjoitus

Paikka ja aika

Nimenselvennys

Toivon, että tutkimusraportti lähetetään minulle sähköpostitse tutkimuksen valmistuttua:

Kyllä Ei

Sähköpostiosoitteeni _____

APPENDIX 3: The interview script

Thesis Seminar TCIM0301

Henna Nevala (0444857)

Haastattelurunko (The interview script)

Haastattelu aloitetaan esittelemällä tutkimuksen tekijä, haastattelun aihe ja teemat sekä käydään läpi haastatteluun liittyvät käytännöt.

Haastattelukysymykset (Interview questions)

Taustatiedot haastateltavasta: nimi, organisaatio/kansalaisjärjestö, tehtävänimike

1. Tapahtumapäivä: Nuku yö ulkona 2020, 29.8.2020

- Mikä oli roolisi tämän vuoden tapahtumassa? (työtehtävät, vastualueet)
- Miten päädyit mukaan tapahtumaan?
- Oletko toiminut tapahtumassa aikaisemmin?
- Kerro tapahtuman kulusta
 - Missä olit tapahtumapäivänä, mitä teit? (sijoittuminen)
 - Miten tapahtuma sujui?
 - Mitä aktiviteetteja tapahtumapaikalla oli?
 - Tarkentavia kysymyksiä: osallistujien määrä, ikäjakauma, mielenpainuvin hetki?

2. Tapahtuman merkitys ja tavoitteet

- Mistä tapahtuma sai alkunsa? (kysymys esitetään Suomen Ladun edustajille)
- Millä tavalla tämä tapahtuma eroaa muista Suomessa järjestettävistä tapahtumista? / Mikä tekee tapahtumasta erityisen?
- Mihin tapahtumalla pyritään eli mikä on tämän tapahtuman päätavoite?
 - Millaisilla toimilla tavoitteeseen on pyritty pääsemään?
 - Onko tapahtumalla muita tavoitteita?
- Miten tavoitteissa on onnistuttu?
 - Konkreettisia esimerkkejä?

2.1. Järjestön tavoitteet

- Vastaavatko tapahtuman tavoitteet oman järjestönne/yrityksenne tavoitteita ja arvomaailmaa?
 - Mitkä ovat järjestönne keskeisimmät päämäärät ja toiminnan tavoitteet?
 - Millaiset arvot ohjaavat toimintaanne?

3. Talous ja hyvinvointi

- Miten tapahtuma on rahoitettu?
- Olivatko aktiviteetit maksullisia?
- Mihin tapahtumasta saadut tulot käytetään?
- Jos todetaan, että nykyinen yhteiskuntamme nojaa vahvasti taloudellisen kasvun tavoitteluun, niin miten nämä kasvuun keskittyvät tavoitteet osuvat yksiin järjestönne tavoitteiden ja arvojen kanssa?
 - Millaisena taloudellisen hyödyn ja kasvun tavoittelu nähdään?
- Millaisena näet järjestönne roolin kestävämpien vaihtoehtojen luomisessa ja ylläpitämisessä?
- Kenen/minkä tahon hyvinvoinnin turvaaminen on järjestölle tärkeintä?
- Millä tavalla kestävyysajattelu ja hyvinvoinnin edistäminen näkyy tapahtumassa?

4. Lähimatkailu (johdatus aiheeseen)

- Miten järjestössänne suhtaudutaan matkailuun? (Millaisena matkailu nähdään)
 - Jatkokysymys: entä Suomessa tapahtuvaan lähimatkailuun?
 - Liittyykö matkailu jotenkin järjestön toimintaan?
 - Onko (lähi)matkailun kehittäminen tai edistäminen osa järjestön tavoitteita?
- Oliko lähimatkailun edistäminen osana tapahtuman tavoitteita?
 - Jos kyllä, millä keinoilla lähimatkailua pyrittiin edistämään?
- Koetko, että tapahtuma voi vaikuttaa lähimatkailun suosioon?
- Millaisia mielikuvia lähimatkailun yleistymisen sinussa herättää?
- Millä tavoin lähimatkailun suosiota voitaisiin mielestäsi kehittää entisestään?

5. Tapahtuman vaikutukset

- Millaisen vastaanoton tapahtuma on saanut kokonaisuudessaan?
- Onko tapahtumasta ollut jonkinlaisia hyötyä, jos mietitään esimerkiksi osallistujia ympäristöä, hyvinvointia tai lähimatkailua? (Esimerkkejä)
- Mikä on mielestäsi tärkein seikka, johon tämä tapahtuma voi vaikuttaa?

6. Ajatuksia, kommentteja

- Onko vielä jotain, mitä haluaisit jakaa tai lisätä?

Haastattelun lopussa mahdollisten tapahtumaan liittyvien dokumenttien ja arkistomateriaalien tiedustelu ja mahdollisten muiden haastateltavien tiedustelu.

Kiitokset!